* **Exam questions**

1. U.S. Milk Business Is in Crisis

Demand for the milk is changing (decreasing) because of the rise in popularity of bottled waters, children account for a smaller share of the U.S. population than they once did (shift variable: population and demographics), the concern of some consumers that milk is high in calories (shift variable: tastes) and increasing of costs for grains fed to dairy cows (shift variable: prices of related goods).

2. A Helium Shortage Leads To Fewer Balloons in the Sky

Supply for the helium is changing (decreasing) because helium is a byproduct of natural gas extraction, a drop in natural gas prices has reduced the financial incentives for many overseas companies to produce helium (shift variable: prices of substitutes in production). In addition, Helium plants have experienced a series of construction delays or maintenance troubles and decrease the production ability (shift variable: number of firms in the market).

3. Tenants Feel Pinch of Rising Rents

Demand for the product has grown after several years of foreclosures and population growth. Some people rent houses because of housing-market turmoil and keep watching, some because of no qualifying for a mortgage, some because of job loss or foreclosure (shift variable: population and demographics).

4. Disease Rips through Florida Citrus

Supply for Florida citrus is changing (decreasing) because of an incurable disease known as citrus greening (shift variable: technological change).