

Name: _____

Date: _____

Marketing Terms

N J C E N T R A L M A R K E T I N G E M J L N J
T A D M I N I S T R A T I O N F U N C T I O N M
T U A K L A Y O A T X O K R R G Q D Z M I H O E
S K D R P M Q Y D C C B X S E V V W Z T U M A L
Q A W K Q W T K C D F O P O C R K X O Z A A Y X
X C I C M O H Y A Y H F S U X W T M O N M C M G
A D U M E Q K L M M E C I R P P O P A N L C F V
T E K R A M B K H S X I N A R R O G P R M O L F
G N I S I D N A H C R E M O P N E W N A K U E A
Q T N Z N D H B F A C C D Z F M Y B V N Z N B L
A V X B T R N A T G R U E Y E A M K H X J T A Q
S I U T G K M N M T C X W N K T F A F B X I V G
W K V U A H E V O T U R T C L X M N C R X N Z T
S P E C I A L I Z A T I O N O F L A B O R G U R
I B S T D H K H O O R C J B P V N X W M W K G P
Y I C N X H L U I H P U I C P G N I R E T R A B
O U L O A M Q B S T N E I C I F F U S F L E S M
Y K I Z V Y T S N O I T A R E P O W U O O O Y E
V N O I T C N U F T C U D O R P V R K V E L F V
Y F J J F I N A N C E F U N C T I O N R K R B O
Z V T A P A E F Q H K Q R A M E U B Y T K P I T
E V M K U A M O N E Y S Y S T E M B I Q Y E N V
C J Y X E C A L P R O N O I T U B I R T S I D C
M A R K E T I N G M I X X Q K O P K A S G Q A N

specialization of labor
finance function
central market
money system
accounting
marketing
price

administration function
product function
merchandising
operations
promotion
product

distribution or place
self-sufficient
marketing mix
management
bartering
market