

## Check yourself Module 10

		True or False (T or F)
1)	Linking features to their benefits gives the features believability	
2)	Benefits describe the physical characteristics of products	

	Which of the following is a Feature (F) or Benefit (B)?:	Feature or Benefit (F or B)
3 a)	All colours are available in matt acrylic, gloss and semi gloss	
b)	These are available in six different colours and are always in stock	
c)	This material is lightweight and quick drying	
d)	This garden product aids in retaining moisture, suppressing weeds and reducing water evaporation	
e)	We offer a 24-hour on-call back up service Monday to Saturday	