

# CONSUMER STUDIES 1202

## Sample Test

### Unit I – Chapter 3

#### Part A. FILL-INS:

Select the business terms from the following list that best completes each of the following statement:

**Word List:** advertisement, credit, insurance, loss leader, print media, broadcast media, grading, intermediary, marketplace, retailer.

1. The \_\_\_\_\_ is any meeting place where a buyer and seller get together for the purpose of exchanging products.
2. A \_\_\_\_\_ usually sells to the ultimate consumer.
3. A business which interrupts the direct flow of products from producers to the ultimate consumer is called a \_\_\_\_\_.
4. \_\_\_\_\_ is the task of sorting goods into different classes.
5. \_\_\_\_\_ is a method of buying products now and paying for them later.
6. An \_\_\_\_\_ is a paid message.
7. Television and radio are examples of \_\_\_\_\_.
8. Newspapers and magazines are examples of \_\_\_\_\_.
9. \_\_\_\_\_ is protection from financial loss.
10. When a store advertising a \_\_\_\_\_, it is offering a product for sale at a price below its cost price for that product.

#### Part B. - Short Answer.

1. Briefly outline and give an example for each of the THREE channels of distribution.
2. Identify FOUR of the TWELVE functions of marketing.
3. Which of the following would be classified as a SMALL SCALE RETAILER? Explain your

answer.

- convenience store
- roadside stand
- supermarket
- department store.

4. Match the following terms with the business identified below. Some businesses may be described by more than one descriptive term. Study the example before you begin.

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convenience store	franchise	small scale
discount dept. store	large scale	specialty store
established dept. store	mail-order house	supermarket

NAME OF BUSINESS:

DESCRIPTIVE TERMS

Zellers

large scale, established dept. store

McDonalds

\_\_\_\_\_

Sears

\_\_\_\_\_

Marie's Mini Marts

\_\_\_\_\_

Canadian Tire

\_\_\_\_\_

Dominion Stores

\_\_\_\_\_

Bata Shoes

\_\_\_\_\_