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

Study Guide

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| **Across**  **2.** What is a contiguous geographic area which accounts for the majority of a store’s sales and customers  **6.** what is the descriptive collection of words that give detailed information about a product  **9.** Items for which customers do not engage in advanced planning. Typically in high-traffic areas, specially the pages surrounding the order form  **11.** what kind of store offers a broad variety of merchandise, limited service, and low prices  **15.** The \_\_\_\_\_\_ rate is an interest rate charged to commercial lending institutions by the Federal Reserve Bank.  **16.** One of the 6 C’s of social commerce that builds sustainable relationship by providing value  **17.** a small store that sells stylish clothing, jewelry, or other usually luxury good, the work is French for “shop”. Offers customized services  **18.** A decline in prices and wages because of a reduction in the amount of money available  **20.** what’s the short term events held in a physical location that serve as a long-term  **21.** two or more companies pooling resources in order to be one large company  **23.** A view of where participants look based on fixations  **24.** \_\_\_\_\_ season is typically a “make it or break it ” time for retailers  **25.** What services preformed on previously purchased products | **Down**  **1.** the most influential reference group on buying behavior  **3.** One of the 6 C’s of social commerce that transactional web presence  **4.** Goods that are placed within a retail store but revenue is not generated until the product is sold  **5.** The marketing of goods or services by means of telephone calls, typically unsolicited, to potential customers  **7.** a parent company selling one of its businesses to another company  **8.** One of the 3 aspects of value-oriented retail strategy that elements not yet perfected by a competing retailer  **10.** perception a customer has of a company or product in relation to others  **12.** A form of online targeted advertising by which online advertising is delivered to consumers based on previous internet actions that did not in the past result a conversion  **13.** A mixture of a magazine and a catalog  **14.** A social movement advocating fair interaction between people& merchants  **19.** What increase in prices over time because of an increase in volume of money& credit  **22.** One of the three levels of analysis that refers to the part of the country, particular city, or Metropolitan Statistical Area |