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Marketing management

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| **Across****2.** Anything that can be offered to a market to satisfy a want/need**8.** Management of all activities related to marketing**9.** Marketing is the business process by which products are \_\_\_\_with the markets.**10.** Decisions releated to quality,design of products etc?.. | **Down****1.** Function which gives name to the product?**3.** Selling what you have.Name the concept?**4.** It's a social process by which people obtain what they need**5.** Customer is ready to give a price for the product only when he gets**6.** Selling assumes \_\_\_for the products.**7.** Marketing management refers to management of all activities related to |