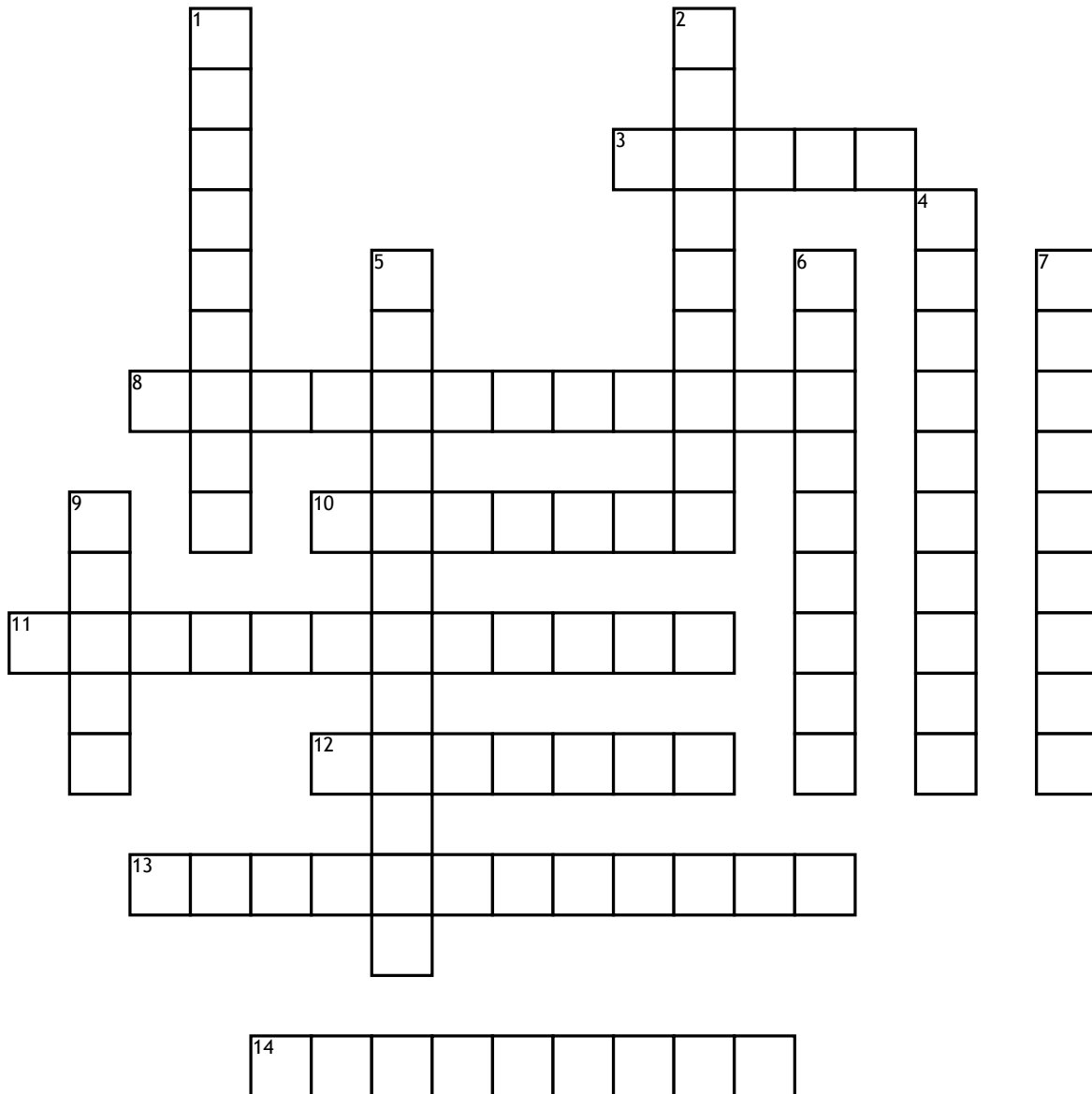


Unit 5



Across

- 3. Quantity of payment or compensation given by one party to another in return for one unit of goods or services
- 8. The action of sharing something out among a number of recipients
- 10. Give or hand over
- 11. A particular group of consumers at which a product or service is aimed
- 12. An article or substance that is manufactured or refined for sale

13. A combination of factors that can be controlled by a company to influence consumers to purchase its products

14. Materials used to wrap or protect goods

Down

- 1. The publication of a product, organization, or venture so as to increase sales or public awareness
- 2. Activities undertaken by a company to promote the buying or selling of a product or service

4. Diverse group of people assembled to participate in a guided discussion about a particular product before it is launched

5. A particular group of consumers at which a product or service is aimed

6. A person who purchases goods and services for personal use

7. Notice or attention given to someone or something by the media

9. A space, area, or spot, set apart or used for a particular purpose