

Marketing Legislation

In a private enterprise system, governments regulate businesses to a certain extent to encourage ethical and legal competition. Legislators in the US have passed several pieces of legislation to promote competition. Match each legislation that involves marketing with its purpose.

_____ 1. Automobile Information Disclosure Act

_____ 2. Children's Television Act

_____ 3. Wheeler-Lea Act

_____ 4. Fair Packaging & Labeling Act

_____ 5. Sherman Antitrust Act

_____ 6. Consumer Product Safety Act

_____ 7. Pure Food & Drug Act

_____ 8. Robinson-Patman Act

_____ 9. Occupational Safety & Health Act

_____ 10. Clayton Antitrust Act

_____ 11. Food, Drug, & Cosmetic Act

_____ 12. Federal Trade Commission Act

_____ 13. Consumer Goods Pricing Act

_____ 14. Airline Deregulation Act

_____ 15. Cigarette Labeling & Advertising Acts

_____ 16. Telecom Act

Purposes of Legislation

- a) Regulated food & drug labeling & safety
- b) Establishes FTC & prohibits unfair competition
- c) Prohibits monopolies
- d) Established Occupational Safety & Health Administration for workplace safety & health
- e) Allows competition among airlines
- f) Eliminates federal & state laws permitting manufacturers to set retail prices
- g) Prohibits price discrimination
- h) Allows for competition in local phone service
- i) Limits advertising time on children's programs
- j) Established Consumer Product Safety Commission; rules on products that are unsafe
- k) Strengthens Clayton Antitrust Act; regulates price discounts & allowances
- l) Extends FTC Act to include unfair competition
- m) Amended Pure Food & Drug Act of 1906
- n) Regulates packaging & labeling
- o) Post suggested retail price on new vehicles
- p) Label cigarettes as "hazardous to your health" and prohibits TV advertising of cigarettes