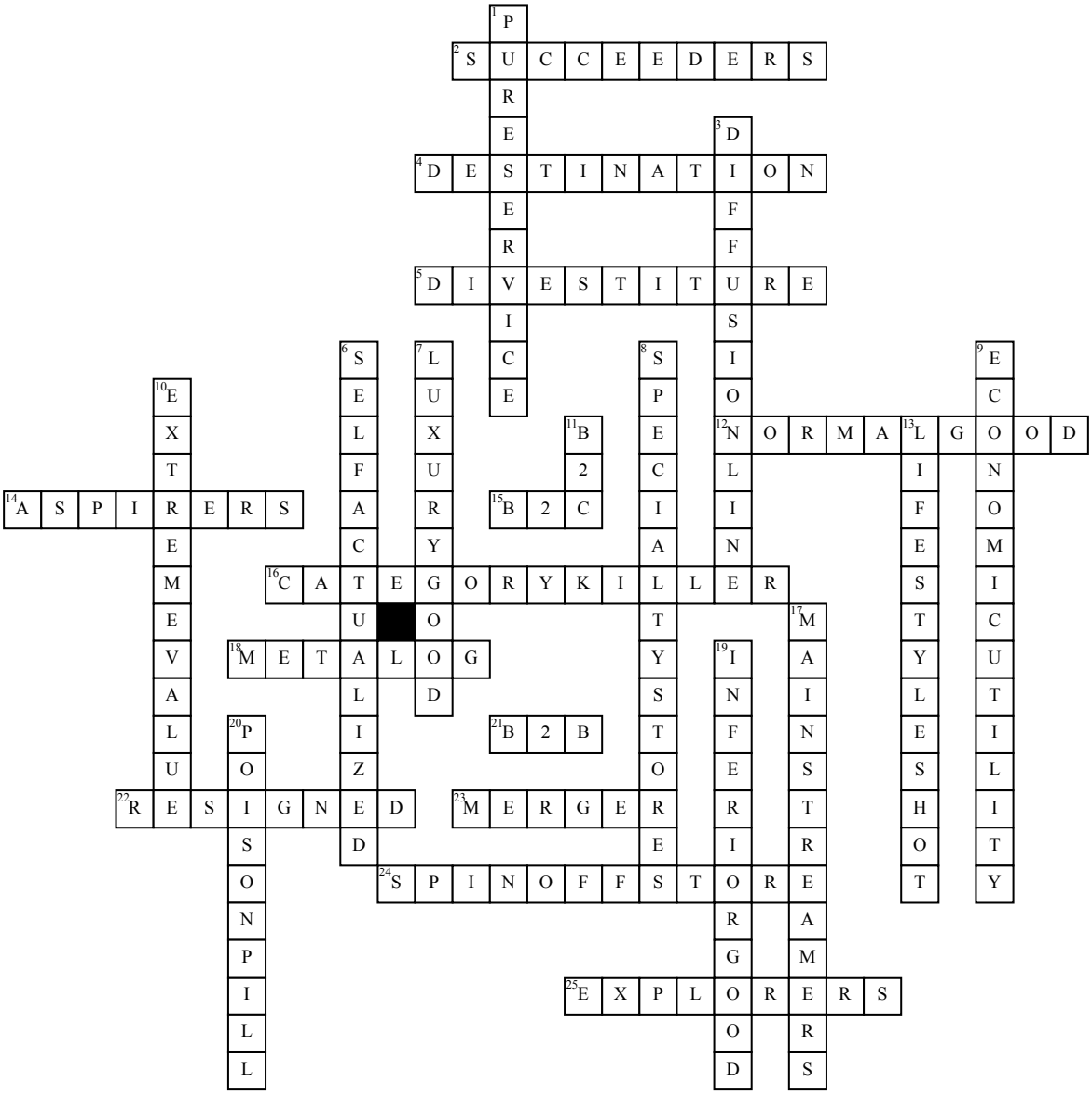
Name: _____ Date: _____

Exam Words



Across

2. Customer who seeks control. Strong confidence, goals, and work ethic. Usually professionals.

4. Which type of specialty store has the strongest drawing power?

5. what is it called when a parent company sells one of its businesses to another company

12. Type of good where an increase in income caused an increase in demand.

14. customers who seek status. They are materialistic, appearance important, image and fashion. Usually younger.

15. What is the abbreviation for the most common type of online business?

16. store that dominates over others.

18. A mix of a catalog and catalog

21. What is the abbreviation for the largest form of online business?

22. Customers who seek survival. Authoritarian values. Interested in the past and old traditions. Older people.

23. when two or more companies combine to become one larger company

24. An example of this specialty store is Aerie

25. customer who seeks discovery. Values being different and adventuring. Usually students.

Down

1. Transaction that does not involve merchandise

3. A __ is a secondary line of luxury at lower prices

6. The hardest group for retailers to serve is

7. Type of good where an increase in income leads to an increase in demand.

8. Stores that must have strong differential advantages and have focus on specific product categories

9. Goods or services that satisfy one or more needs or wants of a consumer.

10. Retailer that has narrow assortments, low cost location and is for lower income consumers

11. Type of multi-channel merchandising that uses brick-and-mortar, direct marketing and selling, and allows business to work globally.

13. Photo that advertises company with overall image rather than focusing on the merchandise

17. customers that seek security, are domestic, conformist. Favor value for money family brands.

19. Type of good where an increase in income causes a fall in demand.

20. Strategy to make the shares of a company look unappealing to the stock buyers