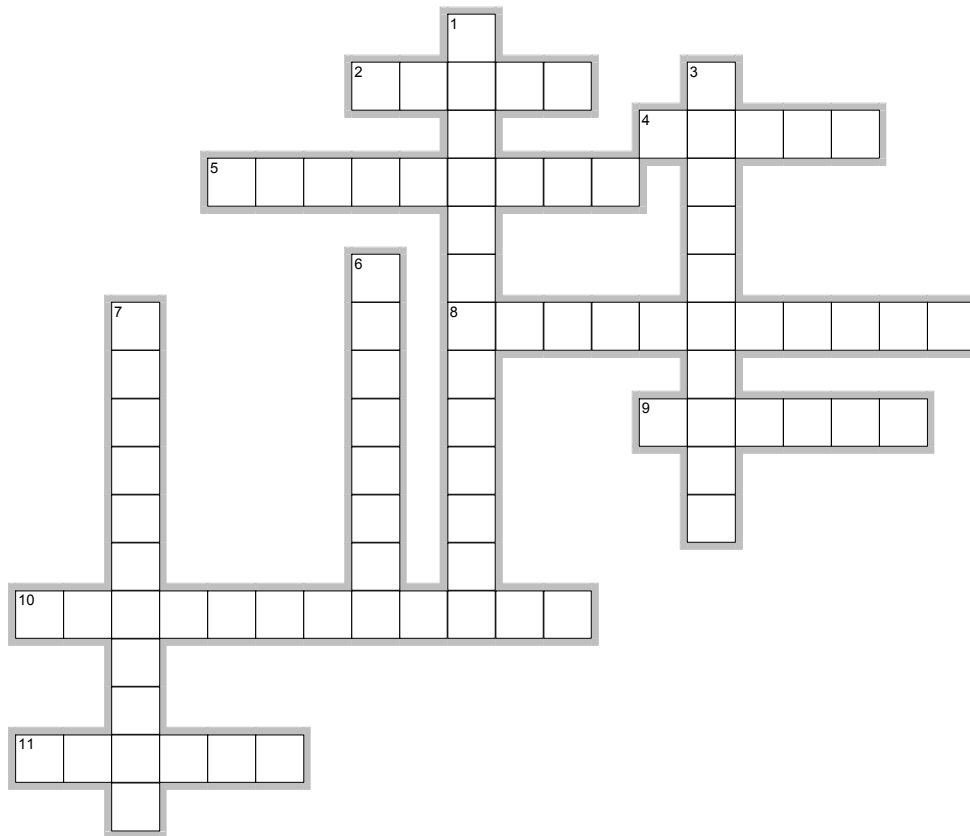


Crosswords: Marketing 2



Across

- _____ sample; people are selected on the basis of certain characteristics
- A unique name of a product that distinguishes it from others
- Stage when new life is infused in the product through change in product, price & promotion
- Research technique appropriate for new products and giving free samples to test the response
- _____ Sample; people are selected at random as a source of information
- Consumers keep buying the same brand again and again
- Stage when sales grow rapidly, profits start to be made

Down

- Groups of people who agree to provide information about specific products
- A feature which gives product a distinct personality
- Stage where sales increase slowly, competition intense & profits at highest
- Research technique consisting of recording, watching and auditing activities