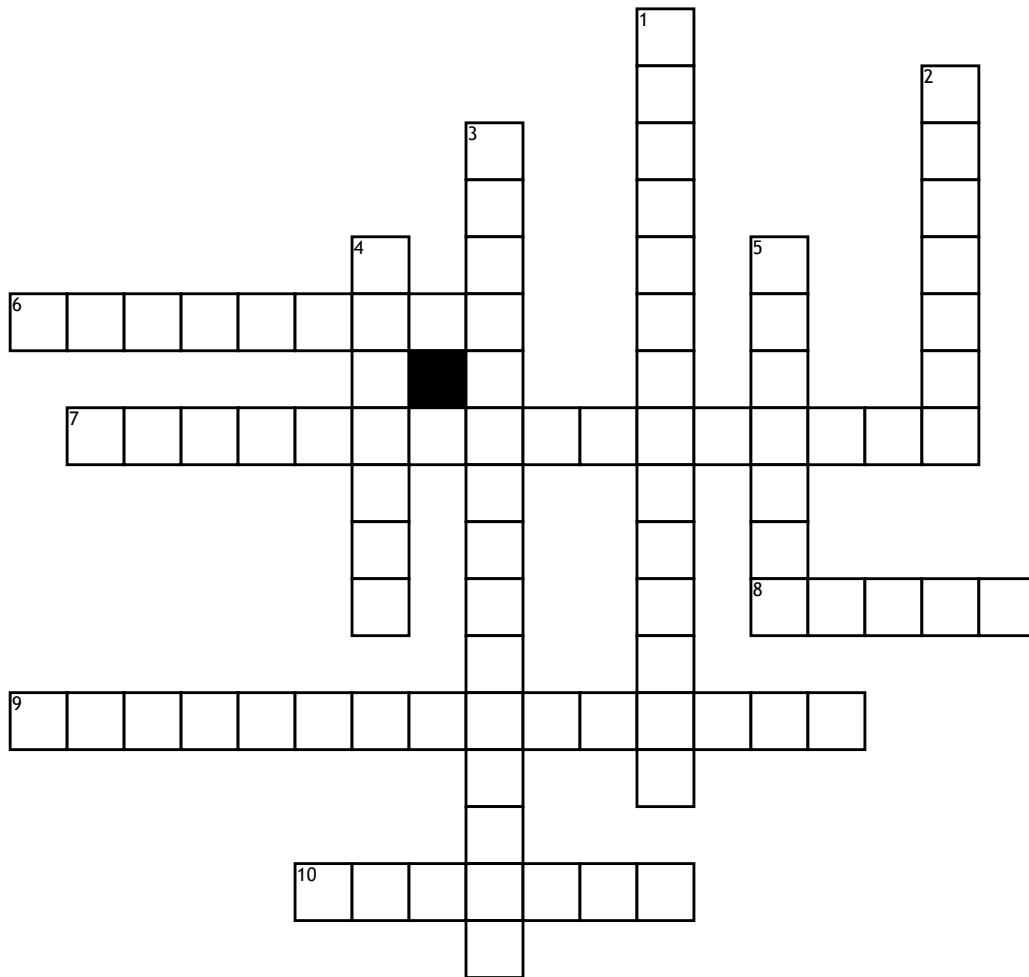


Name: _____

Date: _____

nature of marketing



Across

- 6. the people who buy goods and services
- 7. a philosophy of conducting business that based on the belief that all business activities should be aimed toward satisfying the customer wants and needs while achieving company goals
- 8. tangible objects and materials
- 9. tangible items that are consumed within a short time
- 10. the system in which people make and spend their incomes

Down

- 1. promotional activities other than advertising, personal selling, and publicity that stimulate customer purchases
- 2. marketing element referring to what goods, services, that is not paid for by the company or individual
- 3. the form of promotion that determines client needs and wants and responds through planned, personalized communication that influences purchase decisions and enhances future business opportunities
- 4. a fact about characteristic of a product
- 5. a marketing function that involves determining and adjusting prices to maximize return and meet customer perceptions of value

Word Bank

- | | | | |
|-------------------|-----------|-----------------|-------------------|
| feature | pricing | sales promotion | non-durable goods |
| marketing concept | product | goods | personal selling |
| economy | customers | | |