

GUIDED READING Activity 4-1

For use with textbook pages 89–93

WHAT IS DEMAND?

RECALLING THE FACTS

Directions: Use the information in your textbook to answer the questions. Use another sheet of paper if necessary.

1. What three factors determine the demand for a product?

2. What is microeconomics?

3. What is the purpose of a demand schedule? _____

4. How is a demand curve similar to a demand schedule? How is it different?

5. What does the Law of Demand state? _____

6. What does the market demand curve show? _____

7. What is marginal utility? _____

8. How does the principle of diminishing marginal utility affect how much people are willing to pay?

