Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class: \_\_\_\_\_\_ Date:\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What is an infomercial? (4 points)

a)

b)

c)

d)

2) What is the main goal of an infomercial? (1 point)

a)

3) How do infomercials keep the audience watching? (5 points)

a)

b)

c)

d)

e)

4) What are the 5 elements of infomercial success?

a)

b)

c)

d)

e)

Total /15