

Consider the Source

1) You can best tell an honest business from a fraudulent one by:

- a. Reading the advertising very closely
- b. Checking with clients and consumer protection agencies
- c. Listening to the salesperson's pitch



2) Companies that sell products and services over the Internet:

- a. Must register with the FTC
- b. Are like any other business
- c. Must be licensed by The Direct Marketing Association

3) An illegal technique to get buyers to purchase more expensive items by luring them in with cheaper products, is called:

4) This Latin phrase means, "Let the buyer beware." What is the phrase?

5) One way a consumer can be assured that an offer received from a legitimate telemarketer is a good buy is to:

- a. Ask the telemarketer to put the offer in writing and send it to you
- b. Check locally to see if the identical items are sold at better prices
- c. Make sure they have a policy so you can return the merchandise if it is not satisfactory

