

**CHAPTER 26 ACTIVITY**  
**Basic Concepts**

*Directions: Match each definition in the column on the right with the appropriate term in the column on the left.*

1. \_\_\_\_ bait and switch
2. \_\_\_\_ cooling off period
3. \_\_\_\_ corrective advertising
4. \_\_\_\_ do-not-call registry
5. \_\_\_\_ door-to-door sales
6. \_\_\_\_ lien
7. \_\_\_\_ mail-order sales
8. \_\_\_\_ phishing
9. \_\_\_\_ puffing
10. \_\_\_\_ spam
11. \_\_\_\_ telemarket

- a. sell goods or services over the phone
- b. obvious exaggerations made by sellers
- c. legal claim against another's property
- d. computer messages made to seem legitimate but are really attempting to defraud the user
- e. ordering consumer goods through the postal system
- f. time after signing a contract in which the buyer can cancel
- g. unsolicited commercial e-mail
- h. sales at a person's home
- i. insincere offer to sell goods as ploy to get consumer into the store
- j. follow-up ads that clarify or change earlier claims made by ads
- k. service to reduce unsolicited calls to sell goods or services