

Product Description Practice Test Questions and Answers

1. What is an anti-persona?

- A) a person who believes that video games are for children
- B) a person who believes that video games are for adults
- C) a person who loves video games but never supports the industry and never buys anything
- D) a person who believes that video games are a waste of time

2. What does being specific mean?

- A) Brainstorming your who, what, where, when, why, and how questions.
- B) Including only highly relevant information that offers description, purpose, and instructions for use.
- C) This will help shoppers make a decision about the product.
- D) None of the above

3. What is the scope of a product?

- A) The project manager's Opinion
- B) Its features and functions
- C) The people who will use it
- D) Its purpose

4. Why should you use a product description?

- A) It can help you improve your products.
- B) It can help you target your audience.
- C) It can help you save time and money.
- D) It can help you increase sales.

Answers: 1-A 2-B 3-B 4-C

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