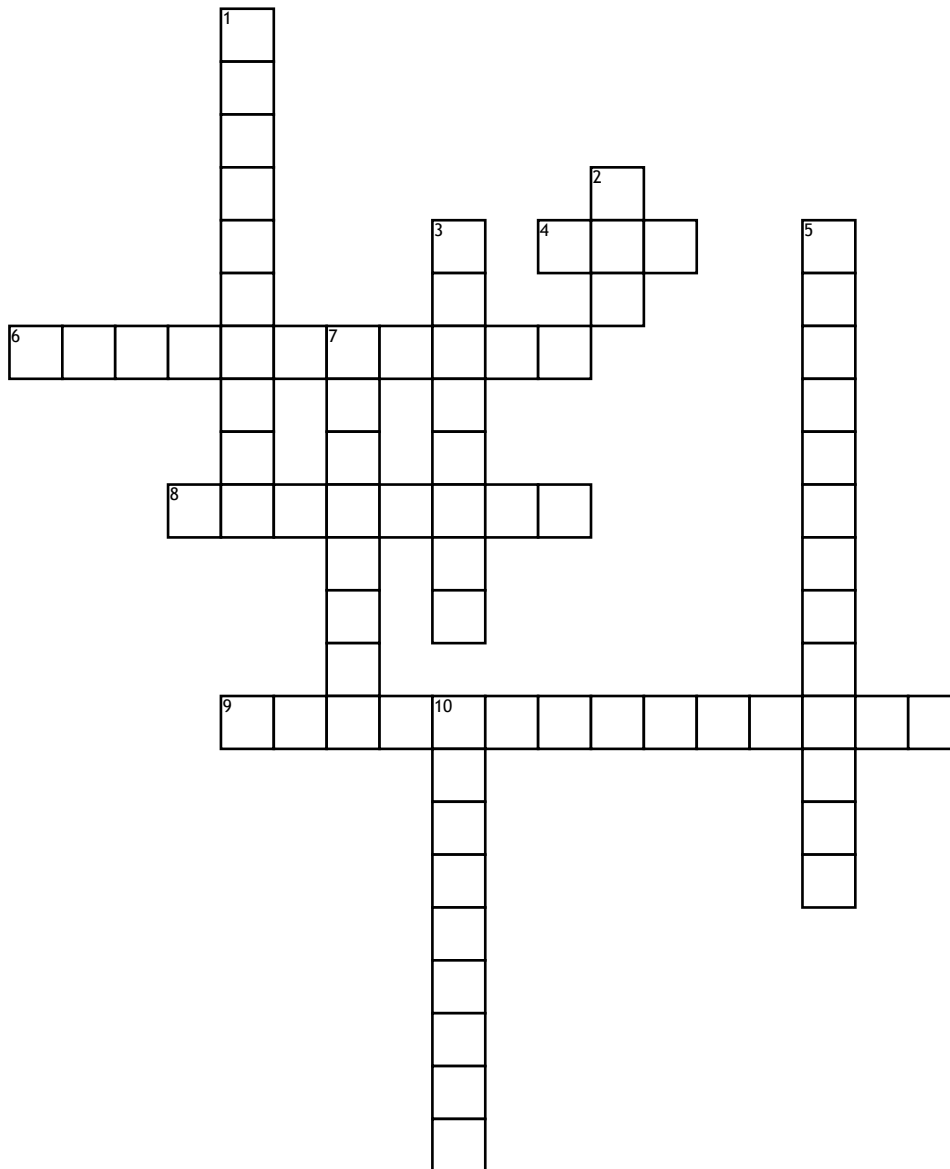


Name: _____

Date: _____

E commerce



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.