

Advertisements and Specials
Pre-Assessment

Date: _____

Name: _____

1. Do advertisements provide valuable information about a product or service?

Circle the correct answer.

Yes

No

2. Which of the following will help you save money at the grocery store?

- a. eat before going to the store
- b. shop only once a week
- c. make a list and stick to it
- d. all of the above

3. Advertisers use fact and opinion to sell items. Which of these can be proven to be true?

Fact

Opinion

4. When an advertiser stirs up emotions of friendship, he trying to sell his product by using an *emotional appeal*.

True

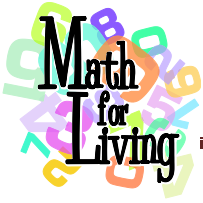
False

5. Do stores usually put milk and bread at the back of the store?

Yes

No

Total Correct: _____



Advertisements and Specials
Post-Assessment

Date: _____

Name: _____

1. Do advertisements provide valuable information about a product or service?

Circle the correct answer.

Yes

No

2. Which of the following will help you save money at the grocery store?

a. eat before going to the store

b. shop only once a week

c. make a list and stick to it

d. all of the above

3. Advertisers use fact and opinion to sell items. Which of these can be proven to be true?

Fact

Opinion

4. When an advertiser stirs up emotions of friendship, he trying to sell his product by using an *emotional appeal*.

True

False

5. Do stores usually put milk and bread at the back of the store?

Yes

No

Total Correct: _____

What are some other ways to save money at the store? (not scored) _____

