

GUIDED READING Activity 3-2

For use with the textbook pages 66–70

B

UYING PRINCIPLES OR STRATEGIES

FILLING IN THE BLANKS

Directions: Use your textbook to fill in the blanks using the words in the box. Some words may be used more than once.

bait	switch	advertising
time	competitive advertising	informative advertising
comparison shopping	brand name	generic brands
price	warranty	

Introduction/Gathering Information

The three basic principals of buying involve gathering information, using **1** _____ wisely, and **2** _____. A scarce resource involved in attaining information about a product is **3** _____.

Using Advertising Wisely

Advertising that tries to persuade a person that a product is different from and superior to others is **4** _____. In comparison, **5** _____ benefits consumers by informing them about various products. Unfortunately, advertising can also be deceiving, with such tactics as the bait and switch. The **6** _____ is an unrealistically priced item, that is no longer available when the consumer gets to the store. The salesperson will try to sell the consumer a higher-priced model, this is known as the **7** _____.

Comparison Shopping

The process of **8** _____ involves getting information on the types and prices of products available from different stores. When shopping for a product the largest factor will generally be the **9** _____. However, shoppers should also find out which store offers the best **10** _____, or promise to repair or replace a faulty product. A **11** _____ product has a word, picture of logo to help distinguish it from other brands. **12** _____ have no brand name, making it difficult to know who produced the product.

GUIDED READING Activity 3-3

For use with textbook pages 72–75

CONSUMERISM

OUTLINING

Directions: Locate the heading in your textbook. Then use the information under the heading to help you write each answer. Use another sheet of paper if necessary.

I. Introduction—What is consumerism?

II. Consumer Rights

A. In 1962, what did President John F. Kennedy send to Congress?

B. What were President Kennedy's four basic consumer rights?

C. What is the right to redress?

III. Help for Consumers

A. What options do consumers have to help protect themselves?

B. What is the job of the Better Business Bureau?

C. What available sources might consumers use to gain information about different products?

D. What does the Federal Trade Commission promote?

E. Which agency of the federal government protects consumers against unsafe food, drugs, and cosmetics.

IV. Consumer Responsibilities

A. Which federal agency coordinates federal activities on behalf of the consumer?

B. What is the first step in solving a consumer problem?

C. How does a consumer exhibit ethical behavior?
