

Name \_\_\_\_\_

Date \_\_\_\_\_

Class \_\_\_\_\_

Instructor \_\_\_\_\_

## STUDENT ACTIVITY

### Chapter 14

## Internet Extension Supply and Demand

### EXPLORE



Every holiday shopping season brings with it a new toy craze. Production of a popular new toy is often not enough to meet the demand for it.

### DIRECTIONS



To complete the following worksheet, use the Internet to find news stories about the shortage of supply of a popular toy in the past during the first few months of its release.

Keywords: \_\_\_\_\_

Web Sites: \_\_\_\_\_

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

### NET RESULTS



1. News Agency Used

2. News Agency URL

## STUDENT ACTIVITY *(continued)*

### Chapter 14

#### CRITICAL THINKING QUESTIONS



1. Which toy did you research and why?

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2. How many units of the toy were originally produced? How many were shipped at first? How did the shortage affect sales?

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3. What would have happened if the demand had been much lower but just as many units had been shipped?

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#### EXTENSION EXERCISE



Packaging has become nearly as important as the product itself in capturing—and keeping—regular customers. The goal of product packaging is to bring brand identity to a product, increasing awareness, sales, and market share of the product. Use the Internet to research a historically popular product. How has its logo or packaging changed over the years?