



## Critical Thinking

## Recognizing Cause and Effect

Lisa is buyer and manager for the girls' and women's casual clothing department in a major department store. Although it is only Thanksgiving, she must start ordering sportswear for next spring and summer. As always, Lisa keeps in mind the causes and effects involved in the sale and marketing of products.

## Statements List

- A. Lisa plans to add a new line of shorts and shirts to her inventory next season because of last season's disappointing sales.
- B. Lisa studies the Vicki and Tiffany lines of sportswear. The colorful Vicki items have special youth appeal, and the more muted Tiffany items have more mature appeal. Therefore, Lisa decides to buy both new lines.
- C. Although winter sportswear shipments were often delayed, both the Vicki and Tiffany sportswear orders arrive on time in early spring.
- D. In order to call attention to the new lines, Lisa displays the items along a busy aisle in the store.
- E. When spring sales begin, mature buyers select Tiffany items for their soft colors. Younger buyers, however, purchase Tiffany items because they like the loose fit and the way the soft colors coordinate with a new running shoe. Consequently, early sales of Tiffany are strong while Vicki sales are far below expectation.
- F. When warm weather arrives, Vicki sales pick up only slightly, so Lisa lowers the prices on the Vicki line and advertises a sale. Thus, the Vicki items eventually sell out. Even so, Lisa drops the line the following year in favor of larger Tiffany orders because of Tiffany's greater profitability.

1. **Identify the two parts of a cause-effect relationship.** Trace the causes and effects involving spring and summer sales that Lisa oversees. Read statements A through F on this page.

(a) Which of the statements are cause-effect statements? \_\_\_\_\_

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(b) Identify a cause and an effect in each cause-effect statement. \_\_\_\_\_

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(c) Which word or words signal the cause-effect relationship(s)? \_\_\_\_\_

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2. **Remember that an event can have more than one cause and more than one effect.** Read statement E and answer the following questions. (a) What are the causes presented in the statement?

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(b) What are the effects of those causes? \_\_\_\_\_

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3. **An event can be both a cause and an effect.** As the selling season wears on, chains of events unfold in the marketing of the two new sportswear lines that Lisa introduces. Read statement F. On a separate sheet of paper, record the events, using arrows to indicate causes and effects in chains of related events. \_\_\_\_\_

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