|  |
| --- |
| Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

2.03 Marketing Information Management

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| T | L | J | A | **C** | B | T | D | N | M | L | G | **F** | **A** | **C** | **T** | **S** | V | U | G | P | R | Y | P |
| S | M | X | S | **O** | R | P | D | G | N | **S** | **S** | **E** | **N** | **E** | **V** | **I** | **T** | **C** | **E** | **F** | **F** | **E** | N |
| Z | O | M | V | **M** | O | **X** | A | S | **D** | **E** | **M** | **O** | **G** | **R** | **A** | **P** | **H** | **I** | **C** | **S** | A | **S** | P |
| X | I | I | U | **M** | **T** | **I** | L | X | **N** | **O** | **I** | **T** | **A** | **C** | **U** | **D** | **E** | V | **S** | D | **S** | **N** | T |
| X | I | T | Z | **E** | **O** | **M** | **M** | **A** | **R** | **K** | **E** | **T** | D | **S** | G | X | E | **A** | Q | F | **E** | **O** | **M** |
| O | C | U | L | **R** | **G** | M | V | L | **S** | W | M | **N** | **P** | **T** | M | B | **L** | T | M | A | **T** | **I** | **A** |
| Z | X | A | Y | **C** | **E** | **S** | **C** | **B** | **U** | **C** | A | **E** | **R** | **N** | **E** | **E** | S | U | K | **S** | **A** | **T** | **R** |
| W | D | C | E | **E** | **T** | **E** | **O** | **E** | **R** | **O** | J | **U** | **O** | **I** | **S** | **X** | O | O | O | **P** | **M** | **C** | **K** |
| A | V | E | G | **R** | **H** | **I** | **M** | **H** | **V** | **N** | M | **T** | **A** | **A** | G | G | **T** | P | W | **I** | **I** | **I** | **E** |
| M | **N** | J | **O** | I | **E** | **T** | **M** | **A** | **E** | **S** | **I** | **R** | **C** | **L** | U | P | C | **E** | O | **H** | **T** | **D** | **T** |
| H | **R** | **P** | **P** | **C** | **R** | **I** | **U** | **V** | **Y** | **U** | **N** | **A** | **T** | **P** | U | Y | J | M | **R** | **S** | **S** | **E** | **I** |
| Z | **E** | **T** | **I** | **O** | **N** | **N** | **N** | **I** | **S** | **M** | **T** | **L** | **I** | **M** | Q | E | I | Y | Z | **N** | **E** | **R** | **N** |
| **R** | **T** | **N** | **H** | **M** | **E** | **U** | **I** | **O** | W | **E** | **E** | **I** | **V** | **O** | S | G | I | W | E | **O** | **A** | **P** | **G** |
| S | **T** | **E** | **S** | **P** | **S** | **T** | **C** | **R** | O | **R** | **R** | **Z** | **E** | **C** | **E** | O | E | M | W | **I** | P | **L** | C |
| J | **A** | **M** | **R** | **E** | **S** | **R** | **A** | **S** | Z | **S** | **N** | **E** | X | **R** | M | **S** | P | V | T | **T** | J | S | **R** |
| W | **P** | **E** | **O** | **T** | M | **O** | **T** | Y | J | H | **A** | **D** | B | D | **E** | L | **A** | U | N | **A** | R | W | **E** |
| B | J | **L** | **T** | **I** | F | **P** | **I** | M | L | M | **L** | O | **A** | U | B | **P** | N | **H** | V | **L** | I | Z | **B** |
| K | N | **P** | **A** | **T** | U | **P** | **O** | **A** | **C** | **T** | **I** | **V** | **I** | **T** | **Y** | Q | **A** | F | **C** | **E** | V | R | **M** |
| D | C | **M** | **T** | **I** | I | **O** | **N** | N | S | C | H | A | G | Q | **A** | X | S | **P** | O | **R** | H | D | **A** |
| I | M | **I** | **C** | **O** | C | **P** | **R** | **O** | **D** | **U** | **C** | **T** | **S** | I | X | A | U | A | **S** | T | **U** | V | **H** |
| Q | W | Z | **E** | **N** | **S** | **A** | **M** | **P** | **L** | **I** | **N** | **G** | N | D | M | J | J | T | I | **W** | B | **P** | **C** |
| E | Y | A | **P** | C | C | H | Y | **S** | **T** | **I** | **F** | **E** | **N** | **E** | **B** | Y | H | K | H | I | **E** | Q | P |
| S | M | Y | **S** | H | O | A | **P** | **R** | **I** | **M** | **A** | **R** | **Y** | **M** | **E** | **T** | **H** | **O** | **D** | Y | G | **N** | G |
| J | V | N | J | B | E | P | L | Q | **S** | **E** | **C** | **O** | **N** | **D** | **A** | **R** | **Y** | O | G | M | P | T | I |

   activity       behaviors       benefits       chamber       commerce       communication       competition       complaints       consumers       data       demographics       education       effectiveness       estimates       external       facts       implement       internal       market       marketing       method       mix       neutralize       newspaper       opportunities       pattern       predictions       primary       proactive       products       purchase       relationships       reports       sales       sampling       secondary       spectatorship       surveys       togetherness