Marking Instructions

• Use a No. 2 pencil or a blue or black ink pen only.
• Do not use pens with ink that soaks through the paper.
• Make solid marks that fill the response completely.
• Make no stray marks on this form.

CORRECT:  ●
INCORRECT:  ☒ ☒ ☒

Name: ________________________________ Date: _______________

For each question below, fill in the bubble for the BEST answer.

1. Which of these is a package?

- cup
- box
- bottle
- these are ALL packages

2. Why do cookie boxes have pictures of cookies on them?

- so buyers will want to eat the cookies
- so buyers will want to buy the cookies
- so buyers will know what the cookies look like
- all of the above

3. What is a milk carton designed to do?

- to contain milk
- to communicate information about milk
- to dispense milk
- all of the above
The picture shows a bottle of suntan lotion.

Answer questions 4 to 7 about the lotion bottle.

4. What feature of the bottle works to contain the lotion?
   - the label
   - the pop-off lid
   - the plastic body
   - the shape and size

5. What feature of the bottle makes it easy to carry the lotion?
   - the label
   - the pop-off lid
   - the plastic body
   - the shape and size

6. What feature of the bottle works to communicate information about the lotion?
   - the label
   - the pop-off lid
   - the plastic body
   - the shape and size

7. What feature of the bottle works to dispense the lotion?
   - the label
   - the pop-off lid
   - the plastic body
   - the shape and size
8. What is important to think about when designing a package for a product?
   - the size and shape of the product
   - the material the product is made of
   - how the buyer will learn about the product
   - all of the above

9. What are some ways to improve a package?
   - Make it from materials that can be recycled.
   - Make the package stronger so it won't break.
   - Make the package look more interesting to buyers.
   - All of the above.

10. What is important to think about when designing a package for a toy?
    - how the package will convince people to buy the toy
    - how buyers will know what the toy inside the package is like
    - the shape and size of the toy that will fit into the package
    - all of these are important

11. What is a reason to have a cutout window in a package?
    - to let air into the package
    - to use less packaging material
    - to let buyers see what's inside the package
    - all of the above

12. Someone is designing a package for soap. What does he need to think about?
    - where the soap will be sold
    - where the soap will be stored
    - what the buyer needs to know about the soap
    - all of the above