



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