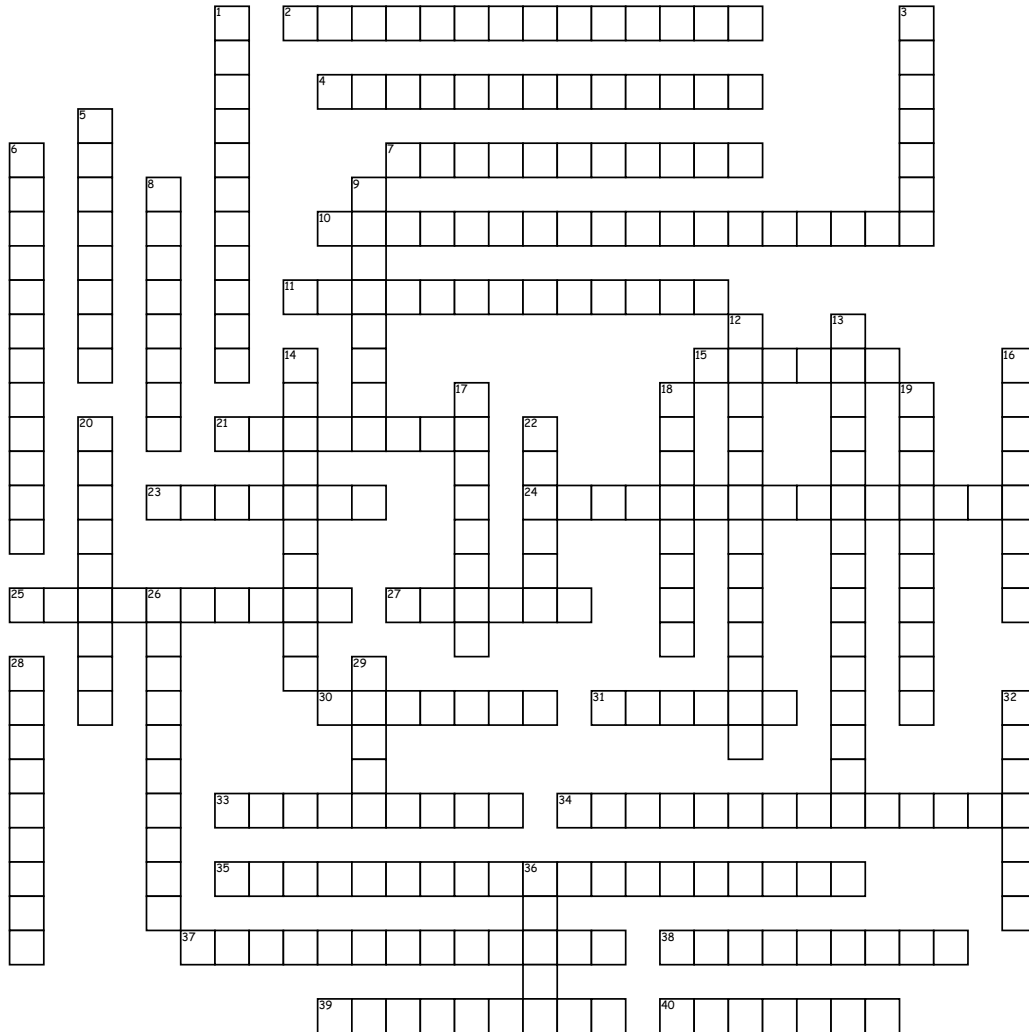


Name: _____

Date: _____

Period: _____

Marketing Game



Across

- 2. a system in which a country's government makes all economic decisions
- 4. process of exchanging messages between a sender and a messenger
- 7. a company's percentage of the total sales volume generated by all companies that compete in a given market
- 10. an economic system in which habits, traditions, and rituals answer the basic questions
- 11. recurring changes in economic activities
- 15. beliefs that guide the way we live
- 21. an ability or natural talent, or the potential to learn a certain skill
- 23. organized way a nation provides for the needs and wants of its population
- 24. the formal style of writing and speaking learned in school
- 25. direct work in a job that allows the person to get experiences, either with or without pay
- 27. all people who share similar needs and wants and who have the ability to purchase a given product
- 30. information about job opening, perhaps providing some indication about the type of work and who to contact
- 31. specialized vocabulary used by members of a particular group

33. the type of life you would like to live

- 34. systematic process of managing an organization's risks to achieve objectives in a manner consistent with public interest, human safety, environmental needs, and the law
- 35. resources that are comprised of land, labor, capital, and entrepreneurship
- 37. telephone solicitation to make a sale
- 38. rising prices
- 39. a business that buys goods from wholesalers or directly from manufacturers and resells them to consumers
- 40. obstacle that interferes with the understanding of a message

Down

- 1. a letter written by a job applicant to introduce the applicant to the employer in the hopes of convincing the employer to read the resume
- 3. an added value in economic terms; an attribute of goods or services that makes them capable of satisfying consumers wants and needs
- 5. intangible items that have a monetary value and satisfy your needs and wants
- 6. the group of people most likely to become customers, identified for a specific marketing program
- 8. the difference between wants and needs and available resources

9. a sales lead; a potential customer

- 12. the number and types of jobs available in any field
- 13. any form of direct contact between a salesperson and a customer
- 14. the art of building alliances
- 16. to acquire by means of a financial transaction
- 17. the term that signifies a period of renewed economic growth following a recession or depression
- 18. a receiver's response to a message
- 19. a business that obtains goods from manufacturers and resells them to organizational users, other wholesalers, and retailers; also called distributors
- 20. decisions about advertising, personal selling, sales promotion, and public relations used to attract customers
- 22. a brief summary of personal information, education, skills, work experience, activities, and interest
- 26. someone who knows your work habits and personal traits and will recommend you for a job
- 28. all the things used in producing goods and services
- 29. tangible items that have monetary value and satisfy ones needs and wants
- 32. where communication takes place, including place, time, sights, and sounds
- 36. the value in money or its equivalent, placed on a good or service

Word Bank

- | | | | | | |
|-----------------------|------------------|---------------------|----------------|-----------------|------------------|
| recovery | lifestyle | inflation | telemarketing | aptitude | barrier |
| communication | resources | purchase | references | prospect | standard english |
| promotion | price | risk management | utility | wholesaler | feedback |
| economy | setting | traditional economy | cover letter | command economy | values |
| factors of production | retailers | internship | target market | job lead | market share |
| scarcity | services | business cycle | goods | resume | jargon |
| market | personal selling | networking | career outlook | | |