

Name _____

Markets

1. What are the two criteria to be part of a market?

2. For each of the products below circle if high school students are part in the markets and explain why they are or are not.

Product	In Market	Reasoning
Macbook	Y N	_____
Lamborghini	Y N	_____
Pizza	Y N	_____
Barbie Bookbag	Y N	_____

3. For each of the sentences below, circle whichever of the capitalized words best completes the sentence.

- When comparing markets and target markets of a product, a MARKET / TARGET MARKET is larger. A MARKET / TARGET MARKET is the subcategory of these two.
- To be part of the market you have to meet ONE / BOTH of the two criteria.
- When looking at all the potential customers who make up a market, ALL / SOME of the customers will end up buying the product.