Lesson 4 Quiz: Candidates, Campaigns & You

Circle the correct answer for the questions below.

1. What is campaign marketing?
   a. Voting on multiple ballots
   b. Holding signs for a candidate at the voting precinct
   c. Promoting a candidate through commercials, billboards, mailings, social media, and other avenues

2. Which is a political campaign expense?
   a. Outfits for the candidate when they appear before the public
   b. Meals for the candidate's family
   c. Voter files and databases

3. Which of the following allows any registered voter to participate?
   a. A caucus
   b. An open primary
   c. A closed primary

4. To participate in a caucus, one must...
   a. Be registered with a party
   b. Be registered with party holding the caucus
   c. Be registered as Independent

5. When a politician spreads information exposing the flaws of the other candidate, this is called:
   a. Negative advocating
   b. Negative campaigning
   c. Reverse campaigning