

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) Media
D) Product positioning
7) _____

Foundations In Personal Finance Chapter 6 Research Paper

Mike Jess



Foundations In Personal Finance Chapter 6 Research Paper:

Foundations In Personal Finance Chapter 6 Research Paper Book Review: Unveiling the Magic of Language

In a digital era where connections and knowledge reign supreme, the enchanting power of language has been apparent than ever. Its power to stir emotions, provoke thought, and instigate transformation is really remarkable. This extraordinary book, aptly titled "**Foundations In Personal Finance Chapter 6 Research Paper**," compiled by a highly acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we will delve into the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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