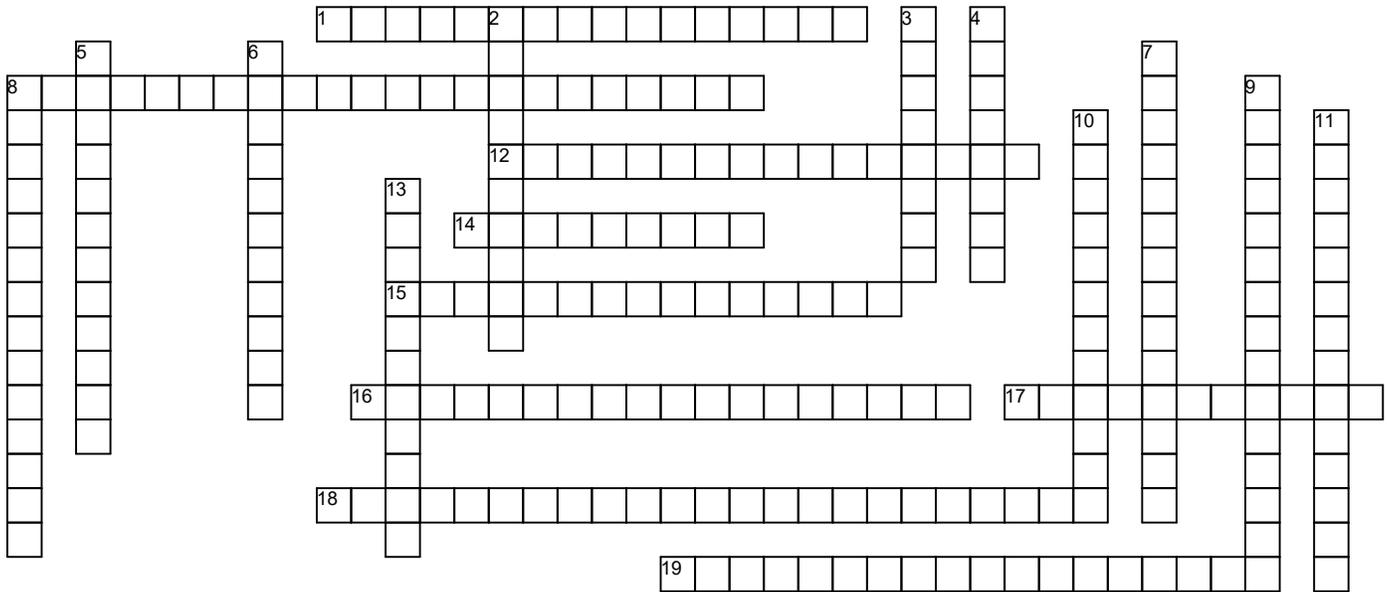


# Business Math Terms Crossword Puzzle 5

1. Using the Across and Down clues, write the correct answer in the numbered grid below.



## ACROSS

1. The unique benefits a product or service offers to customers.
8. The combining of two or more companies into a single entity, often through the purchase of one company by another.
12. The cost advantages that a business gains from producing a variety of products or services.
14. A market structure in which a few large firms dominate the market for a particular good or service.
15. The value of the next best alternative that must be forgone when a decision is made.
16. A market structure in which many small firms sell identical products and have no market power.
17. Hiring an outside company to perform services or produce goods instead of doing it internally.
18. A market structure in which many firms sell similar but not identical products.
19. Dividing a market into distinct groups of buyers who have different needs or characteristics.

## DOWN

2. A legal minimum price that can be charged for a good or service.
3. A cost that has already been incurred and cannot be recovered.
4. A market structure in which a single seller dominates the market for a particular good or service.
5. A legal maximum price that can be charged for a good or service.
6. The principle that, all else being equal, as the price of a good or service increases, the quantity supplied increases.
7. Stocks of well-established companies with a history of stable earnings and dividends.
8. The study of the economy as a whole, including factors like inflation, unemployment, and GDP.
9. Spreading investments across different assets to reduce risk.
10. The process of paying off debt with regular payments over a period of time.
11. The study of individual behavior and decision-making in the economy.
13. The principle that, all else being equal, as the price of a good or service increases, the quantity demanded decreases.

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Monopolistic competition

Sunk cost

Oligopoly

Macroeconomics

Value proposition

Economies of scope

Monopoly

Market segmentation

Law of demand

Opportunity cost

Microeconomics

Mergers and acquisitions

Price floor

Amortization

Law of supply

Outsourcing

Diversification

Perfect competition

Price ceiling

Blue chip stocks