

## Business, Finance & Management - 094

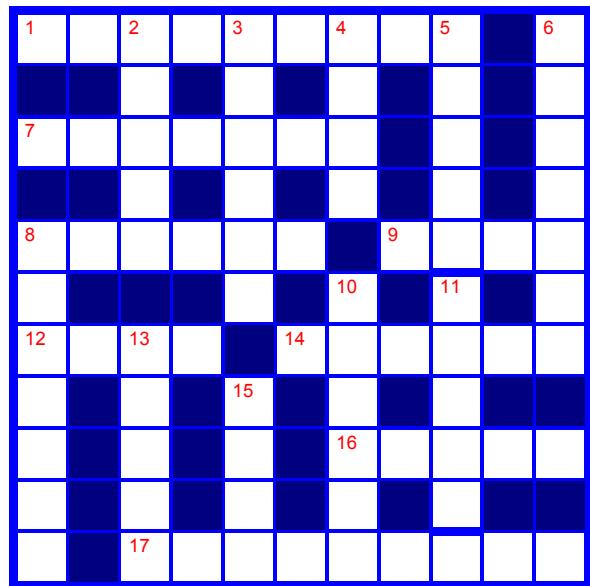
Brij B. Huria

### Across

- 1 An action to recover damages for a breach or nonperformance of a contract or promise, express or implied, oral or in writing not under seal. (9)
- 7 \_\_\_\_ bounce : A small, short-lived recovery in the price of a continuously declining security. (4,3)
- 8 \_\_\_\_ test : Test of suitability on some single and narrow criterion. (6)
- 9 A person who is an equal in social standing, rank, age, etc. (4)
- 12 A fee levied for the use of roads or bridges. (4)
- 14 A natural unit in taxonomy wherein one or more genera are combined because of a number of similar characteristics. (6)
- 16 A craftsman who works with stone or brick laying. (5)
- 17 take the place or move into the position of. (9)

### Down

- 2 \_\_\_\_ money : Money bet or invested by experienced players, gamblers or investors, especially if they have inside information. (5)
- 3 Full-scale working model of something built for study, testing or display. (4,2)
- 4 On the Internet, a mirror \_\_\_\_ is an exact copy of another Internet \_\_\_\_\_. (4)
- 5 The '\_\_\_\_ of oil equivalent' is a unit of energy equal to the amount of energy released by burning one tonne of crude oil. (5)
- 6 \_\_\_\_ trap : A situation in which an increase in income results in a loss of benefits so that you are no better off. (7)
- 8 A feeling of dissatisfaction that results when your targets and expectations are not realized. (7)
- 10 Defining Advertising Goals for



Measured Advertising Response - a model for planning advertising in such a way that its success can be quantitatively monitored. (6)

- 11 \_\_\_\_ mortgage : A mortgage that has priority over all mortgages and liens except those imposed by law. (5)
- 13 Acronym for Long-term equity anticipation securities, i.e. publicly traded options contracts with expiration dates that are longer than one year. (5)
- 15 A methodology and group of technologies for the delivery of voice communications and multimedia sessions over Internet Protocol (IP) networks, such as the Internet. (4)