

Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Vocabulary Mix

Directions: Determine the word defined or answer to each item below and place the answers in the boxes to the right. At the bottom, write the corresponding letter and number to reveal a secret message.

## Subject: Sports and Entertainment Marketing (Part 2 of 3)

**ntetnmntereai** Company

Def: a company that provides services that amuses the audience. 1

**siesosonsp** Utility

Def: the value placed on a product because of the customer's ability to own the product freely. 5 8 2

**neevu**

Def: the site of a particular event. 7

**rbmomeaiila**

Def: objects related to a specific memorable event. 4

**lapec** Utility

Def: the value of a product provided in a particular location. 1

**imtainonfor** Utility

Def: the value given to a product based on the quantity of useful information it provides. 3

**yanlzea**

Def: to look into a specific event or task and break it down into parts for evaluation. 1

**ocimncoe** Utility

Def: the ability of a product or service to fulfill the desires or needs of the consumer. 9

**mrfo** Utility

Def: the value of a product in a particular form. 4

**mite** Utility

Def: the value of a product by provided at a particular time. 1

				E		R	E		E		R		H		P
1	2	3	4		5			6		7		8		9	

# Vocabulary Mix

## Key: Sports and Entertainment Marketing (Part 2 of 3)

**ntetnmntereai** Company      E N T E R T A I N M E N T

Def: a company that provides services that amuses the audience.

1

**siesosonsp** Utility      P O S S E S S I O N

Def: the value placed on a product because of the customer's ability to own the product freely.

5

8

2

**neevu**      V E N U E

Def: the site of a particular event.

7

**rbmomeaiila**      M E M O R A B I L I A

Def: objects related to a specific memorable event.

4

**lapec** Utility      P L A C E

Def: the value of a product provided in a particular location.

1

**imtainonfor** Utility      I N F O R M A T I O N

Def: the value given to a product based on the quantity of useful information it provides.

3

**yanlzea**      A N A L Y Z E

to look into a specific event or task and break it down into parts for evaluation.

1

**ocimncoe** Utility      E C O N O M I C

Def: the ability of a product or service to fulfill the desires or needs of the consumer.

9

**mrfo** Utility      F O R M

Def: the value of a product in a particular form.

4

**mite** Utility      T I M E

Def: the value of a product by provided at a particular time.

1

E	N	T	R	E	P	R	E	N	E	U	R	S	H	I	P
1	2	3	4		5			6		7		8		9	