

## Chapter 14 Test

For questions 1 to 7, write the term from Column B that matches the description in Column A.

A	B
1. It suggests that a product is better than other products: _____	a) weasel claim
2. It was a major factor in the Walkerton water tragedy: _____	b) manure
3. It uses a celebrity to promote a product: _____	c) unfinished claim
4. The phrase "helps heal" is an example: _____	d) commercial chemical fertilizer
5. The phrase "provides 28% more power" is an example: _____	e) testimonial
6. Fertilizer that is made in a laboratory: _____	f) preservative
7. It uses friendly, average people to promote a product: _____	g) endorsement
	h) scientific claim

8. Decide whether each of the following statements is true or false. If it is false, rewrite it to make it true.

a) **True/False** Some commercial laundry detergents contain harmful chemicals.

\_\_\_\_\_

b) **True/False** It is not important for consumers to be aware of advertising techniques.

\_\_\_\_\_

c) **True/False** A fair test has one manipulated variable and one or more responding variables. It has no control.

\_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

**BLM 14-5**  
(continued)

- d) True/False** Movie stars often appear in ads. This is an example of an endorsement.

- 9.** Explain why this statement is an example of a weasel claim: "Drippy Dippy Hair Goo revitalizes your hair!"

- 10. a)** Underline the advertising claims in the paragraph below.

Do you wake up in the morning with a sore back? Twenty-three sleep specialists recommend the Air Gel Mattress. It conforms to your body shape and is guaranteed to give you a better night's sleep or your money back!

- b)** What three types of claims did you find in this advertisement?

- c)** What do you think "a better night's sleep" means?

- 11.** In the organizer below, list one benefit and two drawbacks of using manure and commercial chemical fertilizer.

