Teacher Answer Key

Case Study

1. Retailers sell some items at a loss to attract customers into stores, knowing they'll buy additional items at full price.

2. Limited quantities create a fear of missing out, which makes shoppers feel rushed to buy quickly.

Multiple Choice

1. C

2. A

3. D

Matching

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

Fill-in-the-Blank

1) supply and demand, 2) Dynamic, 3) Loss leaders

Short Answer (Sample Responses)

Q1: Retailers use emotional appeals, social norms, and scarcity tactics to influence spending.

Q2: Globalization ensures access to a wide range of products but can cause supply chain issues.

Q3: Discounts increase traffic but may hurt profit margins or overwhelm inventory systems.