



# Accessing Information

## Chapter 18 Study Guide

**Directions:** As you read the chapter, answer the following questions. Later you can use this study guide to review for the Chapter 18 test.

1. List four major sources of information for clothing shoppers. \_\_\_\_\_  
\_\_\_\_\_
2. Why are information ads useful to shoppers? \_\_\_\_\_  
\_\_\_\_\_
3. How do image ads try to make people want to buy a product? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
4. Why do newspaper ads tend to be more informative than magazine ads? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
5. How do advertisers take advantage of the Internet? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
6. How might designers use product placement to have their products used? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
7. How can catalogs be useful, even if you don't buy from them? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
8. Why were clothing labels unnecessary at one time? \_\_\_\_\_  
\_\_\_\_\_  
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**Chapter 18**  
**Study Guide (continued)**

9. Identify and describe two pieces of legislation that help consumers gather information about garments for sale.

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10. List the five additional types of information that are mandatory on garment labels.

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11. List five pieces of information that you might find on a garment label.

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12. What promises does a warranty often carry?

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13. How are pre-season sales different from clearance sales?

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14. Name two ways to avoid impulse buying

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15. How do overruns compare in quality with other garments sold at discounted prices?

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16. What two important facts does the label "as is" on a garment tell you?

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17. Describe the different return policies that a store might follow.

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