Respond to each question. Provide a thorough explanation for each decision.

1. If you could choose between two nearly identical products—one that is free and one that you have to pay for—which would you choose? Why?

2. If you were opening a new business, would you select a location closer to or farther away from a business that sold a similar or even identical product? Why?

3. If you could make a small change in your daily routine that would save you time and money, would you make the change? Why or why not?