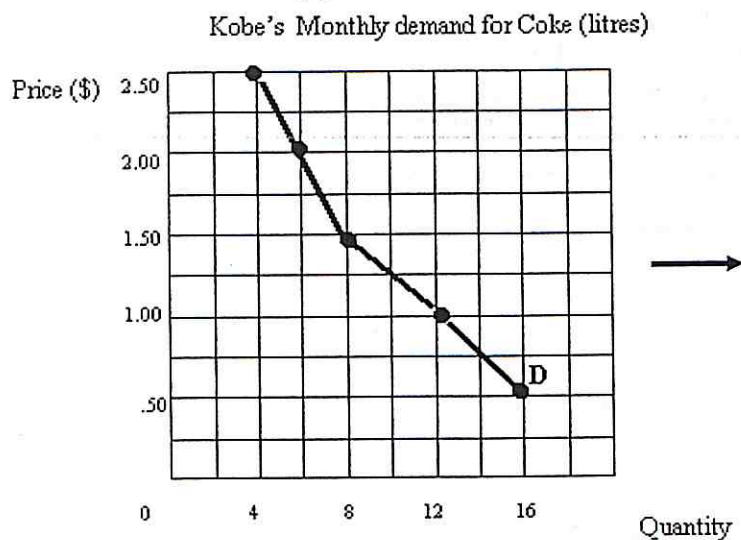


15. From the information shown on figure 1 below, construct a demand schedule showing Kobe's monthly demand for Dr. Pepper.



Kobe's Weekly Demand for Cola	
Price (\$)	Quantity Demanded

16. Why do suppliers want to create more inelastic demand relationships in the products that they sell?