

chapter 8

Supply & Demand

General Aims

This chapter is designed to introduce the Factors that affect the supply and demand and help students learn a number of technical and general word used in handmade carpets texts, and promote their comprehension in these texts.

Behavioral Objectives

After carefully reading this chapter, you are expected to:

- ۱ Define the meaning of the words presented at the beginning of this chapter.
- ۲ Talk about Factors that affect the supply and demand of the carpet.
- ۳ Talk about Quality of carpets affect.
- ۴ Talk about Creativity, advertising affect.
- ۵ Do Exercises ۸ - ۱ Vocabulary Exercises. (A, B, C)
- ۶ Do Exercises ۸ - ۲ Answer the Questions. (A, B, C)

A: Words Definitions and Exemplifications

affect **v.**

make a difference to / influence, change

science and technology affect our live .

supply **n.**

an amount of something that is available to be used / provide

The company supply the healthy food.

demand **n.**

the ability and need or desire to buy goods and services / request, want

There is a huge demand for job and home.

evaluated **v.**

to judge how good, useful, or successful something is / put a price on, estimate

Our teacher is evaluating our math skills.

defects **n.**

something that causes weakness or failure / weak point

All the cars are tested for defects before they leave the factory.

marketing n.

the activity of deciding how to advertise a product, etc. / business methods

The reason their cars sold so well was that they had a good marketing strategy.

exhibitions n.

a public showing of works of art, held in an art gallery or museum or at a trade fair show

Have you seen the International carpet exhibition yet?

competition n.

when people or organization is trying to win or be more successful than someone else / contest

There are a lot of competition between computer companies.

B: Find the meaning of the words from Dictionary.

affect	
competition	
demand	
evaluated	
exhibitions	
marketing	
supply	
defects	

“Iran is one of the oldest producers of hand-woven carpets ”

Iranian handmade carpets are the best in their **quality**, variety, color and design in world markets. At present, many beautiful Persian carpets are kept in well-known museums around the world.

Factors that affect the supply and demand of the carpet:

Quality

Quality of all kinds of handicrafts, especially carpets are very important. Quality of carpets needs to be **evaluated** in many parts. These **evaluations** include examining the location of carpet texture, color, design, type of materials, row number, dyeing of raw materials, defects, dimensions, customer tastes and market price. All these factors affect the price of carpet.



Creativity (New idea)

By using of traditional and modern methods can get new ideas and improve production process.



Communication and advertising

Advertising resources such as brochures and catalogs provide better information about carpet. So interesting advertising encourages people to buy carpets.

Marketing

Marketing means searching for the most suitable part of the market. Market is the place where better and more successful presence can meet the needs of that sector of the market. In the market one can use the most complete information from available resources at the same time.

Competition and proper supply

Competition and proper supply are two important parts in evaluation. In competition the knowledge of the producer must always be up to date. They should be aware of the need of the community and provide the needs of the community with high quality. Producers will be able to show their products at the some international hand-woven carpets exhibitions.

Now a day technology is growing vary fast. Using transportation technology, electronic – business for example setting up an active website will improve business.

Reading Comperhension

part two: Vocabulary Exercise

Exercises ٧, ٨

A: Match the words in column A with their definition in column B.

A	B
demand	provide
exhibition	contest
evaluated	want
marketing	show
competition	estimate
supply	business methods
defects	weak point

B: Fill in the blanks with the correct forms of the words given below.

demand evaluated supply exhibition competition marketing

- ١ Quality of carpets needs to be in many parts.
- ٢ In the knowledge of the producer must always be up to date.
- ٣ means searching for the most suitable part of the market.
- ٤ Producers will be able to show their products at the some international hand-woven carpets
- ٥ Quality of carpets affect the..... and of the carpet.

C: Read the passage and fill the blanks with the correct words.

- ۱ Competition and are two important parts in evaluation.
- ۲ resources such as brochures and catalogs provide better information about carpet.
- ۳ is the place where better and more successful presence can meet the needs of that sector of the market.
- ۴ Producer should be of the need of the and provide the needs of the community with high quality .
- ۵ Using transportation technology..... for example setting up an active website will improve business.
- ۶ Iranian handmade carpets are the best in their, variety, colour and design in world markets.

part three: Answer the questions

Exercises ۸, ۹

A: Read the passage and answer the questions.

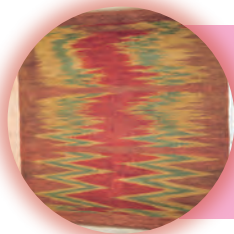
- ۱ What do the evaluations include?
- ۲ Why the quality of carpets should be evaluated?
- ۳ How we can encourages people to buy carpets?
- ۴ What are important to know a bout marketing ?
- ۵ Is it important to show our in public and why?
- ۶ Will technology improve business?
- ۷ What dose marketing mean?

B: True and False

- ۱ Quality of carpets do not need to be evaluated in many parts.
- ۲ Interesting advertising encourages people to buy carpets.
- ۳ One can use complete information from available resources at the same time.
- ۴ Advertising resources such as brochures and catalogs provide better information about carpet.

	۱	۲	۳	۴
T	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

D: Yes or No



Using traditional and modern methods can get new ideas and improve production process.



Competition and proper supply are two important parts in evaluation.



In the market one can use the most simple information from unavailable resources at the same time.



All factors of the evaluations do not affect the price of carpet.

جدول ارزشیابی

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