

Use the clues to complete the crossword puzzle.

Across

- 2 Something that is does not cost a lot to buy or use. (11)
- 4 An brand is one that people think will give them a higher position in society. (12)
- 7 A product has no defects. (4-4)
- 8 A product is attractive and fashionable. (7)
- 9 If you say that something is a product, you think it is very good. (4)
- 11 goods are expensive and intended to appeal to people in a high social class. (8)

Down

- Down
- 1 A *classic* product is one that has been popular for a very long time. (7)
 - 3 If a product is, it is worth the price you pay for it. (5, 3, 5)
 - 5 If something is, you can trust it or depend on it. (8)
 - 6 A brand is not affected by changes in fashion. (8)
 - 8 A product is fashionable and exciting. (4)
 - 10 If you say that something is, you think it is enjoyable. (3)

