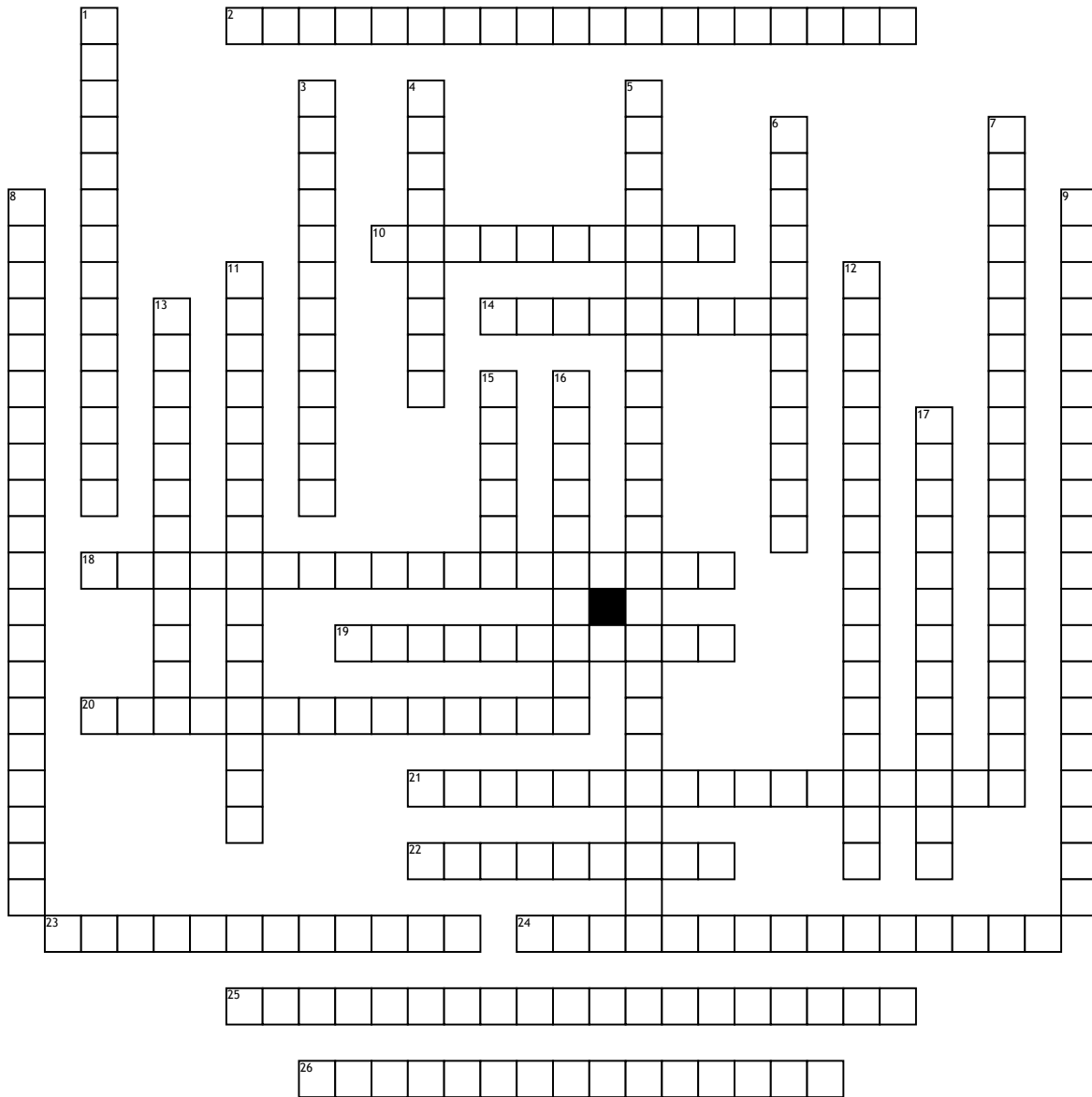


Money Matters Vocabulary



Across

- 2. is asserted to arise when aggregate demand in an economy outpaces aggregate supply
- 10. the process of dealing with or controlling things or people
- 14. reduction of the general level of prices in an economy
- 18. is defined as a process of setting prices of goods/services based on the current market conditions.
- 19. spend less; reduce one's expenses.
- 20. Rational behavior refers to a decision-making process that is based on making choices that result in the optimal level of benefit or utility for an individual.
- 21. is a pricing strategy which sets prices primarily, but not exclusively, according to the perceived or estimated value of a product or service to the customer rather than according to the cost of the product or historical prices.
- 22. the act of stimulating the economy by increasing the money supply or by reducing taxes, seeking to bring the economy back up to the long-term trend, following a dip in the business cycle.
- 23. reduction in the rate of inflation.

- 24. marginal benefit is the maximum amount he is willing to pay to consume that additional unit of a good or service.
 - 25. The necessary abilities to be qualified to achieve a certain goal or complete a project with your finances.
 - 26. Research findings suggest that emotions and feelings play a decisive role in purchasing, triggered by seeing the product or upon exposure to a well crafted
- Down**
- 1. monetary inflation occurring at a very high rate.
 - 3. the effectiveness of productive effort, especially in industry, as measured in terms of the rate of output per unit of input
 - 4. a general increase in prices and fall in the purchasing value of money.
 - 5. A logical and ordered process can help you to do this by making sure that you address all of the critical elements needed for a successful outcome.
 - 6. marginal cost is the change in the opportunity cost that arises when the quantity produced is incremented by one unit, that is, it is the cost of producing one more unit of a good.
 - 7. the method to recovering an expenditure which a business takes on, is both a specific and general term.

- 8. systematic approach to calculating and comparing the benefits and costs of a course of action in a given situation
- 9. the total value of goods produced and services provided in a country during one year
- 11. the idea that money that is available at the present time is worth more than the same amount in the future, due to its potential earning capacity.
- 12. is inflation caused by an increase in prices of inputs like labour, raw material, etc.
- 13. is an economic condition that occurs when the difference between a firm's total revenue and total cost is equal to zero.
- 15. the amount added to the cost price of goods to cover overhead and profit
- 16. make the best or most effective use of (a situation, opportunity, or resource).
- 17. the buying of goods without planning to do so in advance, as a result of a sudden whim or impulse.