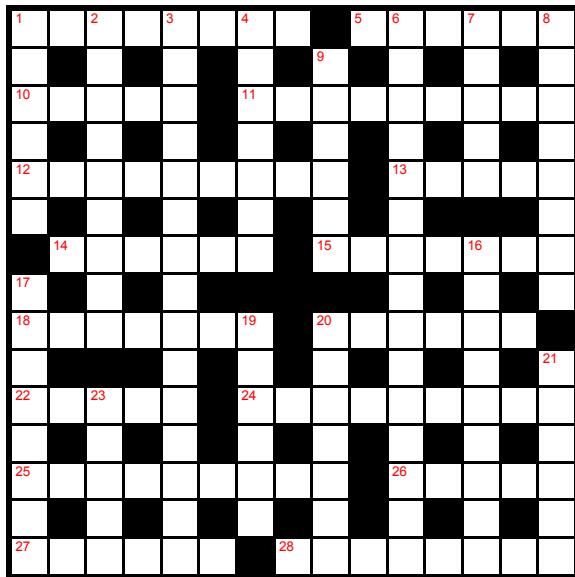


2005-08-02_General_15x15

B.B. Huria



Across

- 1 Thanda matlab (4,4)
- 5 Delphi Technique - a forecasting method in which a coordinator seeks predictions from experts who revise their opinions in light of the opinions of the others until some degree of consensus is reached. (6)
- 10 A coarse durable twill-weave cotton fabric. (5)
- 11 Add details. (9)
- 12 Product Line ____ - a strategy in which certain items in a product line are given special promotional attention, either to boost interest (at the lower end of the line) or image (at the upper end). See Product Line. (9)
- 13 The beginning or early stages. (5)
- 14 That's what 'OL' in 'OLAP' stands for. (2,4)
- 15 Cut in three. (7)
- 18 That's what 'H' in 'HUDA' stands for. (7)

20 Spring away from an impact. (6)

22 Ye dil maange more. (5)

24 A scientist trained in physics. (9)

25 Dismiss from consideration. (9)

26 An idealized image of someone (usually a parent) formed in childhood. (5)

27 Dye after knotting the fabric to produce an irregular pattern. (3-3)

28 A companion at play. (8)

Down

1 Organize into a code or system. (6)

2 A truck trailer body that can be detached from the chassis for loading into a vessel, a rail car or stacked in a container depot. Containers may be ventilated, insulated, refrigerated, flat rack, vehicle rack, open top, bulk liquid or equipped with interior devices. A container may be 20 feet, 40 feet, 45 feet, 48 feet

or 53 feet in length, 8'0" or 8'6" in width, and 8'6" or 9'6" in height. (9)

3 Communicability - the extent to which the benefits of a new product are likely to be noticed and discussed by consumers; a major determinant of the rate of new product adoption. (15)

4 A tide that runs in the same direction as the wind is blowing. (3,4)

6 Economic Utility - the ability of a good or service to satisfy a customer's needs or wants; the five kinds of economic utility are form utility, time utility, place utility, information utility and possession utility. (8,7)

7 Periods of greatest prosperity or productivity. (5)

8 The individual characteristics by which a thing or person is recognized or known. (8)

9 The goal intended to be attained. (6)

16 Tortilla with meat filling baked in chilli-seasoned tomato sauce. (9)

17 Goods carried by a large vehicle. (8)

19 Attractiveness that interests or pleases or stimulates. (6)

20 _____ Agreement is a legal document that details the provisions under which a business may be sold. (3-4)

21 _____ TV Shopping - a form of non-store retailing in which products are shown on a television screen and presented enthusiastically by an announcer to stimulate impulse purchasing using credit card and telephone. See Non-Store Retailing. (2-4)

23 Amount of money needed to purchase something. (5)