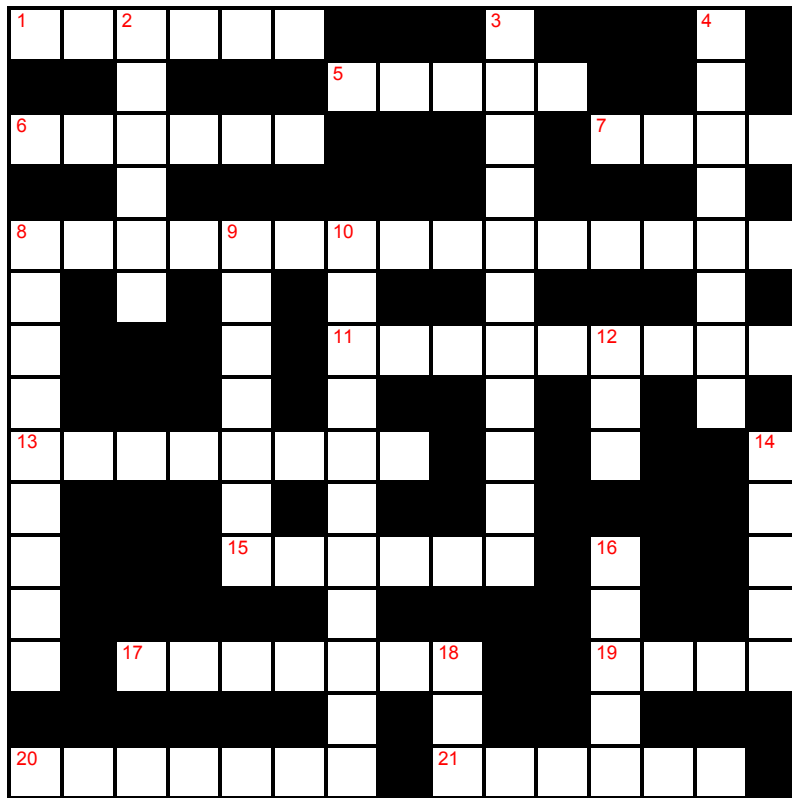


# Business\_Management\_Jargon\_15x15\_2008-10-16

B.B. Huria



## Across

- 1 \_\_\_\_ Marketing - A promotional strategy to capitalize on efforts and expense of the competitors. (6)
- 5 Offering little or no hope. (5)
- 6 From the beginning. (2-4)
- 7 To contact and discuss, usually in order to remind of something. (4)
- 8 \_\_\_\_ Quote = A low bid for providing a good or service. (10,5)
- 11 A minor crisis situation; not like Bush Fire in Iraq. (5,4)

- 13 To take action with regard to something or somebody to solve a problem. (4,4)
- 15 Fail to fulfil a promise or obligation. (6)
- 17 Anticipating favourable conditions. (7)
- 19 Using resources just enough as required for a particular job. (4)
- 20 \_\_\_\_ Management - System of keeping tab on wasteful spending. (7)
- 21 At a time almost when it is needed. (6)

## Down

- 2 A report or document that is neutral or harmless in its effect or influence. (6)
- 3 Percentatge of total sales of a product secured by one particular company or brand. (6,5)
- 4 A point in time of some significance such as for decision-making. (8)
- 8 Information cooked up and presented without firsthand knowledge or scientific investigation. (9)
- 9 To give someone power and authority for something. (7)

- 10 Having substance and prompting thought. (11)
- 12 Referring to higher than normal pay packets. (3)
- 14 To buy equity in a company in order to acquire controlling interest. (3,2)
- 16 Create \_\_\_\_ - Make a better product or service. (5)
- 18 Marked by intensity or vehemence especially of passion or enthusiasm. (3)