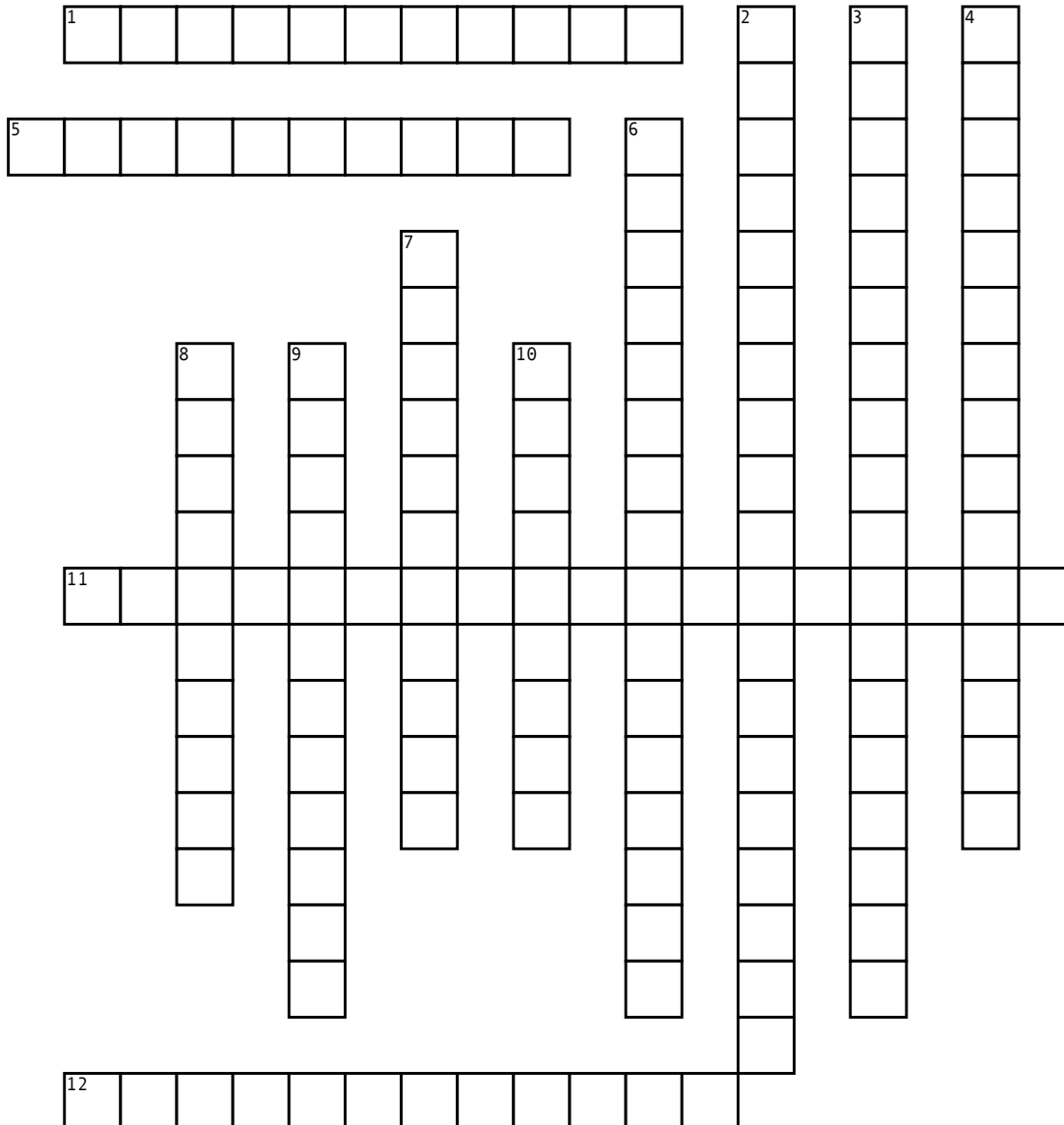


Name: \_\_\_\_\_

Date: \_\_\_\_\_

Period: \_\_\_\_\_

# VOCABULARY PUZZLE



## Across

1. The whole range of products marketed by a company is called \_\_\_\_\_
5. This refers to the total number of product lines that a company offers to its customers.
11. What is a marketing technique intended to present products to different target audiences?
12. The amount of sub-products offered by a business within a particular line of products is called \_\_\_\_\_

## Down

2. What is an adjustment made to an existing product to make the appeal or function better?
3. What is a concept where the range of products purchased by a business or sold by a retailer is broken down into groups of related products?
4. What is the basis for decisions about price, distribution and promotion?

6. When a product goes through the cycle from introduction to withdrawal its called the \_\_\_\_\_
7. What is made by a company and offered for sale?
8. What is a diagram or model that indicates the placement of retail products on shelves in order to maximize sales?
9. What refers to the number of product lines sold by one company?
10. The first model of an item is called a \_\_\_\_\_