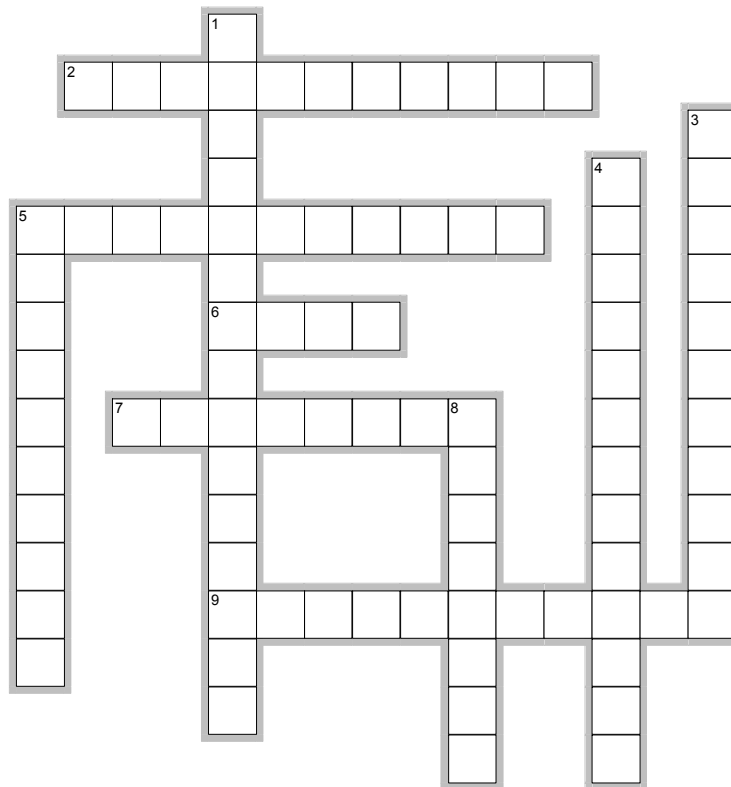


Crosswords: Marketing 3



Across

2. Price is set lower than the competitors' prices in order to be able to enter a new market
5. When a product is sold at a very low price for a short period of time.
6. _____ model; a way of planning an adverts design.
7. cost of manufacturing the product plus a profit mark-up
9. Advertising emphasising on giving information about the product

Down

1. Informing and persuading customers by giving personal attention
3. Putting prices in line with your competitors' prices
4. Pricing where particular attention is paid to the effect on customers' perception
5. Advertising trying to persuade the consumer to buy the product
8. Where a high price is set for a new product on the market