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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 |