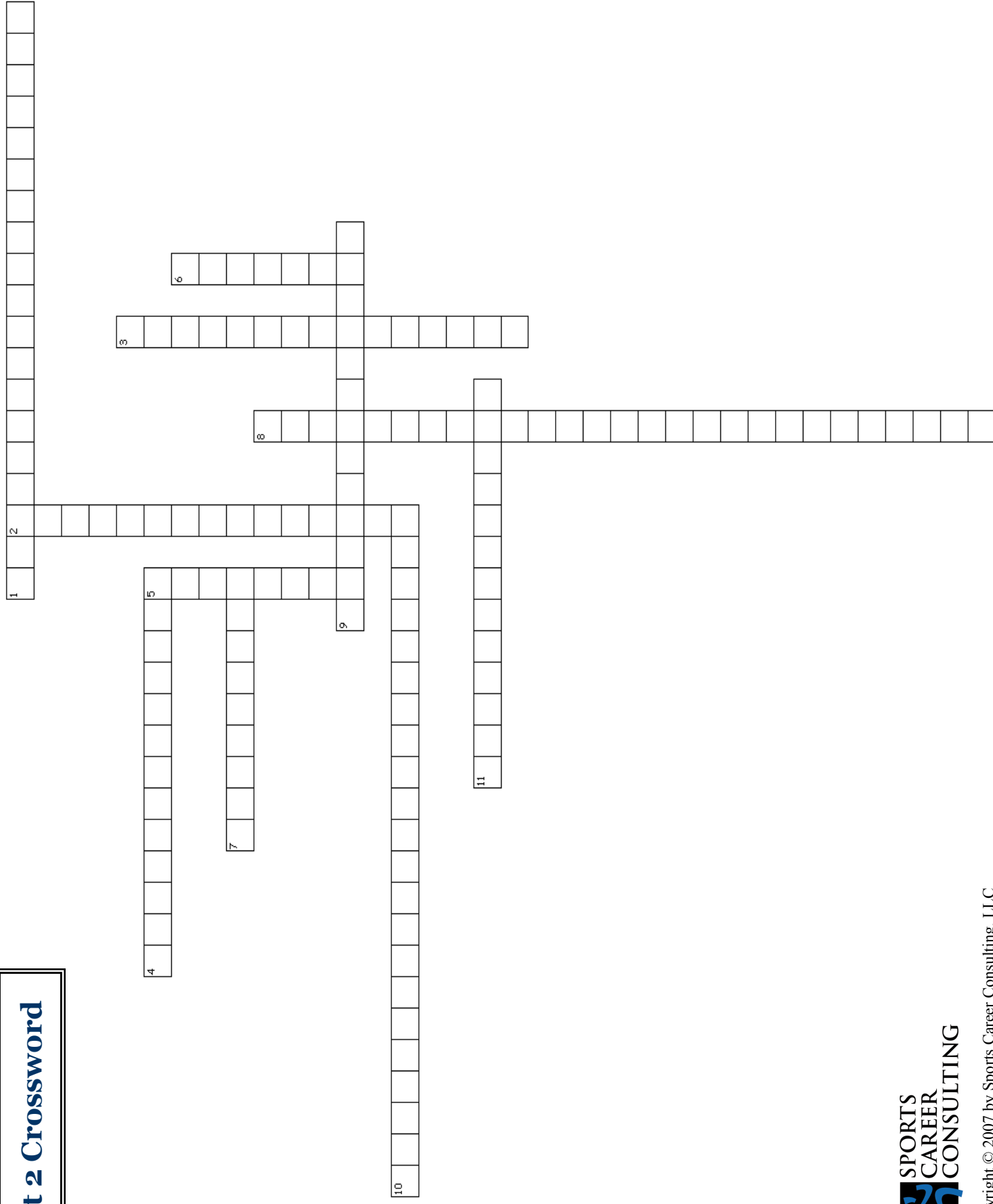


Unit 2 Crossword



Across

1. Money left to spend after necessary expenses are paid
4. Whatever people are willing to spend their money and spare time viewing rather than participating
7. The process of developing, promoting, and distributing products, or goods and services, to satisfy customers' needs and wants
9. The ability to store or inventory a product
10. The process of developing, promoting, and distributing products, or goods and services, to satisfy customer's needs and wants through entertainment, or any diversion, amusement, or method of occupying time
11. The model for studying the exchanges developed in sports marketing

Down

2. The act of using sports and entertainment as a platform to market products or services and increase sales or the process of marketing and selling of the sport and entertainment property itself
3. Customer decision to become a repeat consumer of a particular product or brand
5. Products that are capable of being physically touched
6. Tangible, physical products as well as services and ideas
8. The unobservable characteristics which a physical good possesses, such as style, quality, strength, or beauty