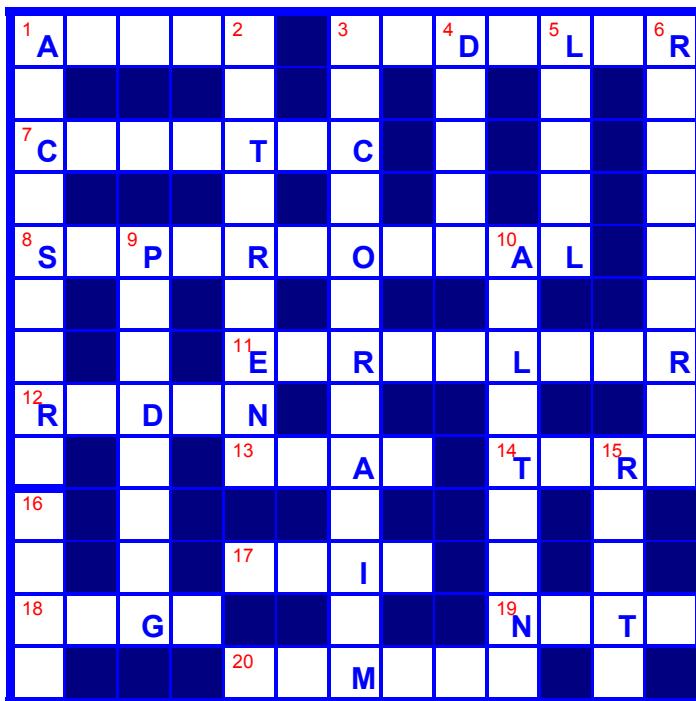


Hobbyshobby Ebook #01 - Business Crossword #081

B.B. Huria



Across

1 Recall: Marketing research technique for testing the 'memorability' of an advertisement or commercial. The test subjects are shown the advertisement (or hear the recorded commercial) and are then asked if they saw (or heard) it before. (5)

3 Constructed with standardized units or dimensions allowing flexibility and variety in use. (7)

7 Any substance that is capable of destroying living tissue by a chemical action. (7)

8 (statistics) (8)

exceeding the normal or average. (5-6)

11 A user owned and governed Brussels, Belgium based financial services company that specializes in the settlement of securities transactions as well as the safekeeping and asset servicing of these securities. (9)

12 A colourless naturally occurring, radioactive, inert gas formed by radioactive decay of radium atoms in soil or rocks. (5)

13 A group of people working toward a common goal. (4)

14 A unit of pressure equal to 0.001316 (9)

atmosphere; named after Torricelli. (4)

17 Hinder or prevent (the efforts, plans, or desires) of. (4)

18 A public display of a message. (4)

19 Jotted record or summary. (4)

20 A building material made by grinding calcined limestone and clay to a fine powder. (6)

Down

1 A supplementary component that improves capability. (9)

2 Any of the various surfactants that can emulsify oils and hold dirt particles in suspension. (9)

3 A form of life of microscopic size. (13)

4 An item of factual information. (5)

5 Relative position or degree of value in a graded group. (5)

6 It is the institution that maintains a record of all the investors/unit holders of a company. (9)

9 Promising solemnly and formally. (8)

10 The act of distributing by allotting or apportioning. (9)

15 Right-hand page. (5)

16 A state of confusion and disorderliness. (4)