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VOCABULARY LIST

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| 1 | Cold | Blank calling is that which is calling on a customer without prior appointment |
| 2 | Jingles | Catchy little tunes played as part of a television or radio commercial |
| 3 | Selective | Blank distribution is when the manufacturer's limit the distribution channels to include only a few number of retailers |
| 4 | Loss | A blank leader is a retailing device whereby a particular product is priced below wholesale cost in order to lead the customers into a store |
| 5 | Direct | Blank mail is the sending of advertising and promotional material to the consumers' home |
| 6 | Baby Boomers | The generation of consumers born between 1946 and 1964 are known as |
| 7 | Slogan | A memorable saying about a product that helps keep it at the forefront of a consumer's mind |
| 8 | Prime time | The time of day when most viewers are watching TV or listening to the radio is called |
| 9 | Coupon | Is a certificate that gives the consumers a price reduction on a specific product or service |
| 10 | Retailer | The last stop on the distribution channel before being purchased by the ultimate consumer is the |
| 11 | Sample | A product given free to consumers in an attempt to persuade them to try something new is called a blank |
| 12 | Target | A blank audience is one to whom a particular advertising is directed (all the market segments) |
| 13 | Brand | A name, term, symbol, or design intended to signify the goods or services of one seller to differentiate them from another seller |
| 14 | Partnership | An unincorporated business owned by two or more people |
| 15 | Even | Odd blank pricing is used in retailing whereby a product's price is not rounded up but left ending in a five or a nine |
| 16 | Core Competency | This is what a business does best |
| 17 | Manufacturer | A blank brand is one which is owned by the company that produced the product |
| 18 | Variable | Are expenses that increase in relation to the number of goods sold |
| 19 | Sweepstakes | It's a sales promotion device in which the participant competes for prizes by simply entering his or her name |
| 20 | Mass | The market in its entirety is called its blank market |
| 21 | Caveat Emptor | Blank blank means let the buyer beware |
| 22 | Forecast | An estimate of how much a company hopes to sell to a market is its sales blank |
| 23 | Import | Any item brought into a country is a(n) blank |
| 24 | Equity | Another name for ownership |
| 25 | Circulation or Readership | Is the average number of people who receive each issue of a newspaper or magazine |
| 26 | Wall Street | A street in New York City famous for being the location of the New York stock exchange |
| 27 | Segmentation | Market blank is the process of identifying groups of customers with similar characteristics |
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| 28 | Markup | Blank pricing uses a technique whereby a product's selling price is determined by adding a certain percentage to its cost price. |
| 29 | Direct | Blank is the shortest channel of distribution. |
| 30 | Form | Blank utility is derived from producing raw materials into a final good. |
| 31 | Opportunity Cost | The cost incurred when one alternative must be chosen over another |
| 32 | Tariff | A tax levied against imported products is known as a blank. |
| 33 | Time | The utility added to a product when it is available at the precise time the customer wants it |
| 34 | Wholesaler | An intermediary linking manufacturers and retailers is called a |
| 35 | T-Account | Shows parts of a business transaction |
| 36 | Random | A population sample selected in such a way that each member of the population has an equal chance of being selected is a called a |
| 37 | Personal | Direct fact-to-face communication between a buyer and a seller is blank selling |
| 38 | Common | A transportation firm engaged in shipping merchandise solely for other firms is referred to as a blank carrier |
| 39 | Bankruptcy | The state or condition of being unable to pay one's debt is known as |
| 40 | Oligopoly | A market structure involving very few sellers (2-5) and, because of high start up costs and significant barriers to entry |
| 41 | Premium | Item given free or at low costs with the purchase of a specified good or service. It has a company's branding on the item. |
| 42 | Stagflation | Is the situation in which an economy has both high unemployment and a rising price level. |
| 43 | Cannibalizing | Is when one product takes the sales from another offering in a product line? |
| 44 | Piggybacking | In transportation, putting one load on top of another is called. |
| 45 | Differentiation | The practice of making one product distinguishable from others is called product blank. |
| 46 | Marketplace | A place where a product is sold to buyers is called the blank. |
| 47 | Interest | Money paid for the use of borrowed money is called blank. |
| 48 | Depression | A prolonged recession. |
| 49 | Prestige | An artificially high price on an item or service to suggest high quality |
| 50 | Product Bundling | Blank blank is when two or more complementary items are packaged together. |
| 51 | Consumers | People who use goods and services to satisfy their personal needs and wants |
| 52 | Aptitudes | What do you call the abilities needed for certain jobs? |
| 53 | Unlimited liability | Requirement that business owners are responsible for paying all debts? |
| 54 | Product Life Cycle | The stages through which goods and services move from the time they are introduced until they are taken off the market. |
| 55 | Market Share | What term refers to an organization's portion of the total industry sales in a specific market? |
| 56 | Product Line | A group of related product items. |
| 57 | Product Mix | The particular assortment of products that a business offers. |
| 58 | Advertising | Any paid form of a non-personal presentation of ideas, goods, or services. |
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| 59 | Natural Resources | Items that are found in nature that are used to produce goods and services. |
| 60 | Business Cycles | Periods of economic fluctuations or periods of economic ups and downs. |
| 61 | Marketing Research | The gathering of data needed to handle a specific marketing problem or situation. |
| 62 | Positioning | The consumers' perception of a good or service relative to competitors is the product's blank. |
| 63 | Fixed and Variable | What are the two classifications of operating expenses. |
| 64 | Inventory | All the stock (products) in a business. |
| 65 | Unions | To obtain higher wages, more fringe benefits, and improved working conditions, workers can form labor blank. |
| 66 | Assets | Another name for the capital of a business or anything a company owns of value |
| 67 | Geographic | Grouping consumers according to where they are located is known as blank segmentation. |
| 68 | Entrepreneurs | People who take risks to earn money and make profits by taking the risk of owning and operating a business are called blank. |
| 69 | Break-even point | The number of unit sales required to cover the fixed and variable costs of a business is called blank blank blank. |
| 70 | Speculative | If a business invests in the stock market it is taking this type of risk. |
| 71 | Stockholders | Owners of a corporation. |
| 72 | Balance Sheet | A report that tells the financial status of a business. |
| 73 | Corporation | You have limited liability when you invest in this type of business. |
| 74 | Publicity | Business information that is provided to the public by the media or other sources at no cost to the business is called what? |
| 75 | Standard of Living | A measurement of how well the people in a nation are doing. |
| 76 | Print | Magazine ads are blank media. |
| 77 | GDP | The final, total value of all goods and services produced in an economy in a year's time is called. |
| 78 | Form, time, info, place, possession, | Name the five types of utilities. |
| 79 | Breach of Contract | The failure to fulfill the terms of a contract for either party is called a blank of blank. |
| 80 | Empathy | The ability to put yourself in the place of another person. |
| 81 | Services | Housecleaning, shoe shining, singing, cooking, are all examples of what. |
| 82 | Products | Another term for a good or service. |
| 83 | Federal Reserve | The banking agency that controls all of the monetary issues in the U.S. |
| 84 | Sole Proprietorship | A form of business ownership with one owner is called a blank blank. |
| 85 | Liquidity | The ability to quickly turn your assets into money is called blank. |
| 86 | Income Taxes | Sums of money or fees that are imposed by local, state, or federal government based on the amount of money a person makes is called blank blank. |
| 87 | Duty | A tariff is sometimes called a blank |
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| 88 | Sweatshop | A garment manufacturing plant that employs workers under unfair, unsanitary, and sometimes dangerous conditions is commonly referred to as this. |
| 89 | Solvent | A business is said to be blank when it has the ability to pay all of its debts. |
| 90 | Cooperative | The act of sharing advertising costs between a manufacturer and a retailer |
| 91 | Fad | A short-lived fashion. |
| 92 | Mission Statement | A blank blank is a document that tells what a company stands for and what their main objectives are. |
| 93 | Form | You can sell a gallon of water for 50 cents, or freeze the water into ice cubes and sell it for \$1. By freezing the water what type of utility are you creating what type of utility? |
| 94 | Discretionary | The money that an individual or family has left to spend or save after buying such necessities as food, clothing, shelter, and basic transportation is what type of income |
| 95 | One year | What is the most commonly used time frame for a sales forecast. |
| 96 | Accounting | Is a business activity which provides information needed to determine how a business is doing financially? |
| 97 | Inflation | A general rise in prices is called blank |
| 98 | Economic | the misfortune that a business's output will not generate sufficient revenues to cover operating costs and to repay debt obligations is what type of risk?. |
| 99 | Natural | Risks found in nature that are insurable are blank risks. |
| 100 | Risk | The process by which a potential bad occurrence is reduced or controlled is called blank management. |
| 101 | Layaways | a method of paying for merchandise through several installments; the merchandise is set aside for the client until it is paid for in full. |
| 102 | Information Management | The function of gathering, accessing, synthesizing, evaluating, and disseminating information to aid in making marketing decisions. |
| 103 | Routing | The production paths for inputs |
| 104 | Net Worth | Assets minus Liabilities. |
| 105 | Job Standards | Established specification used to measure the productivity of employees. |
| 106 | Net Sales | Gross Sales minus Returns and Allowances |
| 107 | Database | Software programs that are designed to sort, arrange, and locate a wide variety of information. |
| 108 | Disability | Blank insurance that pays 2/3 of a workers gross income while the worker is unable to work. |
| 109 | Patent | A government grant that gives an inventor the exclusive right to make or sell his or her invention for a term of years is called a blank. |
| 110 | Transmittal Letter | A letter that accompanies important business papers that lets the recipient know exactly what should be contained in the package and if what action he or she should take. |
| 111 | Financing | The manner in which a proposed purchaser intends to make up the difference between cash on hand and the purchase price |
| 112 | Credit | money available for a client to borrow |
| 113 | Interest Rate | The amount of money charged as a fee for lending money or the price of borrowing money |
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| 114 | Prime Rate | Blank blank is the lending interest rate banks charge their most steady, credit-worthy customers |
| 115 | Presentation | Combining animation, text, and sound would be found in this type of software |
| 116 | OSHA | (Occupational Safety and Health Act) – regulates workplace safety guidelines |
| 117 | Intranet | A company's private computer network |
| 118 | Expansion | This occurs when a company adds a product to its product line |
| 119 | Orientation | Introducing new workers to a product or work environment |
| 120 | Operating Costs | These are expenses associated with the daily running of a business |
| 121 | Agent | This is an intermediary who assists in the sale and/or promotion of a good but does not take title |
| 122 | Competition | Is the rivalry among businesses for the scarce consumer dollar |
| 123 | Insurance | This provides protection against financial loss related to health, flood, life, and property |
| 124 | Cookies | Blanks are text files that are put on a web-site visitor's hard drive and then later retrieved during subsequent visits to the site in order to track shopping and buying behavior. |
| 125 | Brainstorming | A way for groups of people to generate as many ideas as possible. |
| 126 | Competitive Advantage | Blank blank is the edge achieved by a business that offers something better than its competitors. |
| 127 | Six Thinking Hats | Blank blank blank is a creative thinking technique that involves categorizing and focusing on different aspects of a problem. Each hat represents a way of thinking (facts, positives, negatives, emotions, new ideas, organization) |
| 128 | Internship | Blank is the training in which schools and businesses cooperate to provide on the job practice for learners. |
| 129 | Spyware | This is a type of computer software program that allows a business to track and collect information about computer users' internet activities. |
| 130 | Logistics | This refers to the function of operations that manages the flow of goods and services from production to consumption. |
| 131 | Bookmarking | This is a computer software tool that allows users to save URL addresses. |
| 132 | Credibility | How much people believe in what you say is called balnk. |
| 133 | Maturity | This is the stage of the Product Life Cycle when profits begin to narrow. |
| 134 | Exclusive | This type of distribution channal allows the manufacturer maintain the most control. |
| 135 | Slotting | Blank Allowances are payments made by the manufacturer to the retailer to cover the costs involved with placing a product on the store shelves. |
| 136 | Touch | A blank point is an opportunity that a company has to connect with its customers. |
| 137 | Ownership | What type of investment is buying an apartment building? |
| 138 | Scanner Fraud | Blank blank is a type of deceptive pricing when a retailer advertises a lower price in the newspaper but does not change the price in its computer system. |
| 139 | <i>Capital</i> | Blank goods are manufactured or constructed items that are used to produce goods and services. |
| 140 | Gross Pay | is the total income earned for the pay period before income taxes and other deductions are taken out of a paycheck. |