**ANSWERS**

**SHELF LIFE OF 20 INDUSTRIAL PRODUCTS**

1. **Milk:** Whole milk keeps for about a week in the refrigerator. Skim milk has a shorter shelf life.
2. **Sweet (unsalted) butter:** has a refrigerator shelf life of about six to nine months.
3. **Hard and semi-hard cheeses:** depending on its variety, cheese keeps in the refrigerator for several weeks to months.
4. **Ice cream or frozen yogurt:** can last up to two weeks after opening. Can also freeze unopened containers for up to two months.
5. **Plain yogurt:** Follow the expiration date on the package. Can last five to seven days after opening.
6. **Sour cream:** Like with all dairy products, buy the container with the latest store expiration date. Sour cream should keep for about two weeks.
7. **Vegetable oil:** six months after opening or up to one year unopened.
8. **Rice:** in an airtight container, sealed container, brown rice can last up to 6 months. By placing the container of rice into the refrigerator, the rice has double shelf life than when kept out, meaning it lasts up to 6 months.
9. **Detergent:** can last up to 6 months to one year after opening.
10. **Lubricating oils:** can last up to five years when stored properly in the original sealed containers.
11. **Paint**: can last up to two years when stored properly.
12. **Cosmetic products:** can last one to three years under normal storage conditions depending on the composition, packaging, preservation and other factors.
13. **Batteries:** can last five to ten years if stored at room temperature.
14. **Bread:** can last three to seven days at room temperature when properly stored, sealed and kept in the refrigerator when needed.
15. **Furniture:** can last ten to fifteen years if made of good quality.
16. **Perfumes:** can last three to five years when stored correctly.
17. **Alcohol and alcoholic beverages:** can last six to eight months after opening if properly stored.
18. **Fruit juices:** fresh juice can last up to three days while sealed unopened juice can last six to twelve months.
19. **Copper:** tin plated copper can last eighteen to twenty-four months at a temperature below 25°C and at a humidity of less than 70%.
20. **Bottled water:** can last one to two years if unopened and four to six days if opened.

 **IMPACT OF INFORMATION TECHNOLOGY ON CONSUMER EDUCATION**

Information technology is a body of tools with the convergence of communication and computer. Today’s business environment is extremely dynamic and experience rapid changes as a result of technological improvement and increased awareness. The application of information and communication technology concepts, techniques, policies and implementation strategies to consumer education has become a subject of fundamental importance. The Internet allows businesses to use information more effectively, by allowing customers, suppliers, employees, and partners to get access to the business information they need, when they need it. These services all translate to reduced cost: there are less overhead, greater economies of scale, and increased efficiency.
The internet is revolutionizing sales techniques and perceptions of leading brands, and the internet is intensifying competition in all its forms. Internet technology, mainly the World Wide Web (www) as an electronic medium of exchange provides new opportunities to industries to take up the Internet as their substitute marketing tools. As a result of change in the environment, a ‘new’ consumer and a ‘new’ marketplace is upcoming. Customers, not only from developed countries but also from developing countries are adopting new shopping channel. IT has significant roles to play not only in businesses but also in daily activities of individuals. Internet based services keeps on growing in ‘business-to-consumer’ and ‘business-to-business’ environment. Every year the number of organizations that use internet for marketing purposes increases. In the same way, number of consumers who use the internet not only for gathering information but also for purchasing goods is also increasing. Consumer looks for information in a website or may search for products to buy. According to Andrews et al. (2007) for organizations Internet is contributing to disseminating information, improving consumer value, enhancing consumer satisfaction, reliability and retention as well as consumer perception which in turn leads towards better profitability and increased market share. As of the consumers’ viewpoint, Internet-based services can considerably decrease the costs for searching, extend the selection of vendors, deliver lower priced products/services, and increase easiness, allowing more control over products/services offered. This reduction in cost has inspired organizations to enlarge electronic information services and new competitors to enter existing market. Information technology has allowed businesses to keep up with the supply and demand as consumers grow more anxious to have their items instantly. Using information technology, businesses like Amazon are working to help busy consumers do their grocery shopping. Just a few clicks on a website allows the consumer to submit an order, and information technology sends that order to the company.