



International
Competition
Network
Curriculum Project

MODULE 3: MARKET DEFINITION QUIZ

Use Mouse to make selections



International Competition Network

Curriculum Project

Question 1

1. Market definition is important because it

Select the correct answer:

- (a) Tells us how much market power a firm or firms have
- (b) Identifies the most immediate competitive constraints faced by a firm or firms within a certain market
- (c) Tells us where a firm or firms sell their goods or services
- (d) Helps us to understand how high the barriers to entry into the market are



International
Competition
Network
Curriculum Project

Sorry!

That answer is incorrect

[Click here to try again](#)



International
Competition
Network
Curriculum Project

Congratulations

That answer is correct

[Click to continue](#)



International
Competition
Network

Curriculum Project

Question 2

2. Which types of information are most important when competition authorities try to answer the SSNIP question?

Select the correct answer:

(a) Industry reports produced by the competitors of the firms or firms under investigation

(b) There is no hierarchy of more important and less important information: every case of market definition will turn on its own facts

(c) Surveys conducted by the parties under investigation

(d) Academic studies that shed light on the industry in question



International
Competition
Network
Curriculum Project

Sorry!

That answer is incorrect

[Click here to try again](#)



International
Competition
Network
Curriculum Project

Congratulations

That answer is correct

[Click to continue](#)



International
Competition
Network

Curriculum Project

Question 3

3. When defining the relevant market, competition authorities begin by looking at

Select the correct answer:

- [\(a\)](#) The physical characteristics of the product under consideration
- [\(b\)](#) The narrowest possible market definition, and then apply the SSNIP test
- [\(c\)](#) Whether a firm would lose all of its customers if it were to put its prices up by 10%
- [\(d\)](#) Previous decisions that they have taken in relation to the product under consideration



International
Competition
Network
Curriculum Project

Sorry!

That answer is incorrect

[Click here to try again](#)



International
Competition
Network
Curriculum Project

Congratulations

That answer is correct

[Click to continue](#)



International
Competition
Network

Curriculum Project

Question 4

4. Supply-side substitution is

Select the correct answer:

- [\(a\)](#) Irrelevant to the question of whether a firm or firms have market power
- [\(b\)](#) Only taken into account when determining whether a firm or firms might enter the relevant market
- [\(c\)](#) Taken into account by some competition authorities when defining the relevant market
- [\(d\)](#) Never used in the process of defining relevant markets



International
Competition
Network
Curriculum Project

Sorry!

That answer is incorrect

[Click here to try again](#)



International
Competition
Network
Curriculum Project

Congratulations

That answer is correct

[Click to continue](#)



International
Competition
Network
Curriculum Project

Congratulations on completing the quiz!