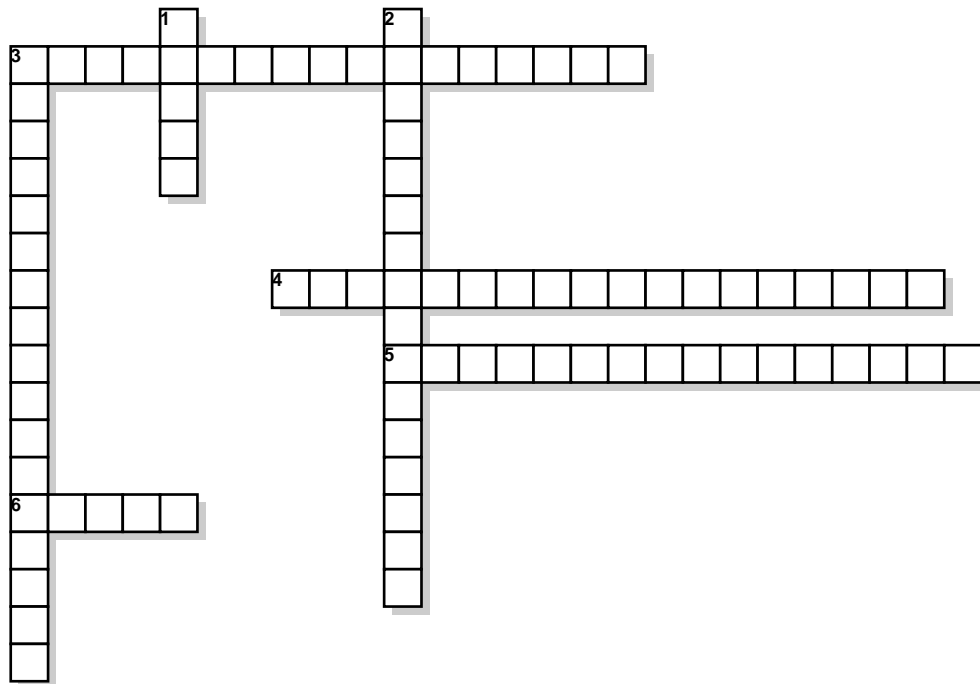


JD**Across**

- 3 __ __ means introducing a new product at a lower price to help gain market share.
- 4 'B2C' is an abbreviation of what?
- 5 When products are 'placed' in films or TV shows or with celebrities, giving them strong and favourable exposure it is known as __.
- 6 Promotion through advertising such as TV, radio, internet, press etc is known as ' __ the line'.

Down

- 1 Indirect sales promotion other than advertising such as price promotion and point-of-sales displays is known as ' __ the line'.
- 2 This might be used to position an exclusive product or brand to make it more desirable for consumers and generate demand or demonstrate value.
- 3 Being closer to consumers and providing exactly what they want is known as what?

Possible Answers:

Above, Below, Business to consumer, Market Orientation, Market penetration, Product Placement, Strategic Pricing