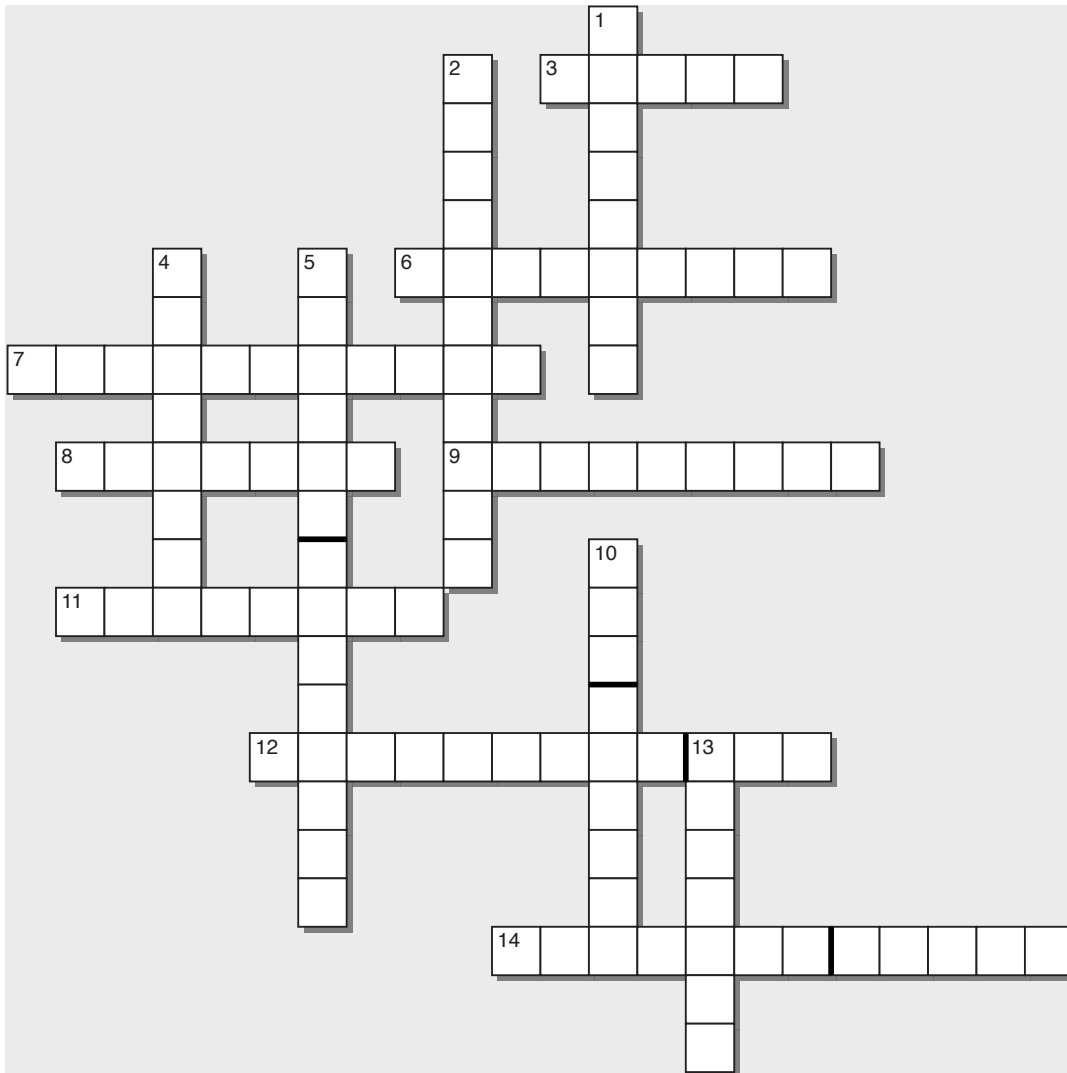


U5_Extra

Complete the crossword. The clues are words with similar meanings.

**Across**

- 3. fundamental
- 6. to publicize a product in order to encourage sales
- 7. receiving money or financial help from a benefactor
- 8. to fall sharply and rapidly
- 9. acting spontaneously without prior thinking
- 11. a plan of action
- 12. the combination of factors that a business uses to help market its products (9, 3)
- 14. selling goods off at a lower price than initially set (7, 5)

Down

- 1. a group with specific things in common
- 2. the activity of making the public aware of a good or product in the hope that they buy it
- 4. someone who buys goods and services
- 5. the process of gathering information about what exists in the market (6, 8)
- 10. not receiving a high salary (3, 6)
- 13. sending something by post

U5_Extra

Answers

