

MARKET SHARE METRICS 1

DESCRIPTION:

This module covers the concepts of unit market share, revenue market share, market penetration, relative market share, and market concentration.

Tutorial: 15 slides
Problem Sets: 4 problem sets; 24 questions
Average Time: 62 minutes

Sample question from problem set:

Course: Faculty Access (All Modules in Alphabetical Order)

Module: Market Share Metrics 1 / Problem Set ID: 1021

Levon sells cartoon balloons in town. His family business thrives. Levon's balloons are priced at **\$7.00** each and sells **270** balloons each month. His largest competitor, Paul, sells **817** balloons each month at a price of **\$3.00** each. Levon estimates the total balloon market in town to be **2000** per month at an average price of **\$5.00** per balloon.

What is Levon's unit market share?

  percent

PS1 **1** **2** **3** **4** **5**

SUBMIT ANSWER

EXIT

Problem Sets **0** **4** **Total Questions** **0** **24**

