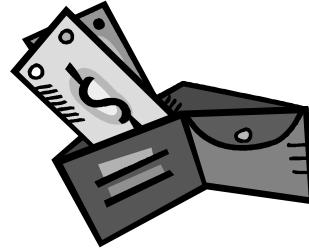


## The Bull's Eye on Your Wallet

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1) An example of marketing would be:

- a. Producing
- b. Shipping
- c. Advertising



2) A product's name or advertising slogan is protected through a:

- a. Copyright
- b. Trademark
- c. Patent



3) Marketers in which of the following three industries spent the most on advertising in 2000-2001?

- a. Music
- b. Movies
- c. Video games

4) The Better Business Bureau's Self-Regulatory Guidelines for Children's Advertising are based on six underlying principles. One principle is:

- a. Children can tell if an action in an ad is unsafe
- b. Advertisers can't rely on parents to supervise
- c. Children are imaginative and have limited capacity for evaluating information



5) Infomercials on TV:

- a. Sell illegal products
- b. Are illegal forms of advertising
- c. Often look similar to regular programs

