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| **Across****4.** is business or transactions conducted directly between a company and consumers who are the end-users of its products or services.**6.** is a relatively new concept in marketing which is a virtual market place.**8.** a private police force that guards a building, campus, park, etc.**9.** a monthly pay plan that you choose to pay | **Down****1.** The activity of buying and selling, especially on a large scale:**2.** also known as e-biz, is the exchange of products, services or information (aka e-commerce) between businesses, rather than between businesses and consumers.**3.** The process involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme.**5.** A business model describes the rationale of how an organization creates, delivers, and captures value, in economic, social, cultural or other contexts.**7.** the state of being free from danger or threat**10.** can comprise a range of functions and services, ranging from the development of intranets and extranets to e-service, the provision of services and tasks over the Internet by application service providers. |