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| Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

Introduction to Marketing

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| M | T | B | V | P | O | Q | H | Q | E | E | N | G | J | O | A | N | C | D | A | D | E | I | O |
| N | A | B | E | F | G | I | H | S | R | L | C | X | O | A | B | R | Z | R | Q | D | U | R | N |
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| O | N | M | N | V | T | A | O | Z | W | Y | Y | H | R | S | E | M | J | L | R | W | E | T | E |
| G | E | A | U | J | A | A | K | S | B | C | W | X | K | J | M | M | N | L | D | S | R | C | R |
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| S | E | Q | U | D | E | M | O | G | R | A | P | H | I | C | S | V | C | B | A | U | P | N | Y |
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   DEMOGRAPHICS       POSITIONING       BUSINESS       GOVERNMENT       GLOBAL       BUYERS       SELLERS       IRREGULAR       DECLINING       STATES       NEGATIVE       EVENTS       GOODS       SERVICES       REVENUE       DEMANDS       WANTS       NEEDS       SUPPLY       DEVELOPMENT       ANSOFF       PRESTCOM       PEST       SWOT       BILLBOARD       RETAILER       WHOLESALER       PENETRATION       ADVERTISING       DISTRIBUTION       FREIGHT       CONSUMER       DECLINE       SEGMENTATION       AGENT       MARKETING