

Light bulb Life-cycle



View video clip: <http://news.bbc.co.uk/1/hi/uk/7814502.stm>

Questions

Define the term “product life cycle”

What method of production is used in the manufacture of light bulbs?

Explain why the standard 100 watt light bulb is being phased out by leading retailers

Why are customers prepared to pay a higher price for energy-saving light bulbs?