

Q: What is the unit price of a product?

A: The cost of a defined amount of a product

Q: What is on packaging that would tell you if a product is still usable?

A: Expiration date

Q: What does the acronym FDA stand for?

A: Food and Drug Administration

Q: What is a consumer?

A: Anyone who buys and uses a product?

Q: What is a budget?

A: A plan for spending and saving money

Q: Why does a generic product usually cost less than a brand name product?

A: It does not have expensive packaging; It does not have any advertisements

Q: How would you describe an advertisement that is purposely encouraging consumers to believe something that is not entirely true?

A: Misleading

Q: What are some tricks that advertisers use to get you to buy their product?

A: Bandwagon approach, celebrity appeal, catchy jingle, medical claims, Rewards