

Introduction to Business and Marketing
Understanding Needs VS Wants and
Goods VS Services

1. Explain the difference between needs and wants

Needs:

Wants:

2. Explain how your wants and needs have changed over the years?

3. How do you think your needs and wants will change as you get older?

4. How do you think that *marketing* impacts our wants?

5. What is the difference between goods and services:

Goods:

Services:

6. List 3 Goods and 3 Services that you or your family has purchased recently.

Goods Purchased	Services Purchased