Package Engineering Assessment

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
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 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

11. 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

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