

Advertising_and_marketing_15x15_2008-10-04

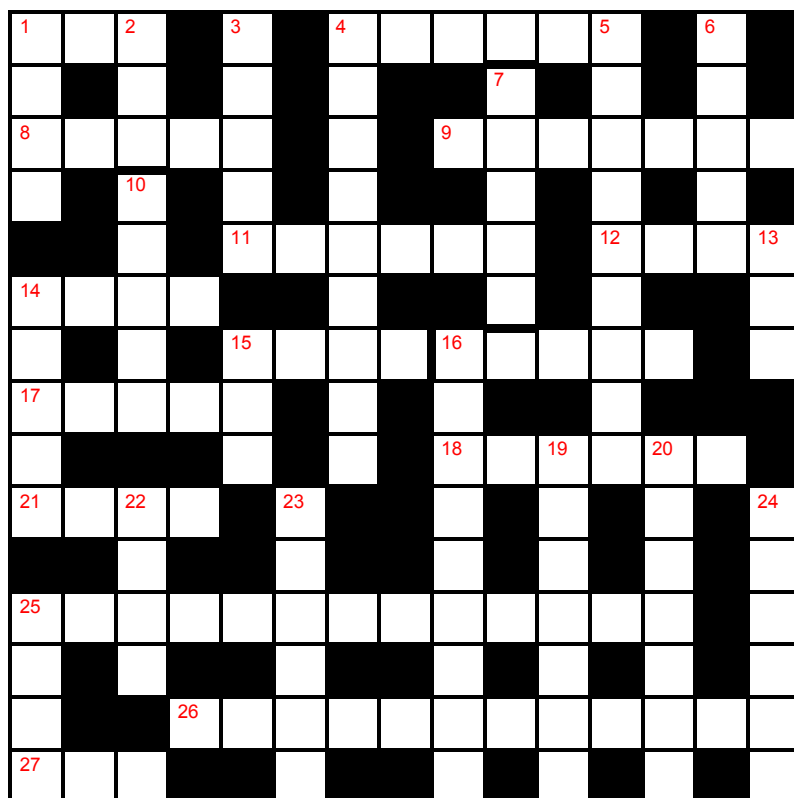
B.B. Huria

Across

- 1 A system to collect payment at the time of delivery (3)
- 4 A list of matters to be taken up (as at a meeting) (6)
- 8 A class of artistic endeavour having a characteristic form or technique (5)
- 9 Flattering, often exaggerated praise and publicity, especially when used for promotional purposes (7)
- 11 Party upon whom a bill of exchange is drawn (6)
- 12 A digital wireless telephony transmission technique, that allows use of multiple frequencies simultaneously (4)
- 14 An interest followed with exaggerated zeal (4)
- 15 Fortitude and determination (4)
- 16 Of or relating to or characteristic of comedy (5)
- 17 The leading Indian brand with which the name of Karsanbhai Patel is associated (5)
- 18 The price difference between two related markets or commodities (6)
- 21 To eliminate or cut off specific portions of a photograph or illustration (4)

Down

- 1 Compound annual growth rate (4)
- 2 Put clothing on one's body (3)
- 25 A perspective view of the business at any given point in time (8,5)
- 26 Attributes such as income, age, and occupation that best describe your target market (12)
- 27 The reception of satellite programs with a personal dish in an individual home (3)



- 15 Difference between demand and supply (3)
- 16 Those who pays for goods or services (9)
- 19 To adopt again (7)
- 20 Praise vociferously (7)
- 22 Remove from a position or office (4)
- 23 Abounding in dreams or given to dreaming (6)
- 24 Elegant and fashionable (6)
- 25 A connection based on kinship or common interest (4)

- 3 Any set of principles and beliefs (5)
- 4 Able to attract interest or draw favourable attention (9)
- 5 Characterized by emotion (9)
- 6 A public meeting or assembly for open discussion (5)
- 7 Vendee (5)
- 10 Person who does no work (5)
- 13 Mentally quick and resourceful (3)
- 14 Someone who is critical of the motives of others (5)