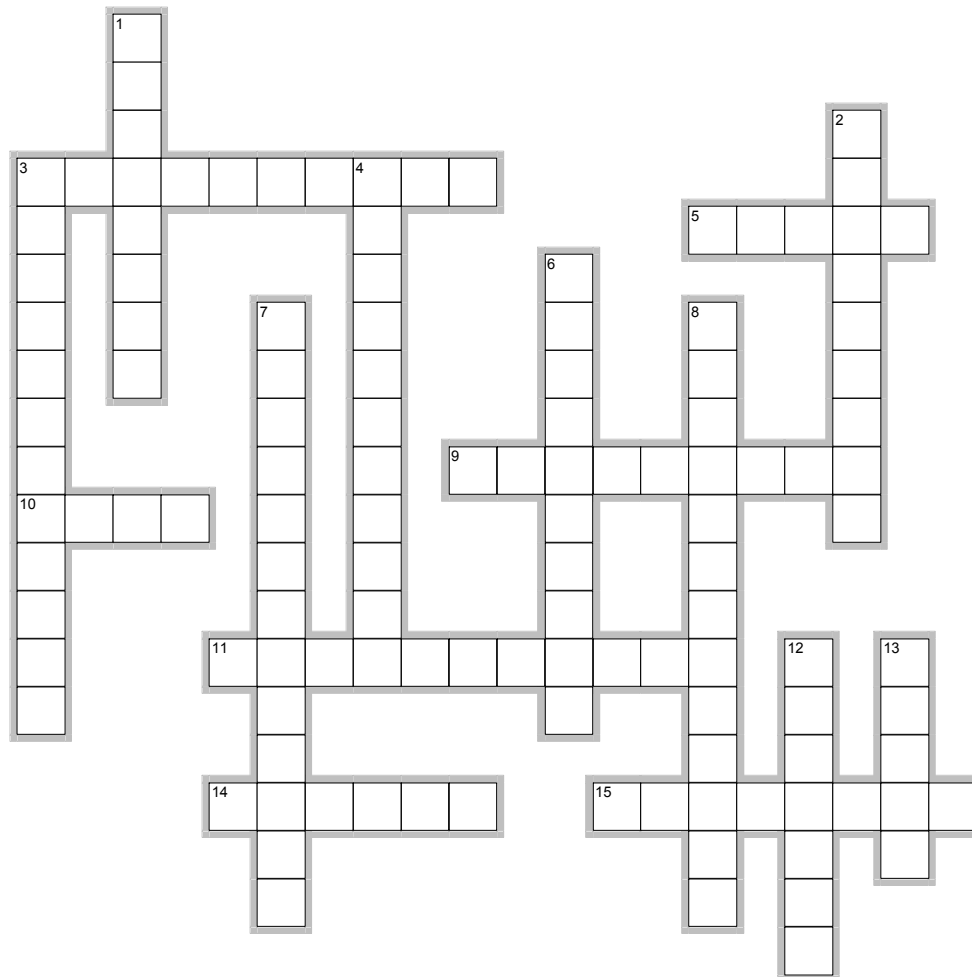


Crosswords: Marketing 4



Across

3. Stage when sales stabilise at their highest point.
5. P's of marketing mix refers to the channel of distribution
9. Strategies for putting new life into product
10. Model form planning adverts design
11. Enter new market by setting lower prices than competitors
14. Audience is the people who are potential buyers of the product.
15. Pricing strategy where high price is set for a new innovative product

Down

1. cost of manufacturing the product plus a profit mark-up.
2. Physical container or wrapping for a product.
3. Dividing market into groups of consumers who have similar needs.
4. **advertising which give full information about the product.**
6. Products brought and used in place of another product
7. Products that tend to be bought and consumed together.
8. Set of questions to be answered as a means of collecting data for market research

*This crossword has been downloaded from www.dineshbakshi.com
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Economics and Accounting.*

12. Collecting original data via direct contact & interviews
13. Unique name of a product