

## Section 18 Questions

**Will the “nature” of the product offend anyone?**

Yes, most people			
Yes, many people	3	4	5
Yes, a few people	6	7	8
No, no one will be offended	9	10	

**Will the way the product is used be likely to offend anyone?**

Yes, most people			
Yes, many people	3	4	5
Yes, a few people	6	7	8
No, no one will be offended	9	10	

**Will the shape, markings or packaging of the product offend anyone?**

Yes, most people			
Yes, many people	3	4	5
Yes, a few people	6	7	8
No, no one will be offended	9	10	

**Will the name of the product be likely to offend anyone?**

Yes, most people			
Yes, many people	3	4	5
Yes, a few people	6	7	8
No, no one will be offended	9	10	

**Will using the product be likely to embarrass the user?**

Yes, most people	1	2	
Yes, many people	3	4	5
Yes, a few people	6	7	8
No, no one will be embarrassed to use it	9	10	


**Does the product use any materials, components or sub-assemblies which are being imported for a country which is under fire for its racial policies, human rights violations, or other socially unacceptable practices?**

Yes	1	2	
Probably	3	4	5
Possibly	6	7	8
No	9	10	

**Is your product likely to be “boycotted” by any special interest group?**

Yes			
There is a good possibility	3	4	5
There is a slight chance	6	7	8
No, not at all	9	10	

**If your product will be sold to a Foreign country, have you checked with a language professor, or native of that country, to see whether the name and description you have chosen for it has a different translation or connotation in that country?**

Yes, the meaning is different and inappropriate		1	2
The name can mean several things none of them demeaning		3	4 5
Not sure, need to check		6	7 8
No, the meaning is the same		9	10

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