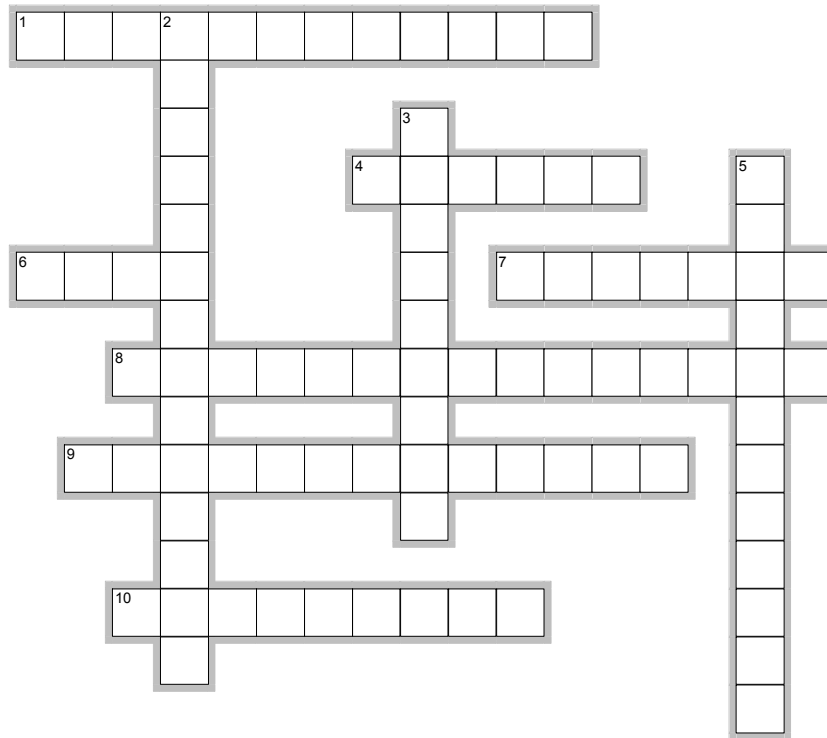


Crosswords: Marketing 1



Across

1. Where the market is divided into groups of customers who have similar needs
4. Place where buyers and sellers come together to exchange products
6. A technique used to analyse the strengths & weaknesses of a product or company
7. _____ Research; collection and collation of original data
8. Business whose main focus of activity is on the product itself
9. Set of questions to be answered as a means of collecting data
10. _____ Research; use of information that is already available

Down

2. Business whose main focus is on finding out customers need and satisfying them
3. Management process of identifying & satisfying customer needs and wants
5. Term used to describe all the activities which go into marketing a product.