

Greenstuff Economics
Web Savvy Consumers

Name _____
Block _____

Directions: Go to www.Team7itasca.com & click on “Team 7 Products”.
Then click on **“Team 7 T-Shirts”** and answer the questions below.
Caution: these are NOT real products! Do NOT click on “submit”.



1. “Satisfaction guaranteed or your money back!” – What’s the catch?



2. “Be the 1st on your block to wear this shirt!” – What are they appealing to?



3. “Watch the logo melt . . . “ – What are they saying about the quality of the product?



4. “Opportunity Cost”: When you choose to spend your money or time on one thing, you’ve lost the opportunity to spend it on something else.

What is YOUR opportunity cost for purchasing this product? \$____.____

What would you REALLY rather have for the same amount of money?



5. “Caesar Complex[™]” (I See, I Want, I’ll Charge.) (Something you want to avoid.)
Why should you wait to order this product, even if you REALLY want it NOW?



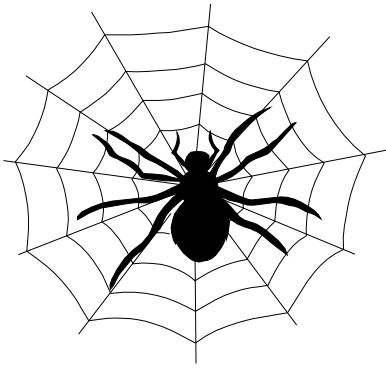
6. What is “Economy of Scale”? (See page 20 in Greenstuff: The Money Book ©2003 D. Peel)

What’s wrong with the “Pricing” on the Team 7 T-Shirts?



7. What 4 things in the “Information Request Form” do you see that should warn you NOT to order this product? (Write you answers on the back of this page.)

Differentiated Instruction: Review → practice test at Mr. Peel’s www.HistoryClassroom.com
T.A.G./Enrichment opportunities → www.themint.org & click on “Try It!”



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Directions: Go to www.Team7itasca.com & click on “Team 7 Products”.
Then click on **“Iron-on Logos”** and answer the questions below.
Caution: these are NOT real products! Do NOT click on “submit”.



1. “Only \$6.00 (Sells in stores for \$7.95 SAVE MONEY NOW!**!)”
Why is this NOT true?

2. “LEARN how . . . ” & “LEARN how . . . ” – What are the risks of ordering this product?

3. “Win a genuine . . . “ Why will NOONE win the “Glow-in-the-dark” Team 7 T-Shirt?
(Read the fine print.)

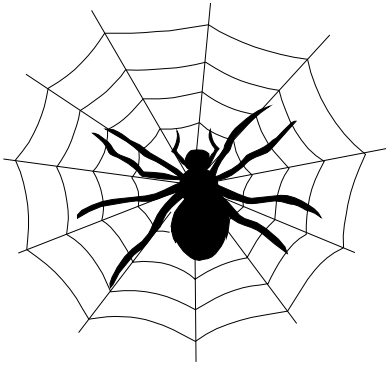
4. Define “Economy of Scale”

Under “Pricing”, which order does NOT follow “Economy of Scale” (Circle one) 1 2 3

5. On the “Information Request Form”, why would you NOT give your E-Mail address?

6. On the “Information Request Form”, why would you DEFINITELY NOT give them your phone number?

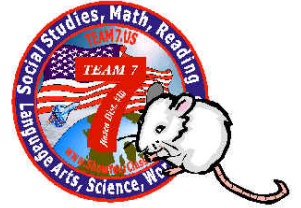
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Directions: Go to www.Team7itasca.com & click on “Team 7 Products”.
Then click on **“Mouse Pads”** and answer the questions below.
Caution: these are NOT real products! Do NOT click on “submit”.



1. “Limited Edition” – Does this REALLY make it more valuable? _____
If you see (or hear) “Not sold in stores”, what should you ask yourself?

_____ (Remember the “Law of Supply & Demand” – Limited Supply OR Limited Demand?)

2. “Certificate of Authenticity” – What does this REALLY mean?

3. How much will your “FREE*” Mouse Pad REALLY cost you? \$____.____ Why?

4. Define: (See the index in Greenstuff: The Money Book ©2003, 1984 D. Peel)

Depreciation: _____

Five-year Rule: _____

P.E.E.L. Principle: _____

Rule of 72: _____

S.L.Y. Investors: _____

5. “Have a salesman contact me (**include dinner-time phone number**)” – Why is it DEFINITELY NOT A GOOD IDEA to give your phone number OR e-mail address?

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