

## EXIT TICKET

# Topic 1.1: What Is a Business?

LO: 1.1.A, 1.1.B | Skill: 1.A, 2.A | Canvas: Task 1

## EXIT TICKET — 5 minutes

Skill: 1.A — Concept Application • LO: 1.1.A, 1.1.B

## Topic 1.1 — What Is a Business?

### 1. (1 pt)

A company sells gardening tools. Maria buys a hedge trimmer as a birthday gift for her father, Carlos. Who is the customer, and who is the consumer?

- (A) Maria is the consumer; Carlos is the customer.
- (B) Maria is the customer; Carlos is the consumer.
- (C) Both Maria and Carlos are customers.
- (D) Both Maria and Carlos are consumers.

### 2. (1 pt)

Café A produces a \$4 drink at a cost of \$2. Café B sells the same recipe for \$4 but spent \$5 on rare ingredients. Which of the following Best illustrates value capture?

- (A) Café A only.
- (B) Café B only.
- (C) Both cafés.
- (D) Neither café.

### 3. (3 pts) Short response

In 2–3 sentences, explain why a business cannot satisfy all potential Customers. Use the term **problem-solution fit** in your response.

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