

Mini Challenging Marketing Connections Puzzle Game

Instructions

Below there are FOUR sets of tables of 20 words or terms related to marketing. They have been jumbled into alphabetic order for you.

In these 20 words, there are 5 interrelated sets of four words/terms in each puzzle that are logically connected from a marketing perspective – such as: product, price, place, promotion.

Your task is to find all 5 related sets in each puzzle – good luck...

Mini Puzzle 1

Niche	Handling Objections	Convenience	Disconfirmation
Perceived Performance	Humor	Segmented	Prospecting
Rational	Mass	Fear	Unsought
Shopping	Expectations	Customer Satisfaction	Specialty
Presentation	Closing	One-to-One	Emotional

Mini Puzzle 2

Market Penetration	Variability	Product Development	Value-Based
Affordability	Percentage of Sales	Competitive	Free Samples
Diversification	Cost-Plus	Competitive Parity	Intangibility
Inseparability	Psychological	Perishability	Objective and Task
Point of Purchase Displays	Coupons	Market Development	Discounts

Mini Puzzle 3

Action	Motivation	Attention	Market Testing
Late Majority	Innovators	Culture	Social Class
Subculture	Interest	Concept Development	Desire
Commercialization	Learning and Memory	Attitudes	Early Adopters
Reference Groups	Perception	Laggards	Idea Generation

Mini Puzzle 4

Please note that in this last mini puzzle, there are 4 words/terms left over, which can be rearranged into a key learning point for all marketers.

Positioning	Competitive Rivalry	Targeting	Promoters
Detractors	Post-Purchase Evaluation	Compete	Problem Recognition
On Price	Threat of New Entrants	Threat of Substitutes	Marketing Mix Development
Evaluation of Alternatives	Information Search	Never	Passives
Bargaining Power of Suppliers	Alone	Willingness to Recommend	Segmentation