

# Lab: Peppered Moth Simulation

## BIOLOGY: CHAPTER 10-PRINCIPLES OF EVOLUTION

### Objectives:

- Describe the importance of coloration in avoiding predation
- Relate environmental change to changes in organisms
- Explain how natural selection causes populations to change

### Materials

- 8½" x 11" sheet dark background
- 8½" x 11" sheet light background
- Forceps
- Clock with second hand
- 30 light circles (made with hole punch)
- 30 dark circles (made with hole punch)



**Purpose:** In this lab, you will simulate how predators locate prey in different environments. You will analyze how color affects and organism's ability to survive in certain environments.

**Background:** The usual form of the peppered moth *Biston betularia* in northern Europe has a light "peppered" pattern of coloration. The moth rests on tree branches and its color pattern **camouflages** it against predatory attack. The camouflage only works against the right background: birds are more likely to eat poorly camouflaged moths, which therefore have a lower **fitness**.

The light coloration of tree branches is mainly caused by lichens that grow there. Smoke pollution in the industrial revolution in the UK killed these lichens near to industrial areas, leaving tree branches black. At about this time, around 1830, a '**melanic**' form of the peppered moth becomes increasingly common in contemporary moth collections. The melanic form is camouflaged on dark tree branches. Through the 19th century, the melanic form increased in frequency until, near industrial regions, it was the normal type of the moth. The increase was almost certainly driven by natural selection.

The moths satisfy all four conditions for natural selection:

- they reproduce;
- their color pattern is inherited;
- there is variation in their color patterns;
- the different forms have different fitnesses.

Before you begin the lab, complete the hypothesis below:

**Hypothesis:** If the color of the prey matches the background color then

# Peppered Moth Virtual Lab

**Lauren Gardner**



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 consistency of product offerings ensuring a diversified market reach

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web for example if a company has 10 product lines and each line has 3 products then length is 10 3 30 length of the product  
 mix refers to the total number of products in the mix if a company has 5 product lines and 10 products under each product  
 lines the length of the mix will be 50 5 x 10 product mix consistency

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web jan 11 2023 a product line is one line of similar products that are sold within a company whereas a product mix is the combined total of all the product lines sold in a company what is a product mix every product that a company creates  
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web the product mix is the total range of product lines and types a company has on sale for its customers major elements of a product mix a company s product mix contains four main components length the range of products available in a particular product line breadth the number of product lines under a company

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web oct 2 2017 product mix is defined as the set of all products and items that a particular seller offers for sale product mix is also called as product assortment a product mix consists of various product lines for example samsung offers mobiles t v s a c s washing machines etc

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web jun 12 2023 as explained product mix is a combination of total product lines within a company a company like hul has numerous product lines like shampoos detergents soaps etc the combination of all these product line is the product mix products line the product line is a subset of the product mix

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web key product mix strategies there are four key product mix strategies expansion a company increases the number of

product lines or depth i.e product variations within lines contraction a company narrows its product mix to eliminate lower performing products or lines or to simplify remaining products or lines

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web a product line is a part of the product mix but on the other hand product mix covers all aspects concerning products including product line some factors impacting product line are brand target audience price range etc

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web nov 1 2023 a product line is a range of similar products or services introduced and sold by the same company to make it clear simultaneously a product mix also called product assortment is considered the full assortment of all products introduced to its clients hence both product lines and individual products will form a product mix

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web nov 2 2023 the different elements of a product mix strategy a product mix can be broken into the following three elements width this represents the total number of product lines in your portfolio for example three of apple s product lines are mobile personal computing and music length here you consider the number of products

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web a product line is a set of products that are similar or complementary for example domino s sells crunchy thin handmade pan brooklyn style and gluten free crust along with its hand tossed pizza crust as a part of a product line a product mix contains all the products that a company sells

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web aug 29 2023 in contrast the product mix aims to cater to a wide range of customer needs across different market segments in a product line products are related and have common features benefits and uses conversely in a product mix products may or may not be similar to one another because of a wide range of categories