

12.E: Assessment Questions

1. Define unfair trade practices.
2. All of the following are considered unfair trade practices except:
 - a. Targeting vulnerable populations.
 - b. Charging extremely high prices.
 - c. False advertising.
 - d. False representation of a good or service.
3. What is a bait and switch?
4. Describe the role of the Federal Trade Commission.
5. The following are examples of a company giving misleading price information except:
 - a. Advertising “Limited Time Offer” when the offer is available forever.
 - b. Advertising “Going Out of Business” when the company plans to stay in business.
 - c. Advertising the product as “New” when the product is more than 6 months old.
 - d. Advertising “Buy One, Get One” without informing consumers that they must buy another product or service to get the deal.

Contributors

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