

1. The best alternative you give up when you make a choice
2. Whatever the second choice was
3. Perhaps not; people have different consumer preferences.
4. No, your friend's second best choice (opportunity cost) may be different.
5. a. Read a book - her next best choice!
b. No, in that case, she is giving up the opportunity to either read the book or bake a cake. She can't do both at the same time. What she would have done if she had not played the game is her opportunity cost.
