

Foundations in Personal Finance - Chapter 6 Test

Name _____ Date _____

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 1) Which of the following is not a need?
A) Housing
B) Eating out
C) Utilities
D) Food
1) _____
- 2) The purpose of advertising is to:
A) tease the consumer
B) inform the consumer
C) persuade the consumer
D) All of the above
2) _____
- 3) Which of the following is not a common marketing strategy?
A) Providing financing options
B) Repetition
C) Making the customer do product research
D) Personal selling
3) _____
- 4) When a company places an ad and offers no interest on your purchase for three years:
A) They are not interested in making a profit
B) They are showing their appreciation to you by giving you free money
C) The cost of the financing is built into the price of the item
D) All of the above
4) _____
- 5) What is a safe assumption to make regarding companies and their marketing practices?
A) Companies know that competition is fierce for consumer dollars.
B) Companies spend millions of dollars and do extensive research on advertising.
C) Companies use all angles to aggressively compete for your money.
D) All of the above
5) _____
- 6) What concept is best explained by the statement, "Money spent here cannot be spent there"?
A) Law of diminishing returns
B) Opportunity cost
C) Significant purchases
D) Delayed gratification
6) _____
- 7) Identify which method companies are using to compete for your money:
"90-days-same-as-cash"
A) Personal selling
B) Financing
C) Merks
D) Product positioning
7) _____

Foundations In Personal Finance Chapter 6 Money Review Answers

Jianjun Gao



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Hughes, Jack R. Kapoor, 2022-01-19 Build the solid foundation for success both in today s competitive business world and within your professional and personal life with Pride Hughes Kapoor s FOUNDATIONS OF BUSINESS 7E Updates highlight the specific challenges facing businesses and individuals particularly as the nation emerges from the COVID 19 pandemic You examine issues within today s economy business ownership management human resources marketing social media e commerce management information systems accounting and finance You also learn how cultural diversity ethics and social responsibility small business and entrepreneurship and environmental concerns impact both the nation s economy and you as an individual consumer Let the learning features real examples powerful new cases and latest content throughout this edition show you how to become a better employee more informed consumer and a successful business owner Important Notice Media content referenced within the product description or the product text may not be available in the ebook version

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