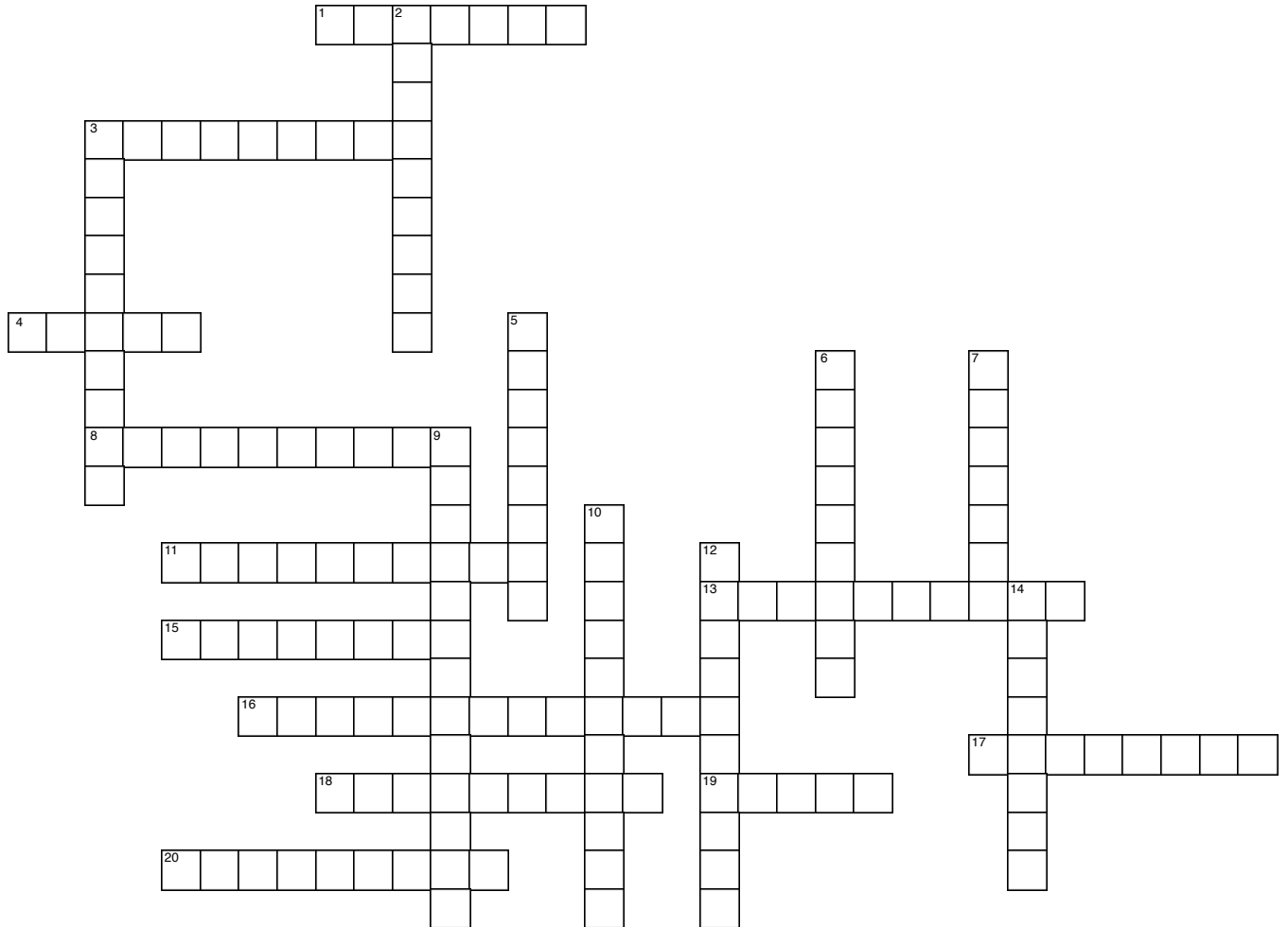


CCT 224 - Final Exam Prep Crossword

YOU GOT THIS!



ACROSS

- 1 the orientation where you talk about features & benefits
3 Rolex vs Timex orientation (geared to different audiences)
4 the 4P dealing with 'location'
8 measurable _____ help you achieve a goal
11 an overused term in GOPST
13 type of ratio also known as 'operating'
15 the environment dealing with 'exchange rate' and GDP
16 involves 'dislocation' of manufacturing
17 one single large seller (& popular board game)
18 type of ration that includes 'current ration'
19 the orientation where you talk about the price
20 the part of the balanced scorecard dealing with numbers

DOWN

- 2 type of competition similar products, few sellers (banking)
3 is part of increasing employee performance
5 the processes that tell them whether its products and services conform to customer requirements (the mission)
6 P including packaging / advertising
7 statement that should include: core value and purpose
9 an important environment to consider when doing international business
10 the environment that you can always use to extend your answer
12 for Plans to work, you must know your strength & _____
14 part of scorecard most affected by Internet