

Topic 1.1: What Is a Business?

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

EXIT TICKET — ANSWER KEY

Topic 1.1 — What Is a Business?

1. Answer: B

Maria is the buyer (customer). Carlos is the user (consumer). **Common wrong answer: (C)** — students conflate the two roles. Push them to identify who paid versus who used.

2. Answer: A

Café A captures value: sells for \$4, cost \$2 (price > cost). Café B does NOT capture value: sells for \$4, cost \$5 (price < cost). Both *create* value (the customer enjoys the drink), but only A captures it.

3. Sample full-credit response (3 pts)

Strong response (3/3): A business cannot satisfy every potential customer because different customers have different problems, needs, and wants, and a single product can't address all of them well. To achieve problem-solution fit, a business has to pick ONE specific customer problem and design its product around solving that one well, even if it means ignoring other customers.

Scoring rubric (3 pts)

- 1 pt: states that customers differ in problems/needs/wants.
- 1 pt: explains that a product can't serve all problems well at once.
- 1 pt: correctly uses 'problem-solution fit' to mean designing a product to match a SPECIFIC customer problem.