

Personalities in Personal Finance— Chapter 6 Test

Student's name: _____ Write the letter of the one alternative that best completes the statement or answers the question.

- 1) Methods of that advertising cost is small:
A) Massing B) Strategizing C) Selling D) Posing
- 2) The purpose of advertising is to:
A) Cause the consumer B) Inform the consumer
C) Persuade the consumer D) All of these answers
- 3) Methods of that advertising cost is comparatively high is:
A) Product/branding appeals B) Sponsorship
C) Making the consumer an integral element D) Personal selling
- 4) Certain advertising claims are all conditions that oriented are good products for health claims:
A) They are all treated as making a profit
B) They are stressing their appearance to give the playing good from money
C) They are not stressing the health of the product
D) All of these answers
- 5) Methods of that advertising cost is comparatively high is:
A) Comparisons between two competitors to focus on consumer behavior
B) Comparisons between two competitors to focus on consumer behavior
C) Comparisons between two competitors to focus on consumer behavior
D) All of these answers
- 6) Methods of that advertising cost is comparatively high is:
A) Comparisons between two competitors to focus on consumer behavior
B) Comparisons between two competitors to focus on consumer behavior
C) Comparisons between two competitors to focus on consumer behavior
D) All of these answers
- 7) Methods of that advertising cost is comparatively high is:
A) Comparisons between two competitors to focus on consumer behavior
B) Comparisons between two competitors to focus on consumer behavior
C) Comparisons between two competitors to focus on consumer behavior
D) All of these answers
- 8) Methods of that advertising cost is comparatively high is:
A) Comparisons between two competitors to focus on consumer behavior
B) Comparisons between two competitors to focus on consumer behavior
C) Comparisons between two competitors to focus on consumer behavior
D) All of these answers
- 9) Methods of that advertising cost is comparatively high is:
A) Comparisons between two competitors to focus on consumer behavior
B) Comparisons between two competitors to focus on consumer behavior
C) Comparisons between two competitors to focus on consumer behavior
D) All of these answers
- 10) Methods of that advertising cost is comparatively high is:
A) Comparisons between two competitors to focus on consumer behavior
B) Comparisons between two competitors to focus on consumer behavior
C) Comparisons between two competitors to focus on consumer behavior
D) All of these answers
- 11) Methods of that advertising cost is comparatively high is:
A) Comparisons between two competitors to focus on consumer behavior
B) Comparisons between two competitors to focus on consumer behavior
C) Comparisons between two competitors to focus on consumer behavior
D) All of these answers
- 12) Methods of that advertising cost is comparatively high is:
A) Comparisons between two competitors to focus on consumer behavior
B) Comparisons between two competitors to focus on consumer behavior
C) Comparisons between two competitors to focus on consumer behavior
D) All of these answers

Personal Finance Chapter 6 Test B

VM Jensen



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