

Name \_\_\_\_\_

## Unlocking the Secrets of Demand: What Influences Our Choices

### Multiple Choice Answer Key

1. b) The desire and ability to purchase a product or service at various prices
2. c) It increases demand for most goods and services.
3. c) A product that can be used in place of another product
4. d) The price of the product or service
5. b) They can create awareness and desire for a product, increasing demand.

