

Consumer Market or Business Market?

Chapter 4
Activity B

Name _____

Date _____ Period _____

Part 1

Read the following scenarios, then write either B2C or B2B in the blank.

- _____ 1. Green Sea is a turf farm that grows hundreds of acres of lawn grass. The turf is cut into strips with roots and soil attached, rolled up, and sold to customers who replant the turf to create instant lawns. Green Sea sold 50 acres of turf to Amanda Hicks and Sons Landscaping. Hicks will use the turf for a customer who is building a new golf course.
- _____ 2. Janiss and Antwon Williams are building a new house on one-half acre of land. They plan to buy the turf from Green Sea.
- _____ 3. Rosaria owns a gift shop. Twice a year, she travels to Atlanta for the semiannual Gift Show, where hundreds of dealers and manufacturers display their new jewelry, vases, home decorations, and other gifts. Rosaria orders items for her shop.
- _____ 4. Immaculate Interiors is a cleaning service with both residential and commercial customers. The company regularly buys gasoline for its van, floor wax, and mops.
- _____ 5. Immaculate Interiors has just arranged with Janiss and Antwon Williams to clean their home on a regular basis.
- _____ 6. Immaculate Interiors has contracts to clean several retail stores, a museum, and an office building.

Part 2

Is the customer a consumer or one of the four types of business customers? Several customers are described below. In the space next to each one, write one of the following types of customers:

consumer government institution producer reseller

- _____ 1. Green Sea, the turf farm, buys grass seed, fertilizer, and irrigation equipment.
- _____ 2. Rosaria buys artwork to sell in her gift shop.
- _____ 3. Immaculate Interiors sells cleaning services to a pet store.
- _____ 4. The City of Norwalk buys uniforms and vehicles for city workers.
- _____ 5. The Service Dog Academy, a nonprofit corporation, trains dogs to serve the hearing impaired and others who need canine help. The Academy buys dog food, kennel supplies, and special leashes.

(Continued)

Name _____

- _____ 6. Todd, a high school student, buys an NBA jersey, but he has not decided whether to keep it himself or give it to his younger brother.
- _____ 7. Brooke Army Medical Center, at Fort Sam Houston, Texas, buys the latest medical equipment.
- _____ 8. Crystal, a high school student, buys flour, sugar, and other ingredients for a school bake sale.