

Unit 2 Crossword Puzzle Solutions

Across

1. Money left to spend after necessary expenses are paid (**Discretionary income**)
4. Whatever people are willing to spend their money and spare time viewing rather than participating (**Entertainment**)
7. The process of developing, promoting, and distributing products, or goods and services, to satisfy customers' needs and wants (**Marketing**)
9. The ability to store or inventory a product (**Perishability**)
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 (**Entertainment marketing**)
11. The model for studying the exchanges developed in sports marketing (**Event Triangle**)

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 (**Sports Marketing**)
3. Customer decision to become a repeat consumer of a particular product or brand (**Customer loyalty**)
5. Products that are capable of being physically touched (**Tangible**)
6. Tangible, physical goods as well as services and ideas (**Product**)
8. The unobservable characteristics which a physical good possesses, such as style, quality, strength, or beauty (**Intangible product attributes**)