HEM Business and Engineering School

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Clas: English

Major: Marketing M1

Lesson: Needs, wants & demand

Exercise 1 | ***Read each situation and identify whether it represents a need, a want, or demand.***

No.	Situation	Answer
1	A person needs food to stay healthy and live.	
2	A student prefers eating pizza rather than cooking at home.	
3	A customer has enough money and intends to buy a new laptop.	
4	A person needs a safe place to live.	
5	A student wants an expensive car but cannot afford it.	
6	A consumer has enough money and is ready to purchase a particular smartphone.	
7	A person wants to wear designer clothes because they prefer that style.	
8	A family needs protection and safety in their home.	
9	A customer wants to buy a television but has no intention of purchasing it.	
10	A student needs transportation to university.	
11	A customer has the money and is willing to subscribe to an online learning service.	
12	A consumer would like to own a luxury watch but does not have the money to buy it.	

Exercise 2 | ***Read this situation carefully and answer the questions in complete sentences.***

Sara is a university student. She needs a way to communicate with her family and classmates. She prefers an iPhone because she likes its design and features. However, she cannot afford a new iPhone. She is considering buying a less expensive smartphone instead.

What is Sara's underlying need?

_____

_____

What is her preferred want?

_____

_____

_____

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Does Sara have effective demand for the new iPhone? Why or why not?

_____

_____

_____

How might her purchasing decision change if she finds a cheaper smartphone?

_____

_____

_____

Exercise 3 | Complete each sentence using the correct word or expression from the box. Use each answer only once.

need | basic needs | belonging | recognition | want | consumer | preference | lifestyle | influence | consumer behaviour | demand | purchasing power | afford | willingness to buy | income | price | potential customer | target market | market research

1. Food, water, and shelter are examples of _____ because people need them to live.

2. A person may have a strong _____ for a particular product without actually buying it.

3. A company studies _____ to understand how people choose and purchase products.

4. When people feel accepted and included in a group, they experience a sense of _____.

5. A person's _____ can influence the type of food, clothing, and entertainment they choose.

6. Before launching a new product, a company often conducts _____ to learn about customer preferences.

7. Someone who buys or uses a product or service is called a _____.

8. A person's _____ affects the amount of money they can spend.

9. A company must understand its _____ before developing an advertising campaign.

10. If a student does not have enough money to buy an expensive laptop, they cannot _____ it.

11. The _____ of a product is the amount of money customers must pay for it.

12. A business may use social media influencers to _____ consumers' purchasing decisions.

13. A customer who is interested in buying a product and has enough money to pay for it demonstrates effective _____.

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14. A person who wants a product and has the financial resources to purchase it demonstrates _____ and ability to pay.

15. A person's desire for a particular product or service is an example of a _____.

16. A company may identify someone who is interested in its products as a _____.

17. Feeling respected and appreciated by other people is an example of _____.

18. The ability of consumers to buy products and services is known as _____.

19. A person's basic _____ may include the need for food, shelter, and safety.

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