

Why Apple Products Are So Expensive



A. Thinking Questions:

1. Do you like Apple products eg. iphones, computers, accessories?
2. Do you think Apple products are expensive? Why?
3. How do you think Apple products compare against its competitors?

B. Word Definition: Connect the word with its correct meaning:

flagship product	Beliefs and opinions about something
trillion dollars	Keyboard, cables, mouse
reputation	The most important product
loyal	Money that companies earn after cost
upgrade	1,000,000,000,000
accessories	Showing support
profit	Improve, make it better

C. Video Questions: These questions test your understanding of the video.

1. Why does Apple have so many loyal customers?
2. How are Apple's products and accessories priced compared to its competitors?
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3. Why do some customers think that Apple is sneaky when they remove ports from its products?
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D. Advanced Questions: These questions make you think harder or apply what you know.

1. Why was the iPhone 10 such an important product to Apple?
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2. Why are Apple phones less popular in countries like India?
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3. Why do you think they come up with so many models of the same product?
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