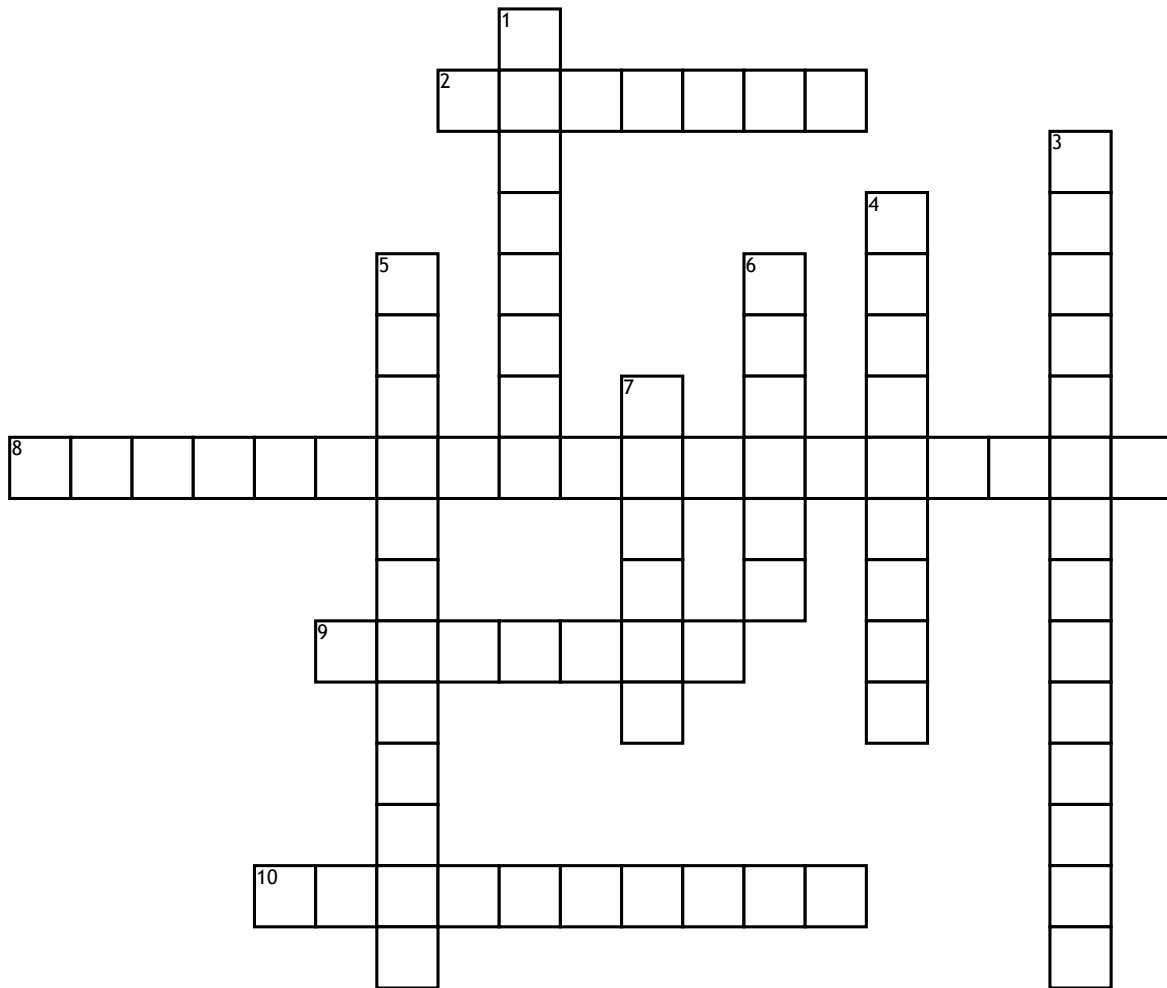


Marketing management



Across

- 2. Anything that can be offered to a market to satisfy a want/need
- 8. Management of all activities related to marketing
- 9. Marketing is the business process by which products are ____ with the markets.
- 10. Decisions related to quality, design of products etc?..

Down

- 1. Function which gives name to the product?
- 3. Selling what you have. Name the concept?
- 4. It's a social process by which people obtain what they need
- 5. Customer is ready to give a price for the product only when he gets
- 6. Selling assumes ____ for the products.
- 7. Marketing management refers to management of all activities related to