**TRUE/FALSE (5 questions)**

**Indicate whether the following sentences or statements are true or false.**

|  |  |  |
| --- | --- | --- |
| 1. | \_\_\_T\_\_\_\_ | Packaging is a critical component of the distribution process. |
| 2. | \_\_\_T\_\_\_\_ | Packaging can serve to protect the product in addition to providing marketing advantages. |
| 3. | \_\_\_T\_\_\_\_ | Labeling’s main function is to inform consumers and provide direction on product use. |
| 4. | \_\_\_F\_\_\_\_ | Packaging is no more than putting the product in a container with bubble wrap. |
| 5. | \_\_\_T\_\_\_\_ | Some industry professionals consider Packaging as the fifth “P” of the marketing mix. |

## MULTIPLE CHOICE (5 questions)

**Identify the letter of the choice that best completes the statement or answers the question.**

\_\_\_D\_\_\_\_1. Consumers are protected from false, misleading or deceptive claims from brands by which government agency?

a. Fair Packaging and Labeling Act b. Federal Trade Commission

c. Food and Drug Administration d. All of the above

\_\_\_B\_\_\_\_ 2. The \_\_\_\_\_\_\_\_ monitors labels and advertising for false or misleading claims and deceptive advertising practices.

a. Fair Packaging and Labeling Act b. Federal Trade Commission

c. Food and Drug Administration d. All of the above

\_\_\_\_A\_\_\_ 3. \_\_\_\_\_\_\_\_ refers to the process of designing and producing the container for a product.

a. Packaging b. Labeling

c. Boxing d. All of the above

\_\_\_\_B\_\_\_ 4. \_\_\_\_\_\_\_\_\_\_ attaching a message to the packaging of products to inform consumers.

a. Packaging b. Labeling

c. Informing d. Co-branding

\_\_\_\_D\_\_\_ 5. Packaging can provide for various branding and marketing benefits such as:

a. differentiation b. rebranding

c. positioning d. All of the above

## SHORT ANSWER (2 questions)

1. List three functional benefits of packaging.

* Protect the product during shipping and delivery
* Provide for proper storage to prevent breakage
* Consumer safety

2. Think of a product and discuss how the packaging of that product has evolved over the years.

Student answers will vary