Teacher Answer Key

Case Study

1. The sign compares the club jug only against the national brand it sits beside, where fifteen cents an ounce does beat sixteen, while ignoring the store brand at ten cents an ounce. His own division covers all three options in the same unit, which is the comparison that actually answers which package costs least per ounce.

2. The reading warns that unit price tells you the cheapest way to buy a quantity, not whether you should buy it. The jug fails on storage space, which the reading counts as a resource, and the store brand fails on quality because it irritates his sister's skin, so the middle option can be the right buy despite costing more per ounce.

Multiple Choice

1. C

2. B

3. D

Matching

1-D, 2-A, 3-B, 4-E, 5-C

Fill-in-the-Blank

1) unit, 2) label, 3) use

Short Answer (Sample Responses)

Q1: Unit price only identifies the cheapest way to buy a quantity, not whether the household will use it. Perishables that spoil before they are finished cost infinitely more per serving used, and bulk packages also consume storage space, which the reading counts as a limited resource.

Q2: A list decides the purchases before the shopper reaches the store, so the trip becomes retrieving specific items instead of browsing shelves. Browsing is where unplanned spending happens, because displays and sale tags are designed to make decisions for the shopper.

Q3: The price of a national brand includes the cost of advertising that the store brand never paid for, and store brands often come off the same production lines. For staples like flour, sugar, and over-the-counter medicine, federal standards define the product, so the ingredient panels can be compared directly.