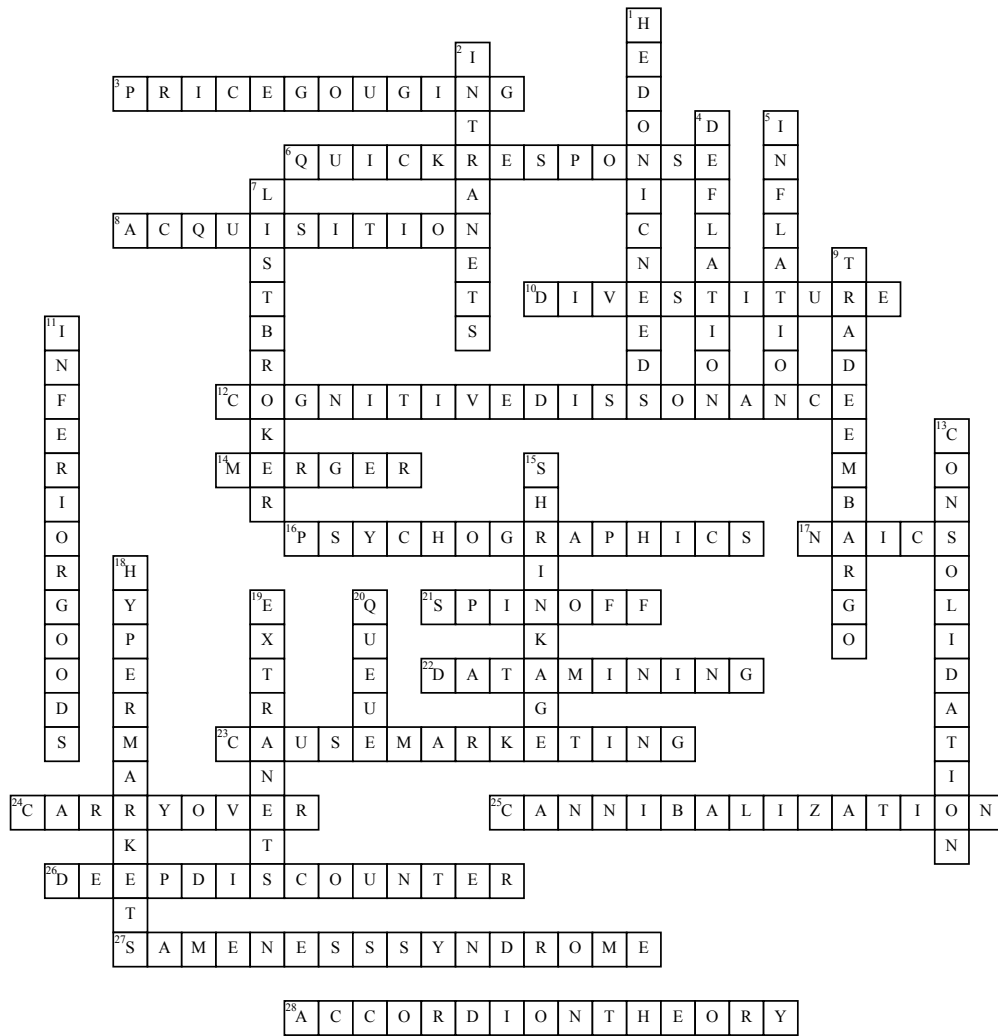


# FMD 258 Assignment 6



## Across

3. Taking advantage of consumers by marking up prices on retail products to an unreasonably high level
6. Integrated supply chain distribution systems that allow rapid replenishment of merchandise
8. The purchasing of one company by another
10. A parent company selling one of its businesses to another company
12. Anxiety that occurs when people have mixed feelings or beliefs
14. Two or more companies pooling resources in order to be one larger company
16. Classification of people on the basis of their lifestyles, activities, interests and opinions
17. North America Industry Classification System
21. New chains launched by retailer for the purpose of filling a market need or reaching a new target market
22. Probing a database for pertinent information that can be used to target future offers to customers

## Word Bank

HYPERMARKETS  
INFLATION  
DATA MINING  
PSYCHOGRAPHICS  
SHRINKAGE  
COGNITIVE DISSONANCE  
QUICK RESPONSE

QUEUE  
ACQUISITION  
ACCORDION THEORY  
PRICE GOUGING  
CONSOLIDATION  
CARRYOVER  
MERGER

DEEP DISCOUNTER  
HEDONIC NEEDS  
INFERIOR GOODS  
TRADE EMBARGO  
DEFLATION  
LIST BROKER  
SPIN OFF

CANNIBALIZATION  
CAUSE MARKETING  
NAICS  
INTRANETS  
EXTRANETS  
DIVESTITURE  
SAMENESS SYNDROME

23. Staging promotions that benefit charitable organizations or communities and build public relations for the sponsoring retailer
24. The period of time between a person's receipt and catalogue or advertisement and actual sale
25. The loss of sales from one retail sector to another caused by the introduction of competing products or services
26. A discount store that operates on much lower markups and gross margins than other discount retailers
27. For retailers to offer the same goods as their competition
28. Explains the way retail organizations expand and contract in response to changes in the market

## Down

1. Emotionally based and concerned with serving the ego
2. Internal computer communication systems within a business or institution
4. Decrease of prices and wages because of reduction in the amount of money available
5. Increase in prices over time because of increase in volume of money and credit

7. A company or individual that acts as a middleman between list buyers and sellers
9. Restriction set by a government on the importation of goods
11. An increase in income that causes a fall in demand
13. Combining two or more companies for the purpose of achieving greater dominance in the marketplace
15. Reduction in value of stock due to employee theft, shoplifting and human error
18. Stores that are 150,000+ sq foot, 70% which is devoted to general merchandise and 30% food product
19. Secured computer links between business partners such as retailers and suppliers
20. A British term for a line of people