**Unit 1 Vocab**

Directions: For each of the vocabulary words below, write a definition in your owns words and, if appropriate, provide an example.

* Economics
* Macroeconomics
* Microeconomics
* Wants
* Needs
* Goods
* Services
* Consumer
* Producer
* Factors of production
  + Land
  + labor
  + capital (physical/human)
  + entrepreneurs
* Scarcity
* Shortage
* Opportunity cost
* Trade-off
* Cost-benefit analysis
* Accounting cost
* Economic cost
* Externality
  + Negative externality
  + Positive externality
* Supply Curve
  + Supply shifters
* Demand Curve
  + Demand shifters
* Equilibrium
* Compliments
* Substitutes
* Price controls
  + Price floor
  + Price ceiling