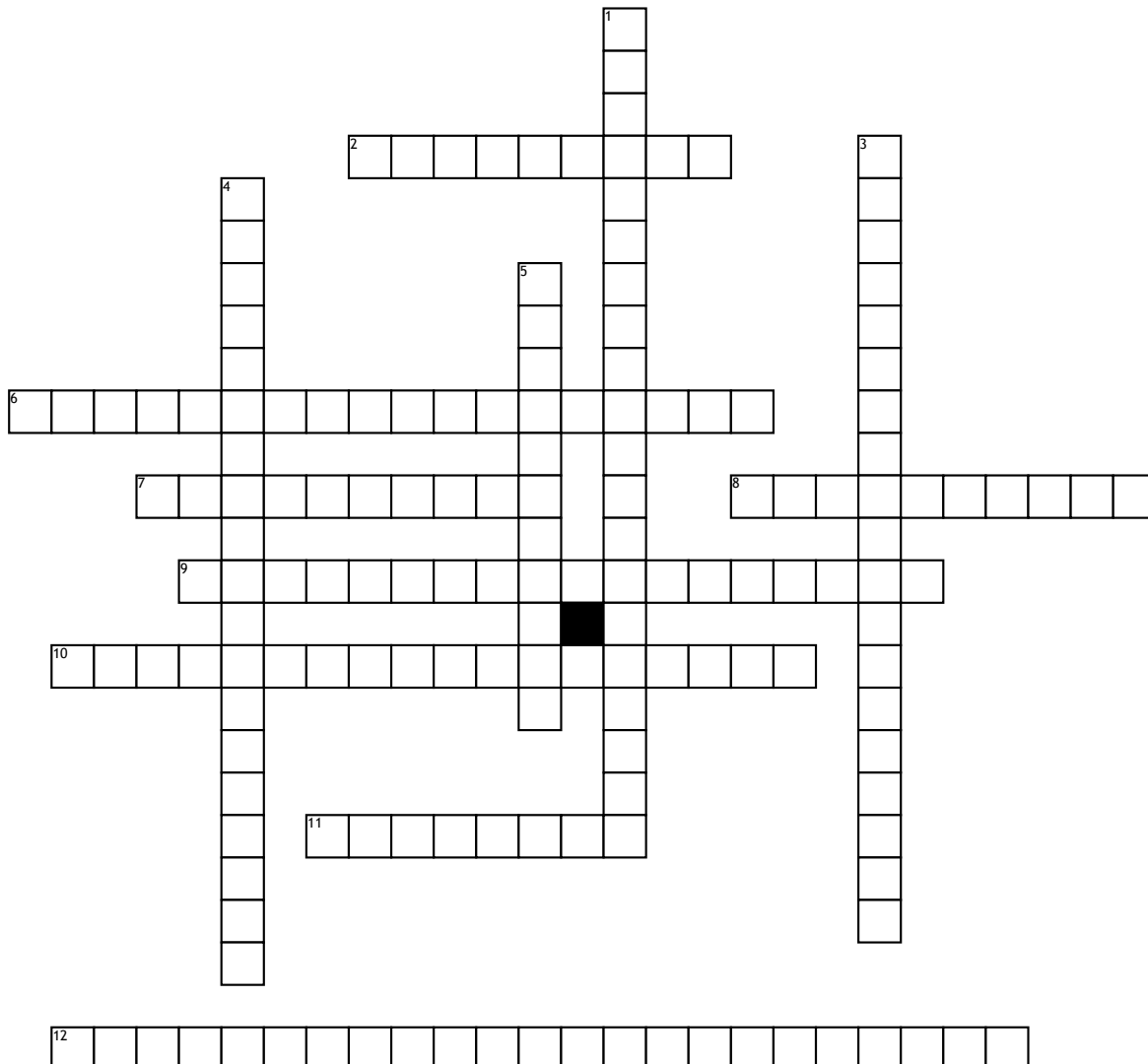


# Markets in Practice



## Across

2. a small number of powerful sellers  
 6. maximum output from minimum input  
 7. goods with external benefits  
 8. A firm in a perfectly competitive market which cannot directly influence price  
 9. percentage of market share held by top companies

10. many buyers and sellers, homogeneous products, freedom of entry and exit to market

11. one seller, barriers to entry

12. many buyers and sellers, freedom of entry & exit, products are differentiated

## Down

1. maximum output from given inputs and max consumer satisfaction from that output.

3. selling the same product @ different prices to different market segments

4. goods and services produced according to consumer demand

5. a firm in an oligopoly or imperfectly competitive market which may seek to influence price