

Activity 57

Consumer Terms

Directions: The scrambled words in the sentences that follow have to do with consumer decision making. Unscramble the letters and write the letters of the correct word in the spaces provided.

1. Products made for sale, such as books _____
or gloves, are **SDOGO**.
2. Work performed for others, such as a _____
haircut or car repairs, is called **ERISVECS**.
3. A person who buys goods and services _____
is called a(n) **MOSECRNU**.
4. A message that tries to persuade _____
consumers to buy a product or service
is called a(n) **TATMINVEDRESE**.
5. Before you make any purchase, you _____
should **TAAVELUE** the product.
6. Information ads describe the **RESTAFEU** _____
of a product of service.
7. Image ads often use **BELTRESCEIEI** _____
to endorse a product.
8. Ads with **GOLNASS** may be memorable _____
but have nothing to do with quality.
9. Skillful shoppers get the best **ULAVE** _____
for their money.
10. A **TWYNARRA** is a manufacturer's _____
promise to repair or replace a
faulty product.
11. Consumers have a right to seek _____
DERSERS if they have a problem
with a product.
12. Before you buy a product, find out _____
about the store's policy on exchanges
and **DERFNUS**.