













a) All cars

b) Imported cars

c) German cars

d) German Red Cars

e) BMW red convertibles

Which product has a
more elastic demand?

Which product has
more substitutes?

a) Ben & Jerry's Chocolate
low fat ice cream.

b) Lowfat ice cream

c) Ice cream

d) Frozenderts

e)

Desserts

Which good is more
specific?

Which product has a
more elastic demand?

Which good is more
specific?

- a) Ben & Jerry's Chocolate low fat ice cream.
- b) Low fat ice cream
- c) Ice cream
- d) Frozen desserts
- e) Desserts



What Determines the Elasticity?

