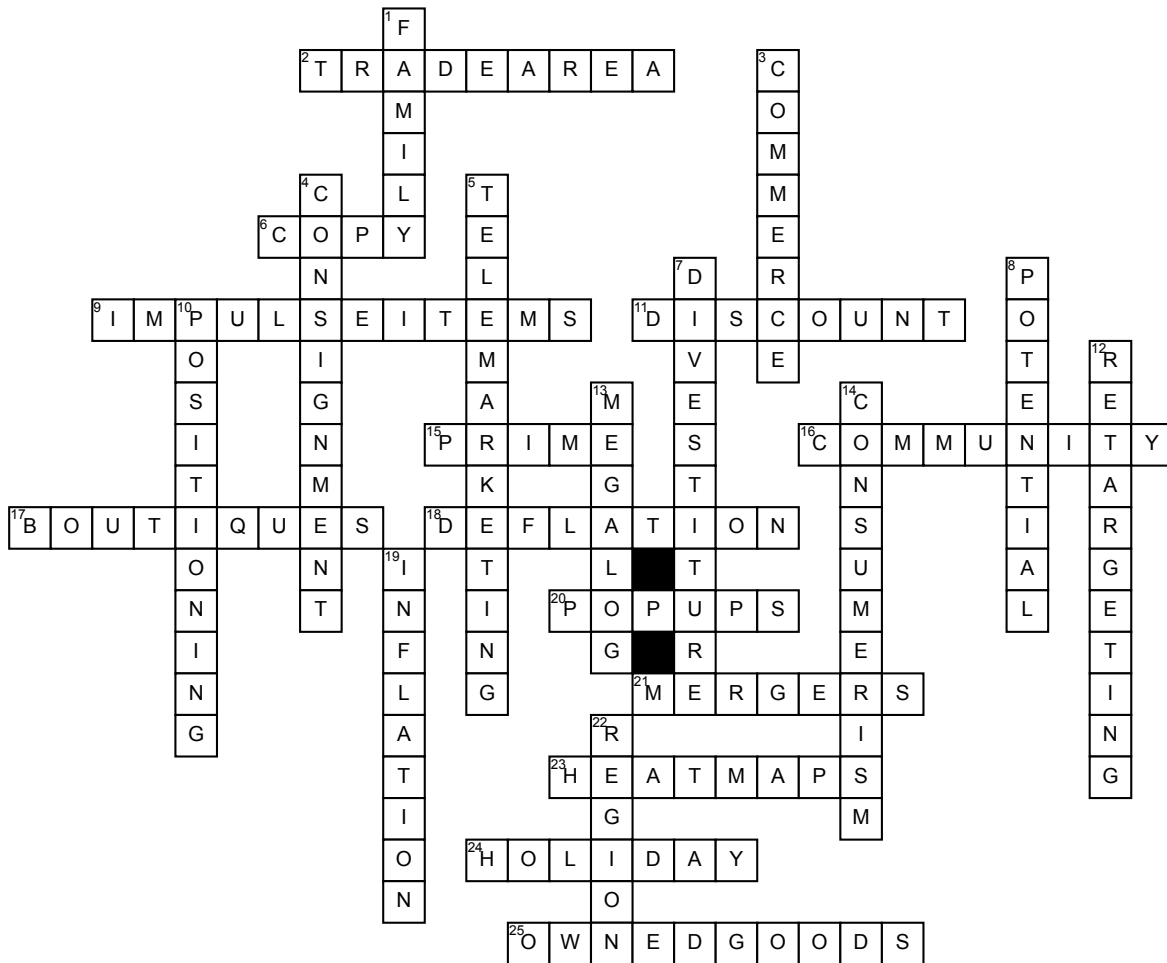


Name: \_\_\_\_\_

# Study Guide



## 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 performed 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