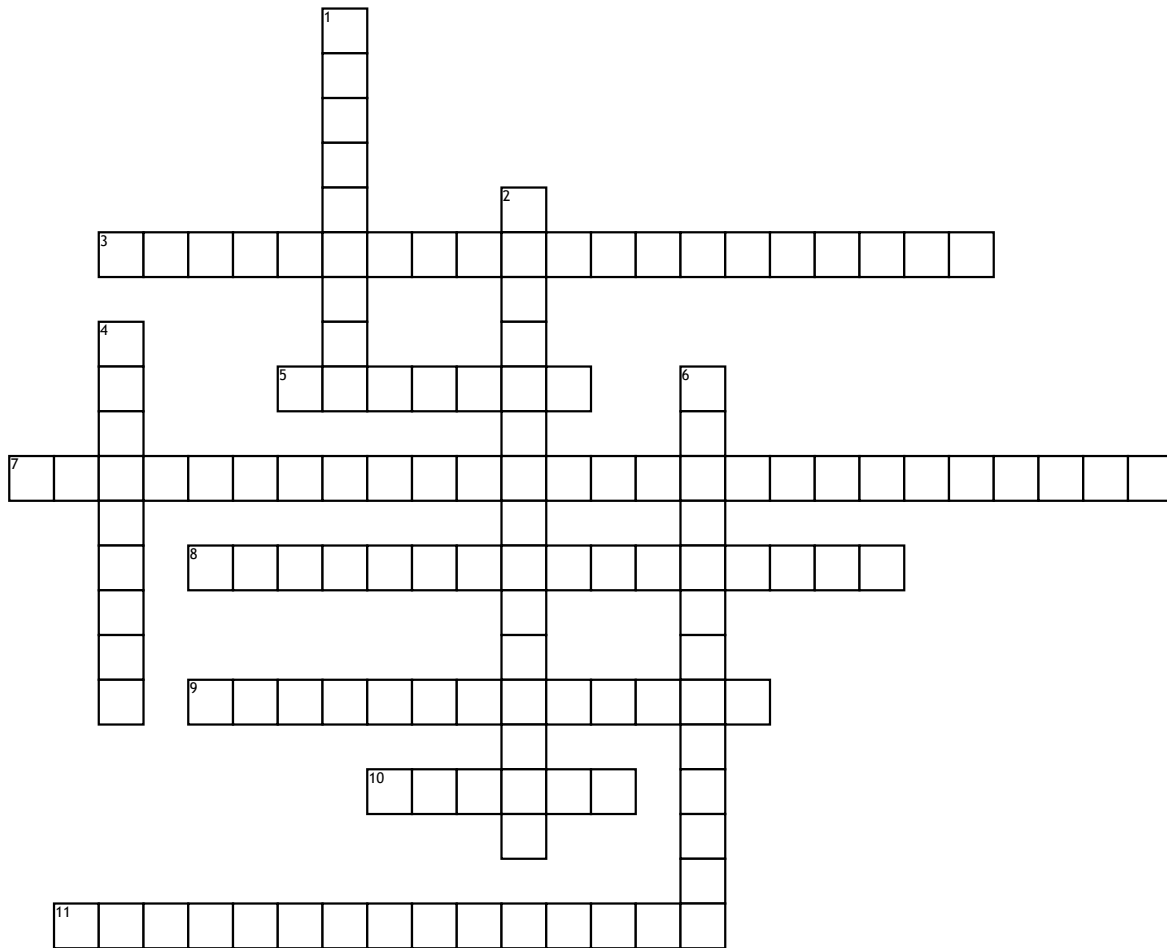


Marketing Definitions



Across

- 3. A defined promise made by the seller to the consumer
- 5. Planned personalized communication to influence buying decision
- 7. What is sold?
- 8. Area of law in which manufacturers, distributors, suppliers, retailers, and others who make products available to the public are held responsible for the injuries those products cause.
- 9. Emotional and Rational

- 10. Ratings assigned to products

- 11. Guidelines for selling

Down

- 1. Provided by a business for both goods and services
- 2. Productive activities consumer pay others to perform
- 4. Specifications that are used as a basis for comparing or judging goods or services
- 6. Consumer can touch, taste or smell