

# 2004-12-01\_Franchising\_19x19

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## Across

- 1 An interest followed with exaggerated zeal. (3)
- 2 Long strip of cloth for decoration or advertising. (6)
- 4 Gathering of producers to promote business. (4)
- 7 Ceremonial elegance and splendour. (4)
- 8 The practice or manner of preparing food or the food so prepared. (7)
- 11 India's only orgaised beauty and fitness service player.(Sept 2004) (4)
- 12 A unique movement for social change launched by ActionAid India Society. (4,5)
- 14 The selling of goods to consumers; usually in small quantities and not for resale. (6)

- 15 A collection of things (goods or works of art etc.) for public display. (10)
- 16 That's what 'A' in 'IDSA' stands for. (11)
- 17 An official prohibition or edict against something. (3)
- 18 An effective advertising medium. (2)
- 19 A.k.a. bowling alley. (7,5)
- 21 A program under which employees regularly accumulate shares and may ultimately assume control of the company. (4)
- 22 A refined quality of gracefulness and good taste. (8)
- 25 Centres of activity or interest or commerce. (4)

- 27 A.k.a. universal product code. (7)
- 29 Special advantage or influence. (5)
- 30 Second "C" in 'ICC', Pune, stands for \_\_\_\_\_. (6)
- 31 An elaborate party (often outdoors). (6)

## Down

- 1 An open-air street market for inexpensive or secondhand articles. (4,6)
- 3 Clothing in general. (7)
- 4 Investment by foreigners in domestic ventures. (3)
- 5 A predisposition to like something. (5)
- 6 Skill in an occupation or trade. (11)
- 8 Showing a fighting disposition in promotion

- and marketing without self-seeking. (11)
- 9 Of or relating to a tailor or to tailoring. (9)
- 10 That's what 'E' in 'RITE 2004' stands for \_\_\_\_\_. (5)
- 13 The scenes of any events or actions. (7)
- 19 Signs collectively (especially commercial signs or posters). (7)
- 20 In accord with the latest fad. (6)
- 21 Denoting or deriving from or distinctive of the ways of living built up by a group of people. (6)
- 23 A position from which a specialized but profitable segment of a commercial market can be exploited. (5)
- 24 A government tax on imports or exports. (4)

- 26 A desirable state. (4)
- 28 Enterprise-wide systems that allow companies to manage every aspect of their relationship with customers. (3)

