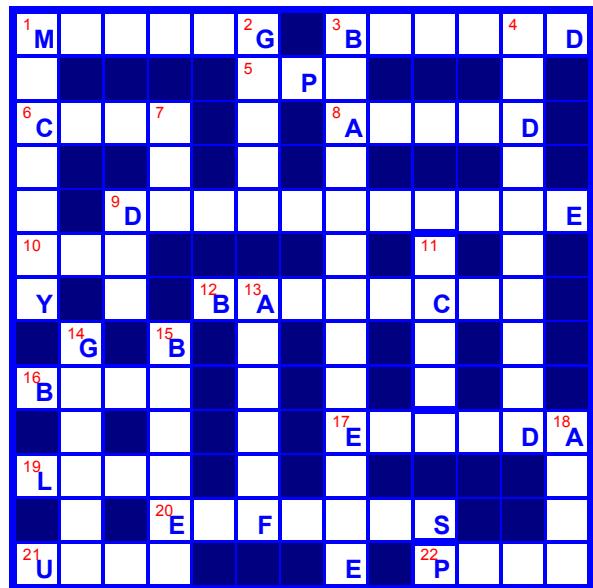


Hobbyshobby Ebook #01 - Business Crossword #021

B.B. Huria

Across

- 1 Decision ____ Unit (DMU): A group of employees responsible for purchasing an item for the organization. (6)
- 3 Mortgage-____ Security: A security whose cash flows are backed by the principal and interest payments of a set of mortgage loans. (6)
- 5 An interest rate reflecting the cost of a mortgage as a yearly rate. (3)
- 6 Blue ____: A common stock that yields high returns and dividends. (4)
- 8 ____ Recall: Technique for testing the memorability of advertisement. (5)
- 9 A graphical representation of how demand for something varies in relation to its price. (6,5)
- 10 Registrar of companies. (3)
- 12 ____ Fund: A fund that invests in equity as well as debt. (8)
- 16 One who expects the prices of securities to fall in the near future. (4)
- 17 Earnings before interest and taxes and depreciation and amortization. (6)
- 19 Alternative term for hyperlink. (4)
- 20 Property of a personal character that is portable but not used in business. (7)
- 21 One who consumes or employs a good or service to obtain a benefit. (4)
- 22 A humble request for help from someone in authority. (4)



- 7 ____ Ratio: The price of a stock divided by its earnings. (3)
- 9 One of the techniques for investment appraisal that takes into account the time value of money. (3)
- 11 Fraudulent business scheme. (4)
- 13 Igor ____ is known as the father of strategic management. (6)
- 14 Someone with exceptional intellectual ability and originality. (6)
- 15 One who buys or sells for another in exchange for a commission. (6)
- 18 Historical model of how advertising works in buyer's mind. (4)

Down

- 1 Humorous or satirical mimicry. (7)
- 2 Ratio of a change in the option delta to a small change in the price of the asset on which the option is written. (5)
- 3 The extent to which a brand visually stands out from its competitors. (5,8)
- 4 Post record date. (2-8)