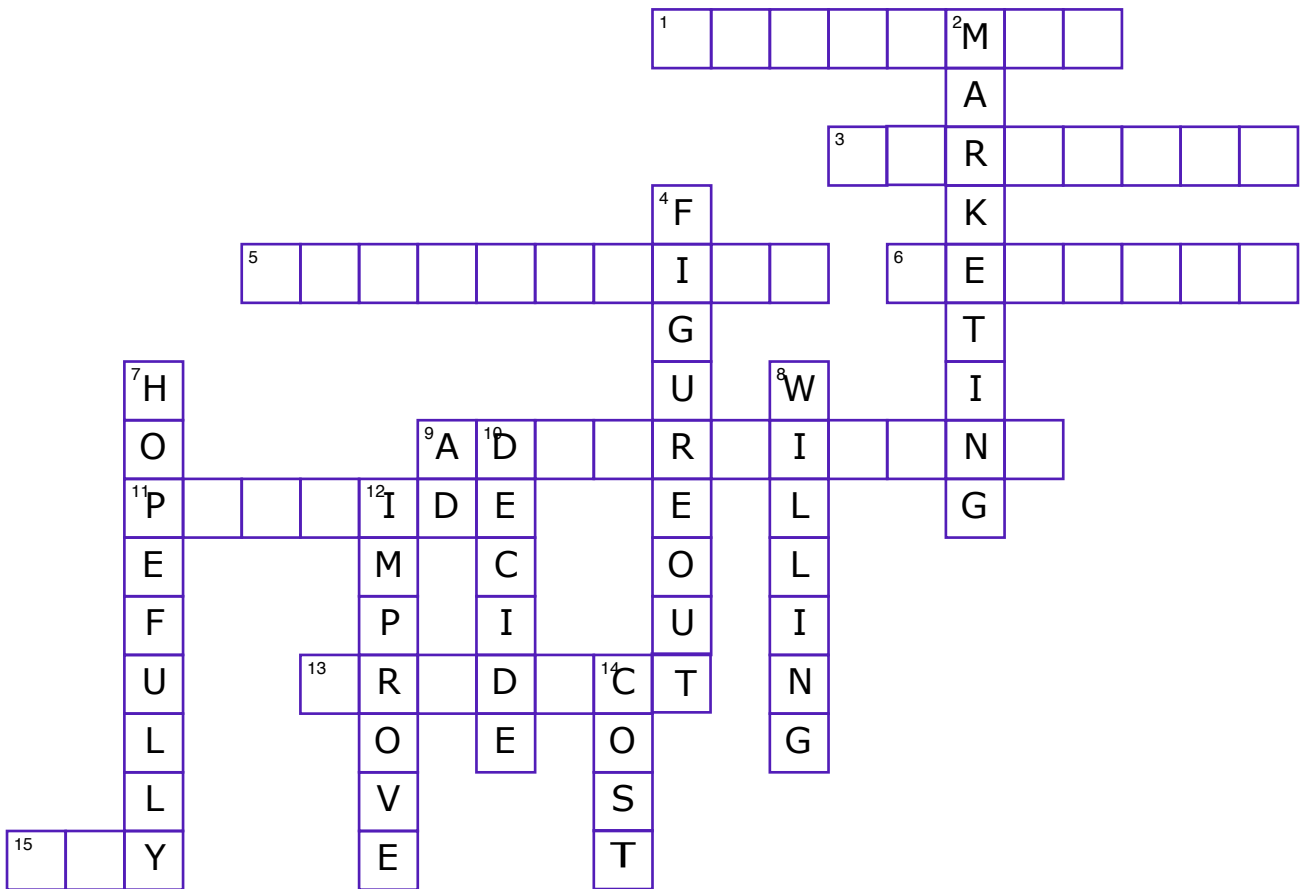


Reading 7: Marketing

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Across

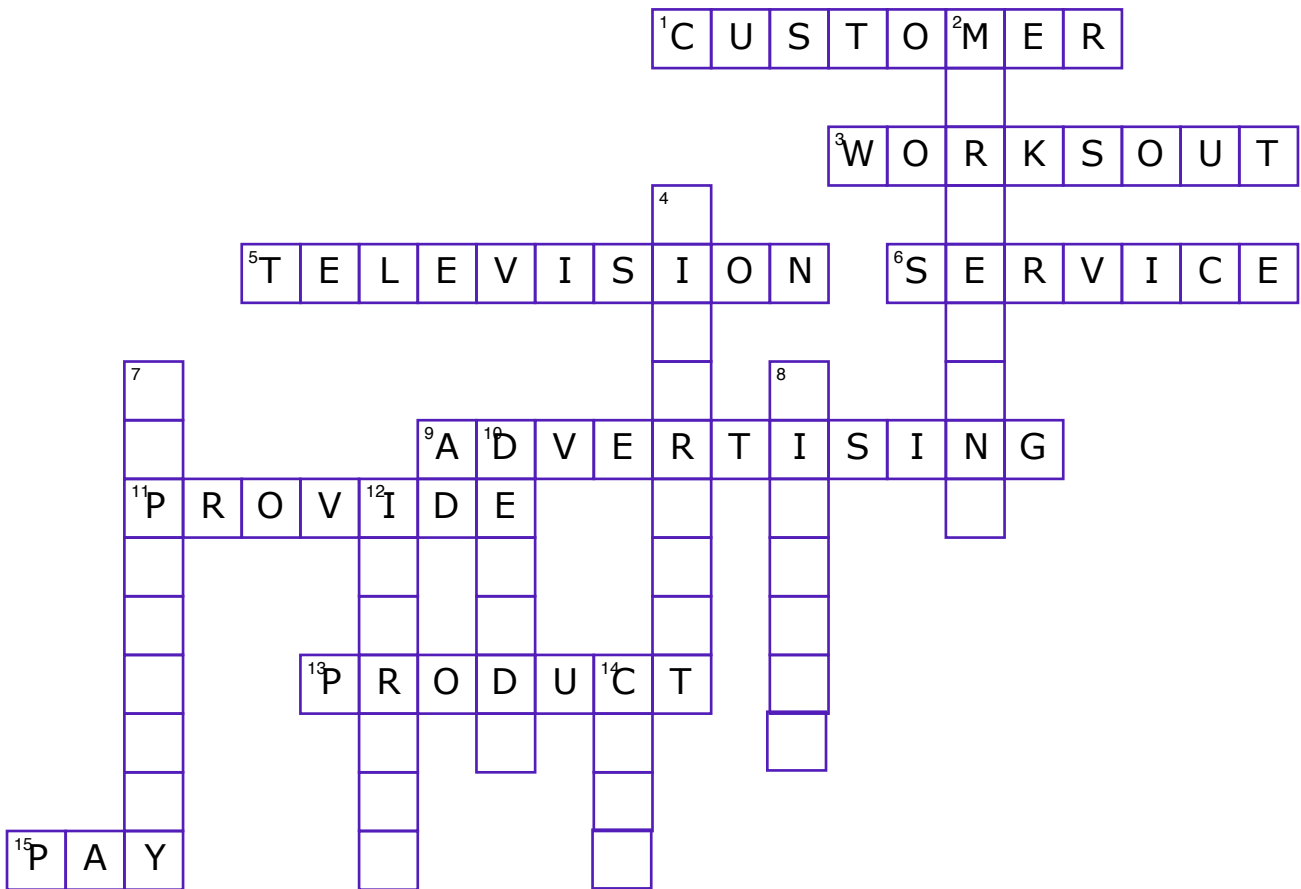
- 1.
- 3.
- 5.
- 6.
- 9.
- 11.
- 13.
- 15.

Down

2. Buying and selling things (n) [MARKETING]
4. Find an answer to a problem by thinking (v) 6,3 [FIGUREOUT]
7. What you would like to happen (adj) [HOPEFULLY]
8. Ready, eager, prepared to do something (adj) [WILLING]
9. Short film, picture asking you to buy (n) [AD]
10. Make a choice (v) [DECIDE]
12. Make better (v) [IMPROVE]
14. Cause the loss of something (v) [COST]

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Across

1. Person who buys something in a shop (n) [CUSTOMER]
3. A plan that goes well at the end 5,3 [WORKSOUT]
5. TV (n) [TELEVISION]
6. What a company can do for you (n) [SERVICE]
9. Telling people about a company, on TV, in newspapers etc (n) [ADVERTISING]
11. To give or supply (v) [PROVIDE]
13. A thing made to be sold (n) [PRODUCT]
15. Give money for something (v) [PAY]

Down

- 2.
- 4.
- 7.
- 8.
- 9.
- 10.
- 12.
- 14.