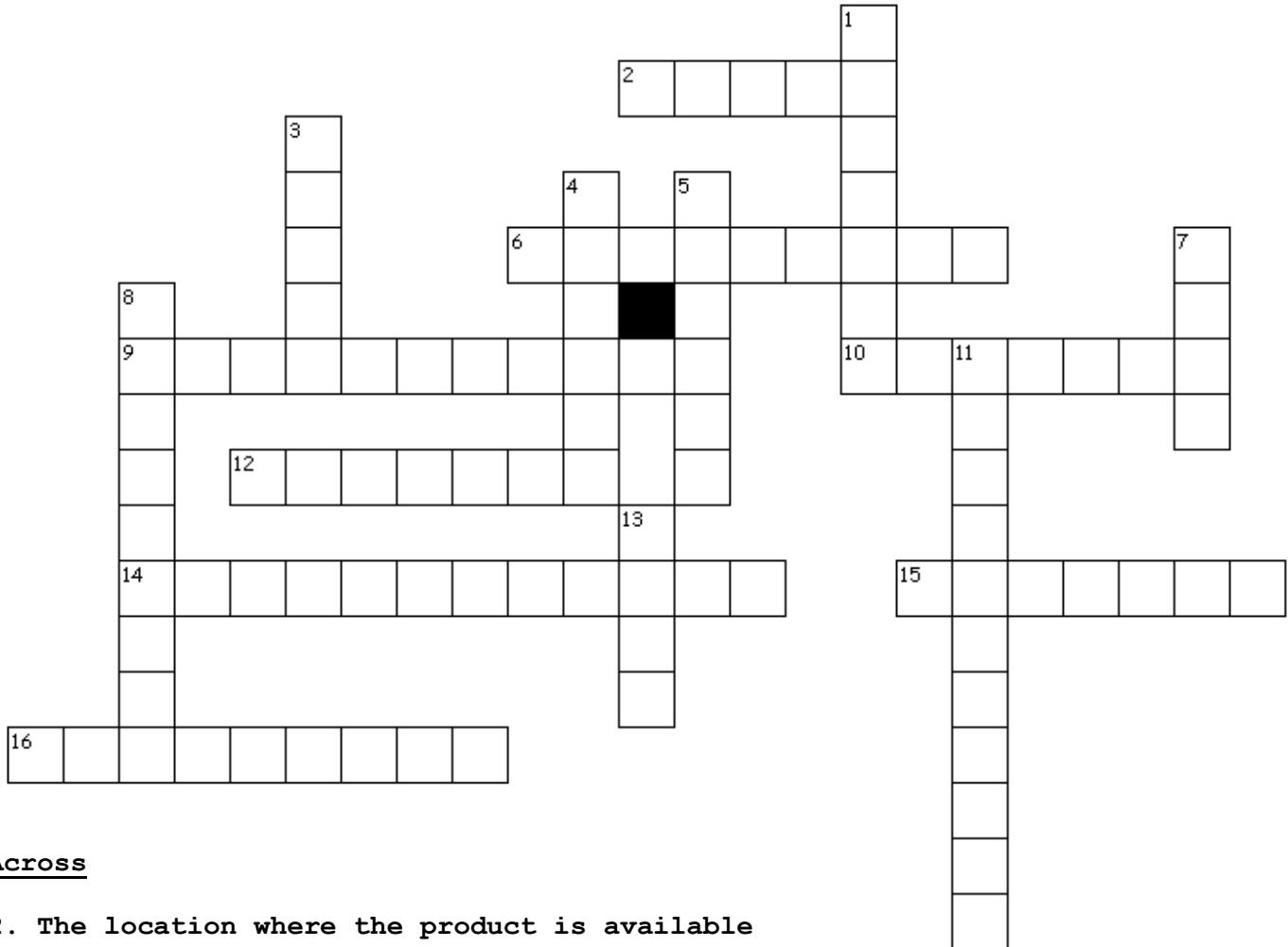


Name: _____

Period: _____

MARKETING CROSSWORD



Across

2. The location where the product is available
6. Free promotion
9. Gathering facts to make good marketing decisions
10. Grouping goods according to size, quality and other characteristics
12. Holding goods until needed
14. Moving goods from where they were made to where consumers can buy them
15. A tangible object or a service provided to consumers
16. Getting a loan to run the business

Down

1. Getting information to customers that will help them buy the goods they need
3. The process of determining what to charge for the product or service
4. Finding and obtaining goods to be sold
5. A distinctive catchword or catch phrase
7. A graphic representation or symbol of a company name
8. Making the consumer aware of the product
11. Any paid form of communication
13. Taking the chance of loss and purchasing insurance

Answers:

- **Product** - A tangible object or a service provided to consumers
- **Price** - The process of determining what to charge for the product or service
- **Promotion** - Making the consumer aware of the product
- **Place** - The location where the product is available
- **Buying** - Finding and obtaining goods to be sold
- **Selling** - Getting information to customers that will help them buy the goods they need
- **Transporting** - Moving goods from where they were made to where consumers can buy them
- **Storing** - Holding goods until needed
- **Financing** - Getting a loan to run the business
- **Researching** - Gathering facts to make good marketing decisions
- **Risk** - Taking the chance of loss and purchasing insurance
- **Grading** - Grouping goods according to size, quality and other characteristics
- **Advertising** - Any paid form of communication
- **Publicity** - Free promotion
- **Slogan** - A distinctive catchword or catch phrase
- **Logo** - A graphic representation or symbol of a company name