

### Affect/Effect Exercise

Affect—verb: “to influence” (smoking affects health; government policies affect citizens)

--verb: “to pretend or to imitate” (the actress affected a Southern accent)

Effect—noun: “a result or consequence” (the effect of lowered prices was increased sales)

--verb: “to produce a result; to cause to happen” (we must effect reductions in productions to remain profitable) Note: [“Effect” used as a verb requires an object.]

Complete the following sentences with a form of “effect” or “affect.”

1. One \_\_\_\_\_ of corporate downsizing has been a reduction in employment of middle management.
2. Technological developments, like robots and automated teller machines, have \_\_\_\_\_ employment of undereducated and unskilled workers.
3. Reebok hopes to \_\_\_\_\_ a boost in sales by adopting a new logo identified with high performance.
4. Construction of new homes is always \_\_\_\_\_ by weather conditions.
5. GM expected to \_\_\_\_\_ a 30 percent reduction in fuel use by using lightweight fabrication materials on its line of economy cars.
6. After vacationing in the United Kingdom, Randy \_\_\_\_\_ a British accent.
7. One \_\_\_\_\_ of Hurricane Andrew has been increased insurance premiums for homeowners in coastal areas.
8. Many homeowners will be \_\_\_\_\_ by the boost in rates.
9. By giving workers more responsibility, the company hopes to \_\_\_\_\_ a decline in errors and downtime.
10. A humorist observed that the \_\_\_\_\_ of working hard 8 hours a day is that you may be promoted high enough to work 12 hours a day.

11. The professor tried to \_\_\_\_\_ students positively by filling them with ideas, not stuffing them with facts.
12. Finding a job that you love has one significant \_\_\_\_\_ : you will never have to work a day in your life.
13. Consumer furniture purchases continue to be \_\_\_\_\_ by new home construction.
14. The extra hours Chris spent studying certainly \_\_\_\_\_ her final grade positively.
15. How do you think a smoke filled room will \_\_\_\_\_ the singer's performance?
16. How can we \_\_\_\_\_ reductions in production figures when material and labor costs are increasing?
17. Research reveals that fragrances in the workplace (such as pine or floral scents) can positively \_\_\_\_\_ worker performance.
18. The new CEO plans to \_\_\_\_\_ several important changes in procedures.
19. Recently installed traffic lights at both intersections adversely \_\_\_\_\_ the flow of rush-hour traffic.
20. The \_\_\_\_\_ of using a coaching, rather than a confrontational, management style is improved rapport with employees.
21. To determine the \_\_\_\_\_ of advertising on a new snack food, Borden Inc. decided to launch Doodle O's cheese snacks with a minimum of expensive telephone and print advertising.
22. Instead, Borden found that it could most easily \_\_\_\_\_ consumer choices by placing Doodle O's in special eye-catching displays in supermarket aisles.
23. Detergent manufactures learned that they could \_\_\_\_\_ big increases in sales (up to 207 percent) by stacking targeted brands in special aisle displays.
24. Improved data from supermarket scanners helps marketers study the \_\_\_\_\_ of merchandise location within the store.
25. Shoppers are far more likely to be \_\_\_\_\_ by a product if they have to steer their carts around a special display of it.
26. Manufactures can \_\_\_\_\_ considerable improvement in their store display locations by paying as much as \$200 a week for end-of-aisle space.

27. Small producers, however, are adversely \_\_\_\_\_ by soaring fees and competition for prime market space.
28. Supermarket managers happily pack their store aisles with as many displays as possible because the obvious \_\_\_\_\_ is increased sales.
29. In addition to studying how supermarkets display, price, and promote their merchandise, one behavioral science professor studied the \_\_\_\_\_ of such practices on customers.
30. Results of the study revealed that “micromerchandising” techniques could \_\_\_\_\_ a boost in sales of as much as 10 percent (and even more in profits).
31. In an era when packaged-goods makers are finding sales gains difficult and their advertising budgets under close scrutiny, the \_\_\_\_\_ if in-store displays becomes increasingly significant.
32. Now it is time for you to learn how this exercise has \_\_\_\_\_ your ability to discriminate between “effect” and “affect.”

1. effect. 2. Affected. 3. Effect. 4. Affected. 5. Effect. 6. Affected. 7. Effect. 8. Affected. 9. effect. 10. Effect. 11. Affect. 12. Effect. 13. Affected. 14. Affected. 15. Affect. 16. Effect. 17. Affect. 18. Effect. 19. Affected. 20. Effect. 21. Effect. 22. Affect. 23. Effect. 24. Effect. 25. Affected. 26. Effect. 27. Affected. 28. Effect. 29. Effect. 30. Effect. 31. Effect. 32. Affected.