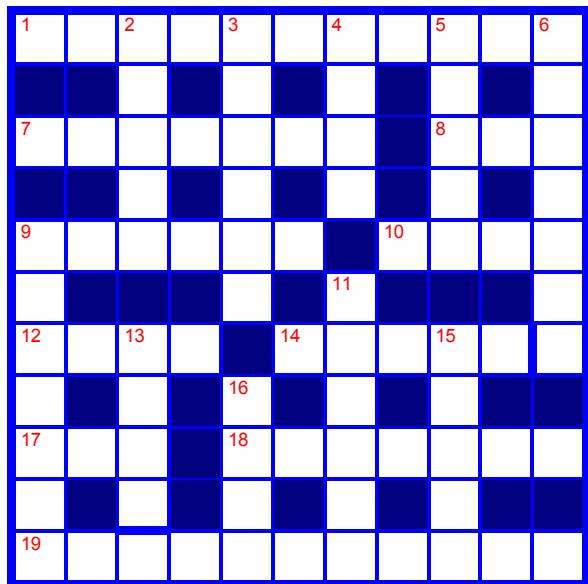


Business, Finance & Management - 076

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Across

- 1 An advertisement that has the appearance of a news article or editorial, in a print publication. (11)
- 7 Capable of or reflecting the capability for correct and valid reasoning. (7)
- 8 American practising chartered accountant. (3)
- 9 Arousal _____ : a.k.a. Yerkes–Dodson law, states that performance increases with physiological or mental arousal, but only up to a point, beyond which it decreases. (6)
- 10 Weapons considered collectively. (4)
- 12 Something acquired without compensation. (4)
- 14 Science dealing with the principles of valid reasoning and argument. (5)
- 17 The first rated institutes of management in India. (3)
- 18 To take something into control or custody, with the understanding that the item will be adjusted or returned after the dispute is formally settled by competent authority. (7)
- 19 Sum total of all surroundings, natural or manmade, which provide conditions for development and growth or decline and destruction. (11)



becomes an important component of its identification or image. (3,4)

- 11 The interest rate mentioned on the face of a bond certificate. (6)
- 13 Favourable public reputation. (4)
- 15 Getting used to something, however unpleasant, through repeated and unavoidable exposure to it. (5)
- 16 Level in hierarchy. (4)

Down

- 2 Lacking clarity or distinctness. (5)
- 3 A compilation of the known facts regarding something or someone. (6)
- 4 Flatteringly submissive and attempting to win favours from influential people. (4)
- 5 Become liable to. (5)
- 6 A channel for communication between groups. (7)
- 9 Simple and catchy phrase that reflects a brand's appeal and makes it retainable in memory. In due course of its use, it