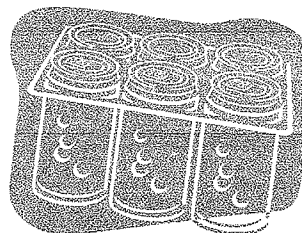
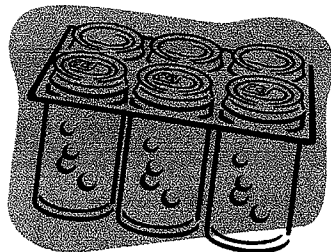


Evaluation

You are grocery shopping and faced with these displays. Please answer the questions that follow.



**On SALE with a
55 cent coupon!
A 6 pack for
\$2.50
Brand A of cola, a
famous brand**

**A 6 pack for \$2.15

Brand B of cola, the
store's generic brand**

Each set of sodas contain the same amount and ingredients. The sodas taste, smell, and look exactly the same.

1. List the unit price for each. Which brand is the best buy? Defend your answer!

2. What would change if Brand A didn't have a coupon?

3. What if Brand B only had 4 in the pack? What would change?

4. How do commercials affect what brand you buy?
