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15/100

Ans 2) Elasticity of Demand.

Elasticity of demand means proportionate change in demand by proportionate change in price.

$$Ed = \frac{\% \text{ change in demand}}{\% \text{ change in price}}$$

$$= \frac{\frac{\Delta D}{D}}{\frac{\Delta P}{P}}$$

$$= \frac{\Delta D \times P}{D \times \Delta P}$$

$$Ed = \frac{\Delta D}{\Delta P} \times \frac{P}{D}$$

ΔD = change in demand
 P = ~~Price~~ Original price
 ΔP = change in price
 D = Original Demand

Δ = Delta

Eg:-

	P	D
5	20	
10	40	

$$Ed = \frac{5}{5} \times \frac{5}{20} \times \frac{5}{20} = \frac{1}{16}$$

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Types of Elasticity of demand.

- ① Relatively Elastic
- ② Relatively Inelastic
- ③ Unit elastic
- ④ Perfectly elastic
- ⑤ Perfectly Inelastic

① Relative Elastic

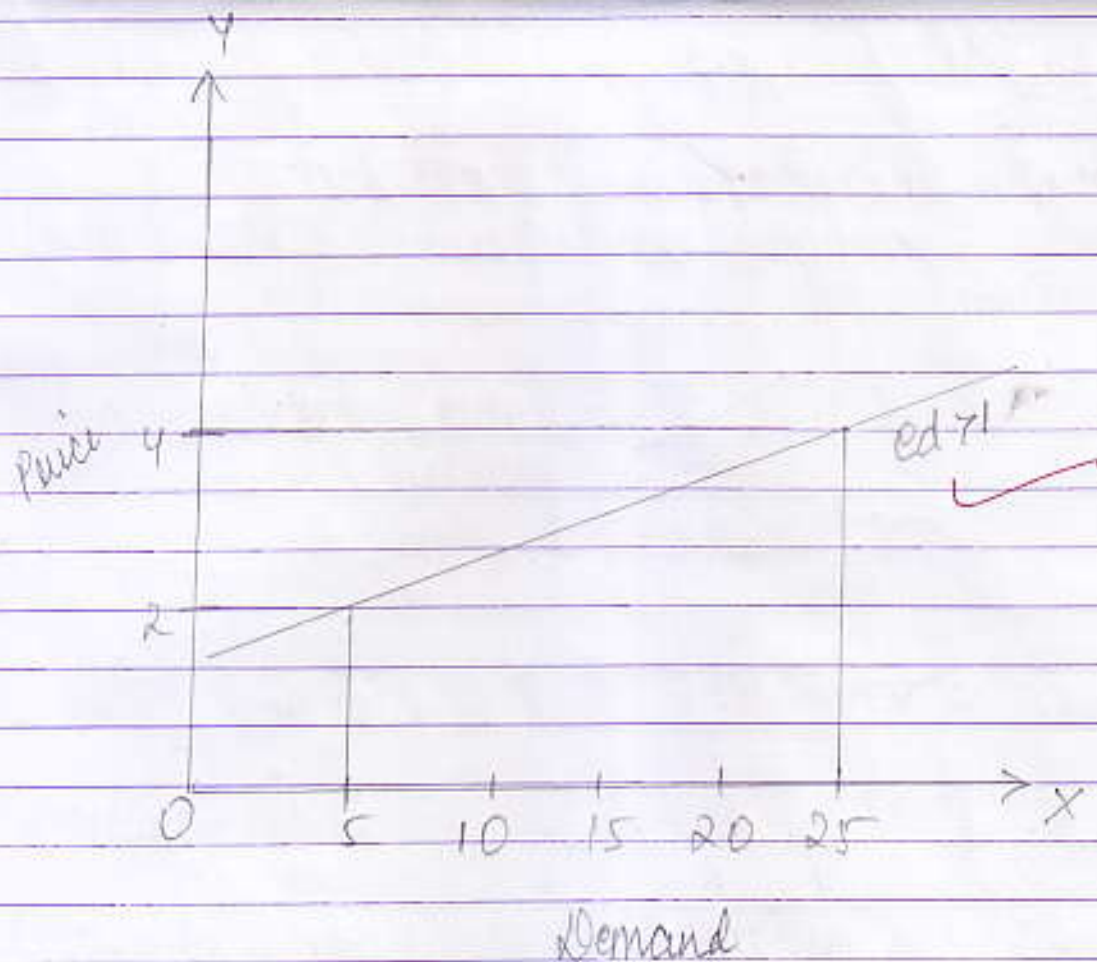
→ Relative Elastic means change in demand is more than change in price.

$$\rightarrow \frac{\Delta D}{D} > \frac{\Delta P}{P}$$

→ Ex 1

P	Q
2	5
4	25

$$Ed = \frac{20}{5} \Rightarrow \frac{20}{5} \times \frac{2}{2} \Rightarrow 4$$



② Relative Inelastic

→ Relative Inelastic means change in demand is less than change in price.

$$\rightarrow \frac{\Delta D}{D} < \frac{\Delta P}{P}$$

$$\Rightarrow ed < 1$$

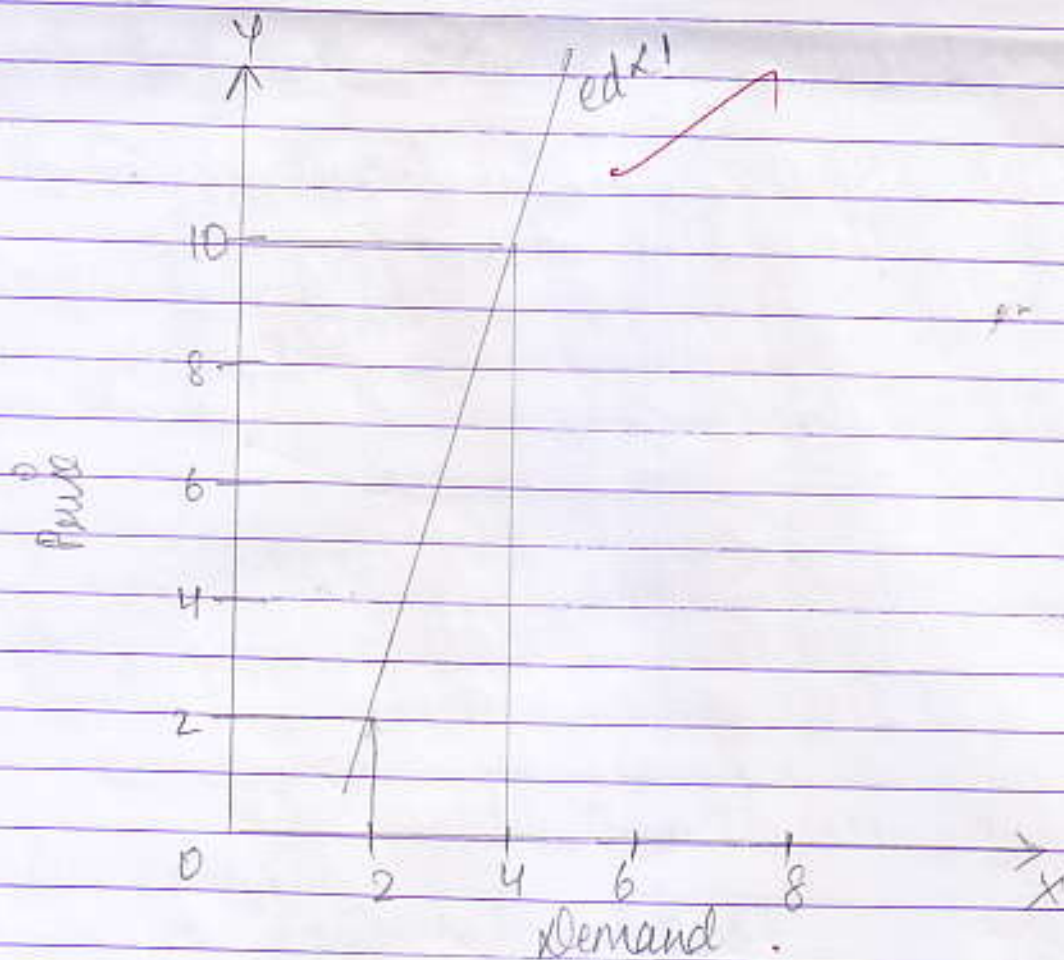
P	Q
2	2
10	4

$$\frac{4}{8} \times \frac{10}{2} = 0.25$$

$$ed = \frac{\frac{2}{2}}{\frac{8}{2}}$$

$$\Rightarrow \frac{2}{2} \times \frac{2}{8} = 0.25$$

$$ed < 1$$



③ Unit elastic

→ Unit elastic means change in demand is equal to change in price.

$$\rightarrow \frac{\Delta D}{D} = \frac{\Delta P}{P}$$

$$\Rightarrow ed = 1$$

P	Q
5	50
10	100

$$ed = \frac{50}{5}$$

$$\frac{50}{5}$$

$$5$$

$$5$$

$$= \frac{50}{50} \times \frac{81}{5}$$

$$= 1$$

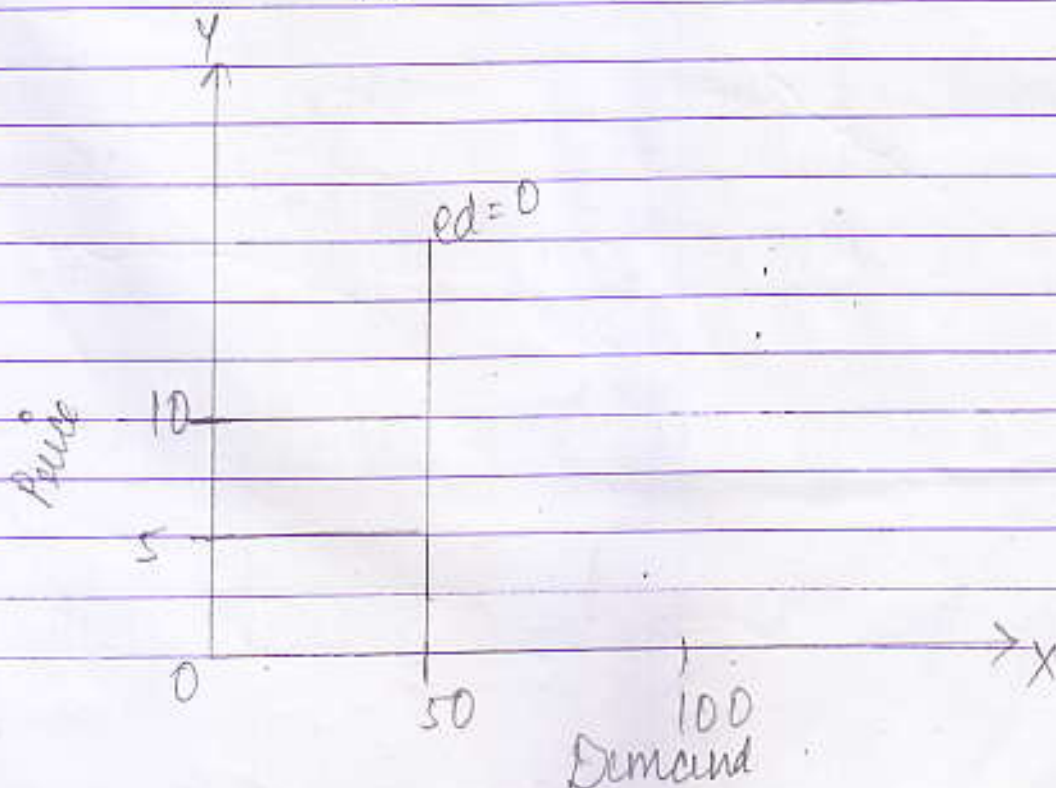
$$ed = 1$$

④ Relatively elastic ?

→ Relatively elastic means change in price but demand remains constant.

$$\rightarrow ed = 0$$

P	Q
5	50
10	50

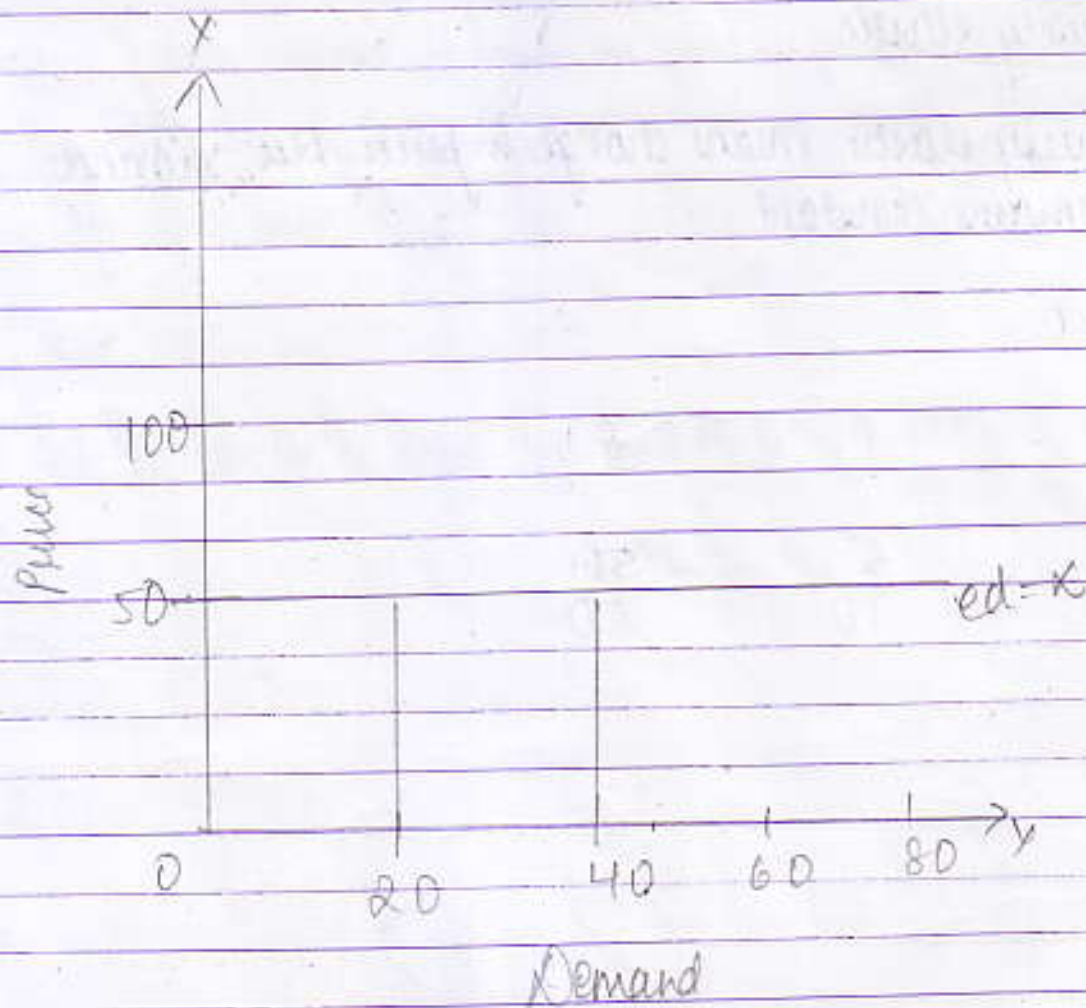


⑤ Relatively Inelastic ?

→ Relatively Inelastic means change in demand but price remains constant.

$$\rightarrow ed = K$$

P	Q
50	20
50	40



Measurement of Elasticity of Demand.

- (1) Price Method
- (2) Income Method
- (3) Total Expenditure

Price Method

→ Under Price method Elasticity of demand is measured by $\frac{\% \text{ proportionate change in demand}}{\% \text{ proportionate change in price}}$.

→ $\frac{\% \text{ change in demand}}{\% \text{ change in price}}$

$$\rightarrow \frac{\frac{\Delta D}{D} \times 100}{\frac{\Delta P}{P} \times 100}$$

$$\Rightarrow \frac{\Delta D}{D} \times \frac{P}{\Delta P}$$

	P	Q
	2	2
	10	4

$$ed = \frac{2}{\frac{2}{8}} = \frac{2}{0.25}$$

$$\Rightarrow \frac{2}{2} \times \frac{2}{8} \times 4$$

$$= 0.25$$

Income Method

→ Under Income Method Elasticity of demand is measured by proportionate change in demand by proportionate change in Income.

$$\Rightarrow \frac{\% \text{ change in demand}}{\% \text{ change in Income}}$$

$$\Rightarrow \frac{\frac{\Delta D}{D}}{\frac{\Delta Y}{Y}} \Rightarrow \frac{\Delta D}{D} \times \frac{Y}{\Delta Y}$$

$$ed = \frac{\Delta D}{\Delta Y} \times \frac{Y}{D}$$

Total Expenditure Method

$$ed = \frac{\text{Total quantity purchased} \times \text{Total price per unit}}{\text{Total price per unit}}$$

Measurement of price Elasticity of demand

- ① Arc Method
- ② Point Method
- ③ Total Expenditure method

Arc Method

$$\rightarrow \frac{Q_2 - Q_1}{Q_2 + Q_1} \times \frac{P_2 + P_1}{P_2 - P_1}$$

Q_2 = Change in demand

Q_1 = Original demand

P_2 = Change in price

P_1 = ~~the~~ original price

Total Expenditure Method

Total Exp = Total quantity purchased $\times$ Price per unit.

Point Method

At point Method elasticity is measured at a given point.

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Eg:



P	Q
5	30
10	40

~~3/10~~

$$\text{At pt A} = \frac{5}{5} \quad \frac{10}{30}$$

$$= \frac{5}{5} \times \frac{30}{10} \Rightarrow \frac{10}{30} \times \frac{5}{5} = \frac{1}{3}$$
$$= 3 \quad = 0.33$$

$$\text{At pt B} = -10$$

$$\frac{40}{-5}$$

$$\Rightarrow \frac{+10}{40} \times \frac{10}{+5}$$

$$= \frac{1}{2}$$

$$= 0.5$$

Ans 4

Consumer Surplus.

Consumer Surplus means what a consumer willing to buy - what he actually pays.
pay

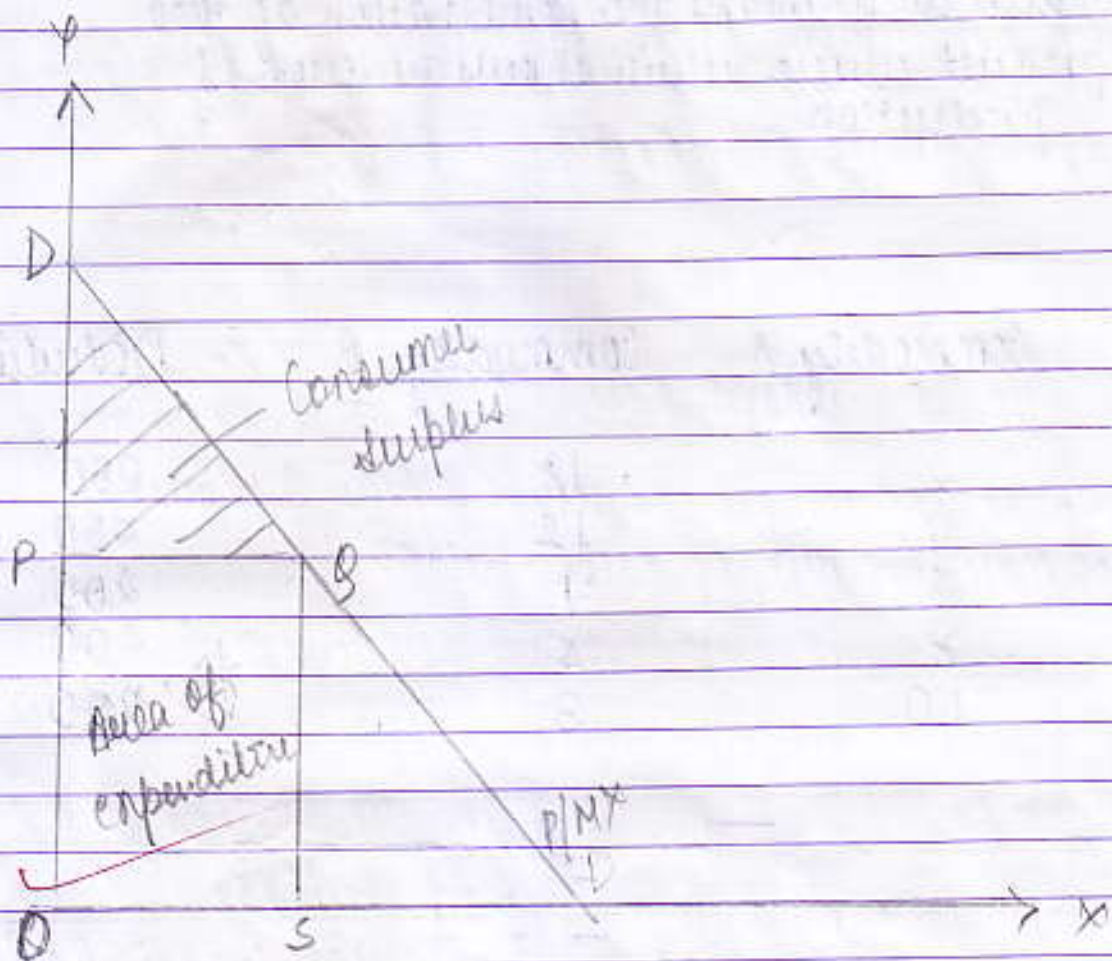
Consumer surplus = Consumer willing to pay - what he actually pays.

M.V of a commodity	Price per unit	Consumer surplus.
50	30	20
45	30	15
40	30	10
35	30	5
30	30	0
<u>200</u>	<u>150</u>	<u>50</u>

$$200 - 150 = 50$$

Consumer surplus = 50.

According to Marshall consumer surplus means extra money paid other than to go without the commodity.



ISO Product Curve.

ISO product curve shows combination of two curves which show the level of production.

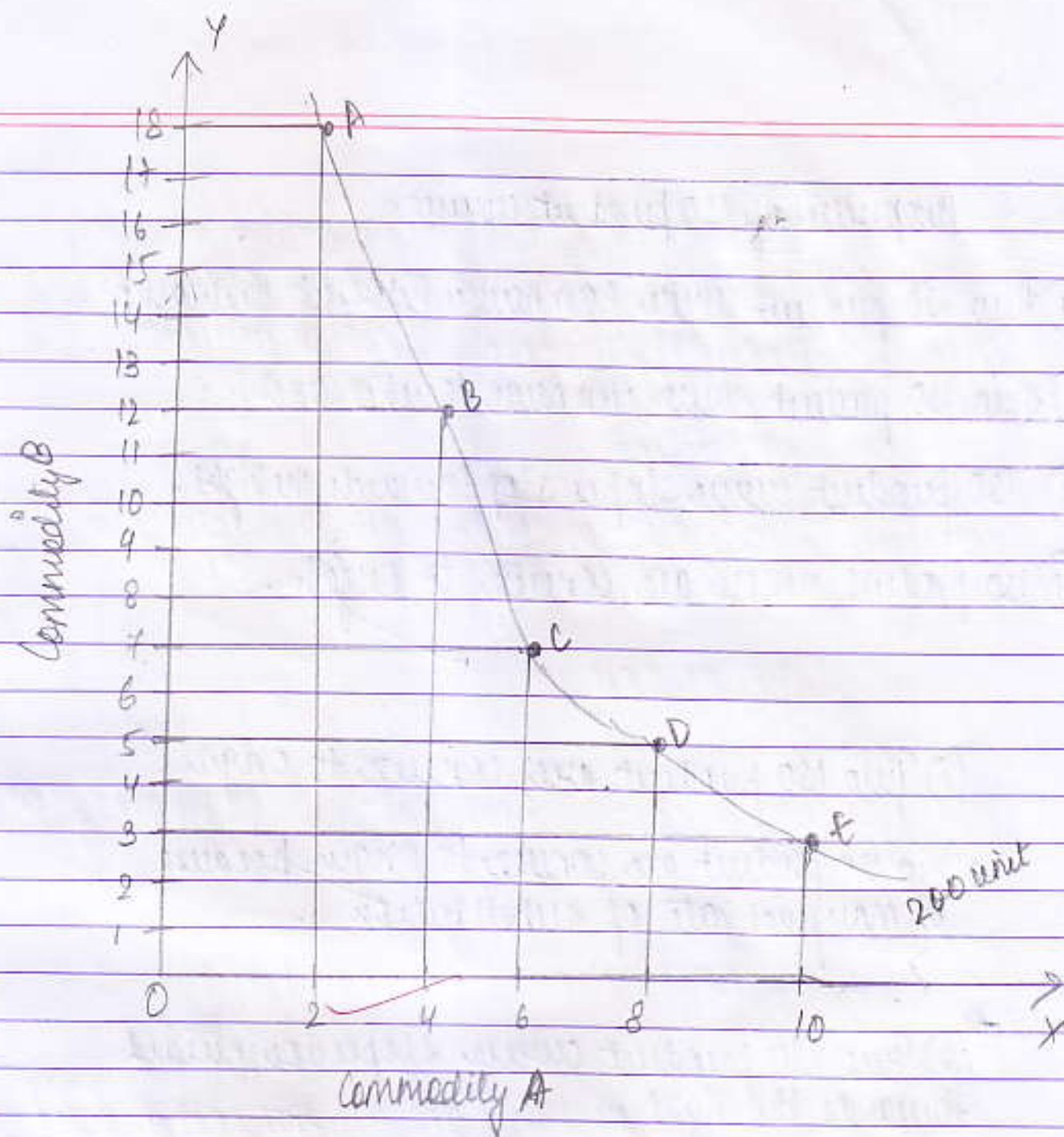
~~The~~ Both the curve are indifferent from each other.

ISO product curve means the combination of two ISO product curve which show the level of production.

	Commodity A	Commodity B	Production
A	2	18	200
B	4	12	200
C	6	7	200
D	8	5	200
E	10	3	200

A shows combination of commodity A and B.

- ~~A~~ $A(2x + 18y)$ means X contains 2 units and commodity Y contains 18 units.
- $B(4x + 12y)$ means X contains 4 units and Y contains 12 units.
- $C(6x + 7y)$ means X contains 6 units and Y contains 7 units.
- $D(8x + 5y)$ means X contains 8 units and Y contains 5 units.
- $E(10x + 3y)$ means X contains 10 units and Y contains 3 units.



$$A = 2X + 18Y$$

$$B = 4X + 12Y$$

$$C = 6X + 7Y$$

$$D = 8X + 5Y$$

$$E = 10X + 3Y$$

Properties of ISO product curve.

- ① Two ISO product curve can never intersect each other.
- ② Two ISO product curve can never touches axis.
- ③ ISO product curve slopes ~~stop~~ towards the right.
- ④ ISO product curve are convex to origin.

① Two ISO product are convex to origin.

→ Two ISO product are convex to origin because of marginal rate of substitution.

② Two ISO product curve slopes downward towards the right.

→ ISO product curve slopes downward towards the right as producer has to sacrifice 1 commodity if he want to take extra unit of commodity.

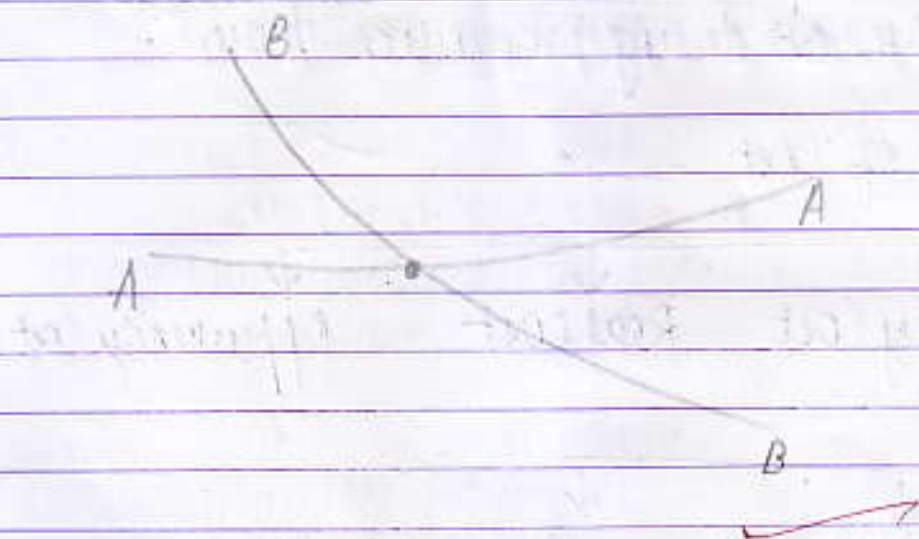
⑤ ISO product curve can never touches axis.

→ ISO product curve can never touches the axis.

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(4) ^{Two} ISO product curve can never intersect each other.

→ Two ISO product curve can never intersect each other.



Assumption

Assumption

① Two commodity

→ There should be two commodity as ISO product curve means combination of two commodity.

② Rational consumer

→ Consumer should be rational.

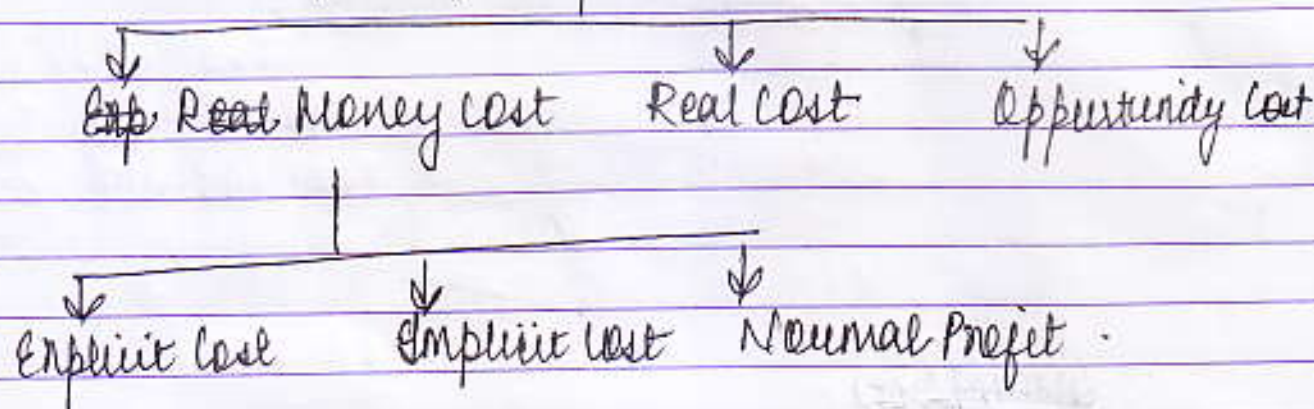
Ans 5)

Cost.

Cost of production plays very important role in production process. Cost incurred during production process is called cost of production.

Producers invest capital and start their business and incur ~~the~~ cost during production process.

Types of Cost.



① Money cost :- Money cost means all the cost incurred in monetary terms is called money cost. Money cost are measured in monetary terms.

Eg:- Purchase of raw material.
Purchase of material.
Paid salary.
Paid wages.
Paid ~~and~~ lightning exp.
Paid water expenses.

i) Explicit cost :- Explicit cost is the cost which is directly paid by the ~~firm~~ ^{producer} for the expenses incurred. Explicit cost are the cost paid for the purchase for business.

Eg:- Purchase of raw material
Purchase of machinery etc.

ii) Implicit cost :- Implicit cost are the cost of producer ~~firm~~. It is the personal cost of ~~producer~~ but not paid directly by the producer but paid by the firm.

iii) Normal profit :- Normal profit is the minimum profit needed by all the producer to induce him in the business. It is the minimum profit to run the business.

(2) Real cost :- Real cost means the exertion faced by all the labour. It consist by the physical and mental pressure faced by the labour.

Real cost is difficult to calculate in terms of money.

(3) Opportunity cost :- Opportunity cost means the next best alternative option.

Eg:- Mr X get 3 job 1st for teacher for Rs 6000
2nd for manager for Rs 10000 and
3rd for staff for Rs 4000. As a consumer, he

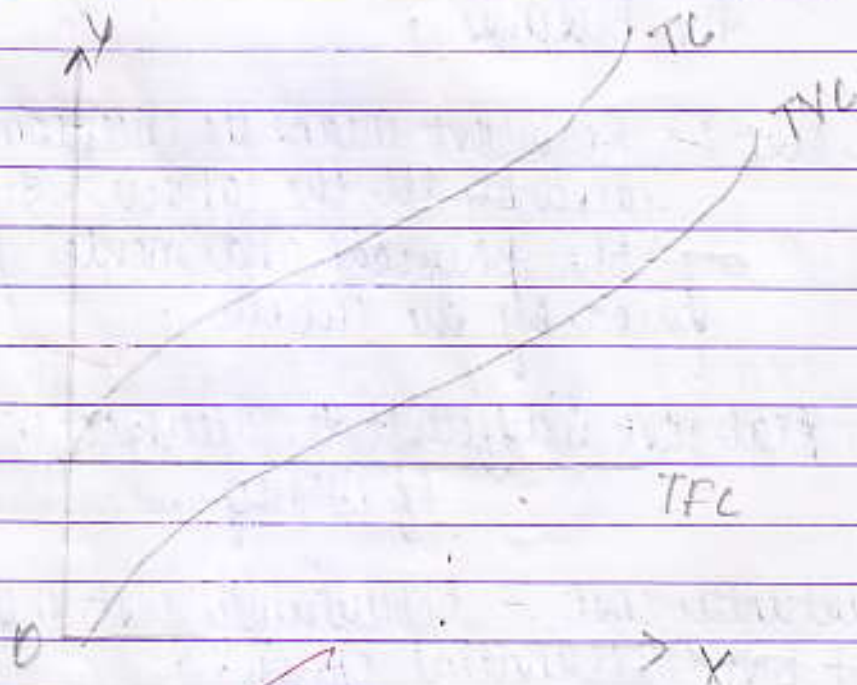
main motive is profit maximization
and he will choose job for 10,000 and will
sacrifice the job for 6,000 and 4,000 that
are opportunity cost.

Short Run.

In short run we have three types of cost.

- ① Total cost
- ② Average cost
- ③ Marginal cost

Total Cost.



$$TC = TFC + TVC.$$

Fixed cost :- Fixed cost are the cost which are fixed in nature. They do not vary.

Eg:- machinery, land.

Variable cost :- Variable cost are the cost which changes according to the level of production. It varies according to the level of production.

Eg:- Purchase of raw material, Electric charges, etc.

- Fixed cost can never be 0. If we do production or not producer has to bear fixed cost as he has to pay the rent, etc.
- Variable cost can be 0. If we do not want to do production variable cost is not borne.

Average Cost.

→ Average cost means the Total cost divided by the output.

$$\rightarrow AC = AFC + AVC.$$

$$\Rightarrow AC = \frac{TC}{Q}.$$

#f

Qty	AFC	AVC	AC
1	30	10	40
2	20	20	40
3	10	30	40
4	7.5	40	47.5
5	6	50	56

$$AC = AFC + AVC$$

Qty	TC	AC
1	10	10
2	8	4
3	12	4
4	24	6
5	30	6

$$AC = \frac{TC}{Q}$$

Marginal Cost

Marginal cost means additional cost incurred in every unit of production.

$$MC_n = TC_n - TC_{n-1}$$

Qty	TC	MC
1	10	10 =
2	12	2
3	16	4
4	20	4
5	22	2

Long Run.

In long run no cost are fixed. All the cost are variable in nature. The cost depends upon the amount of production done by the producer.

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Ans 9)

Perfect Competition

Perfect competition is a market where there are large number of buyers and sellers. They deal with homogeneous product.

In perfect competition there is no interference of government.

Features of Perfect Competition

- (1) Large number of buyers ✓
- (2) Large number of sellers ✓
- (3) Homogeneous product ✓
- (4) Firms are price taker. ✓
- (5) Industry are price maker ✓
- (6) No interference of government. ✓
- (7) Free entry and exit of firm ✓
- (8) No control on price ✓
- (9) Full knowledge ~~about it~~ ✓
- (10) Mobility of factor ✓

① Large number of buyers.

→ In perfect competition there are large number of buyers.

→ Buyers are the one who purchases the commodity at a certain price.

② Large number of sellers

→ In perfect competition there are large number of sellers.

→ Sellers are the one who sell their product at certain price.

③ Homogeneous product

→ In perfect competition products are homogeneous in nature.

→ Products are same in nature.

④ Firms are price taker

→ Firms have no control over price.

→ Firms are price taker.

⑤ Industry are price maker

→ Firms in industry are price maker.

→ Industry set the price.

⑥ No Interference of Government.

→ In perfect competition there is no interference of government.

→ There is no rule of government.

⑦ Free entry and exit of firm

→ There is free entry and exit of firm.

→ There are no barriers.

⑧ No control over price

→ In perfect competition firm has no control over price.

→ They have to charge same price.

⑨ Full knowledge

→ Consumer has full knowledge about the price and product.

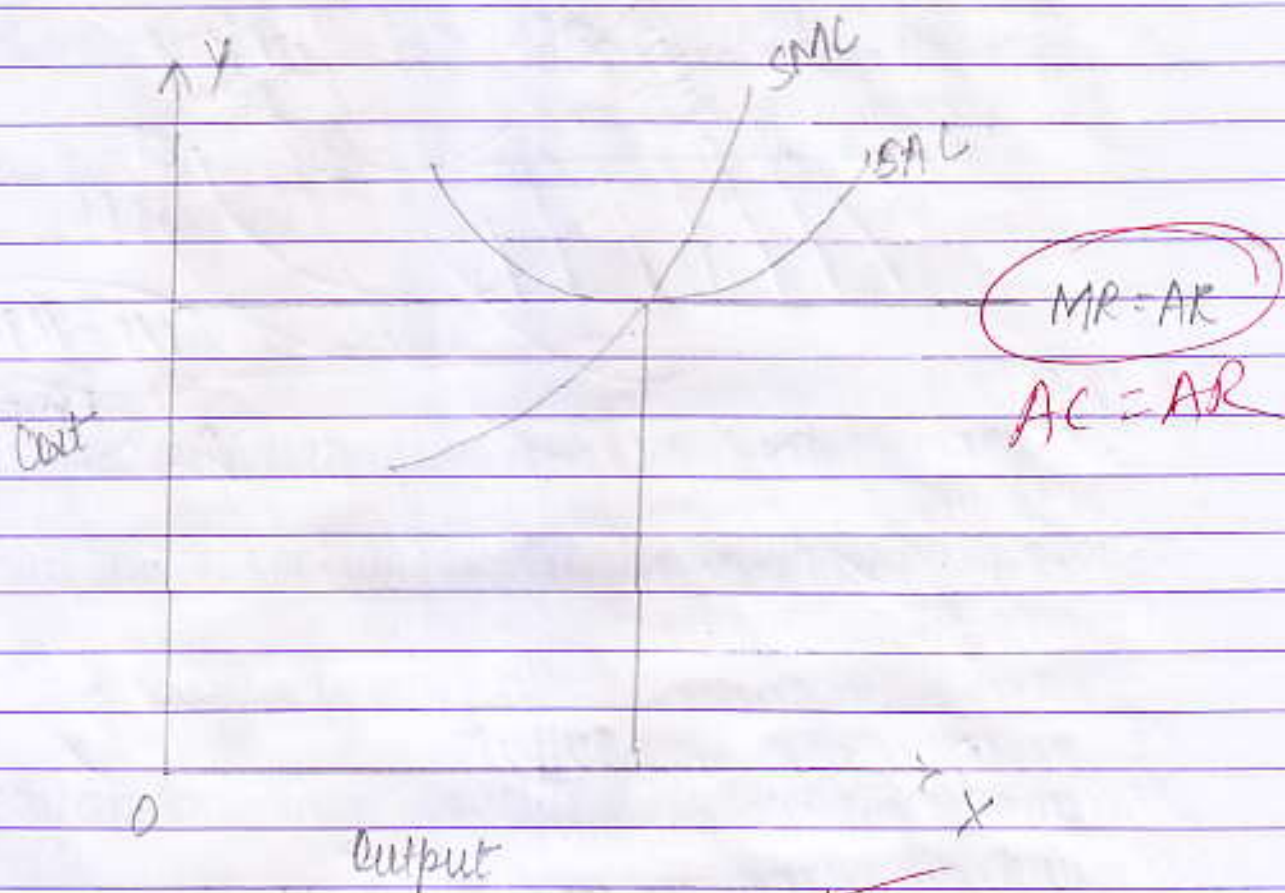
⑩ Mobility of factor

→ Factors are mobile in nature.

→ They are freely move.

Short Run

Normal ① Normal Profit



SMC = Short run marginal cost

SAC = Short run average cost

MR = Marginal Revenue

AR = Average Revenue

Y axis denotes cost

X axis denotes output

This figure shows Normal Profit.

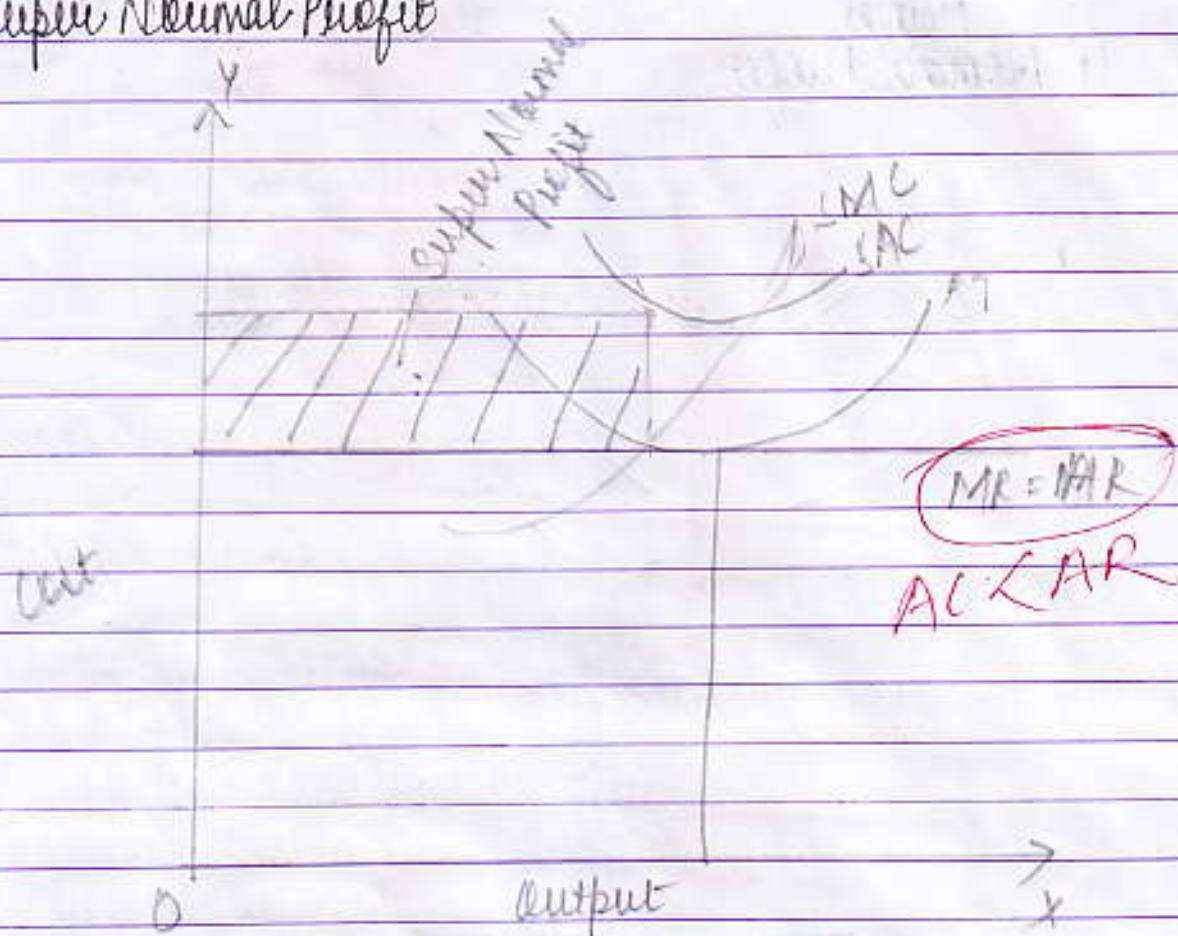
In this figure SMC cuts SAC curve and

$MR = AR$

$AC = AR$

Normal profit is the minimum profit every business has to earn to survive in his business.

② Super Normal Profit

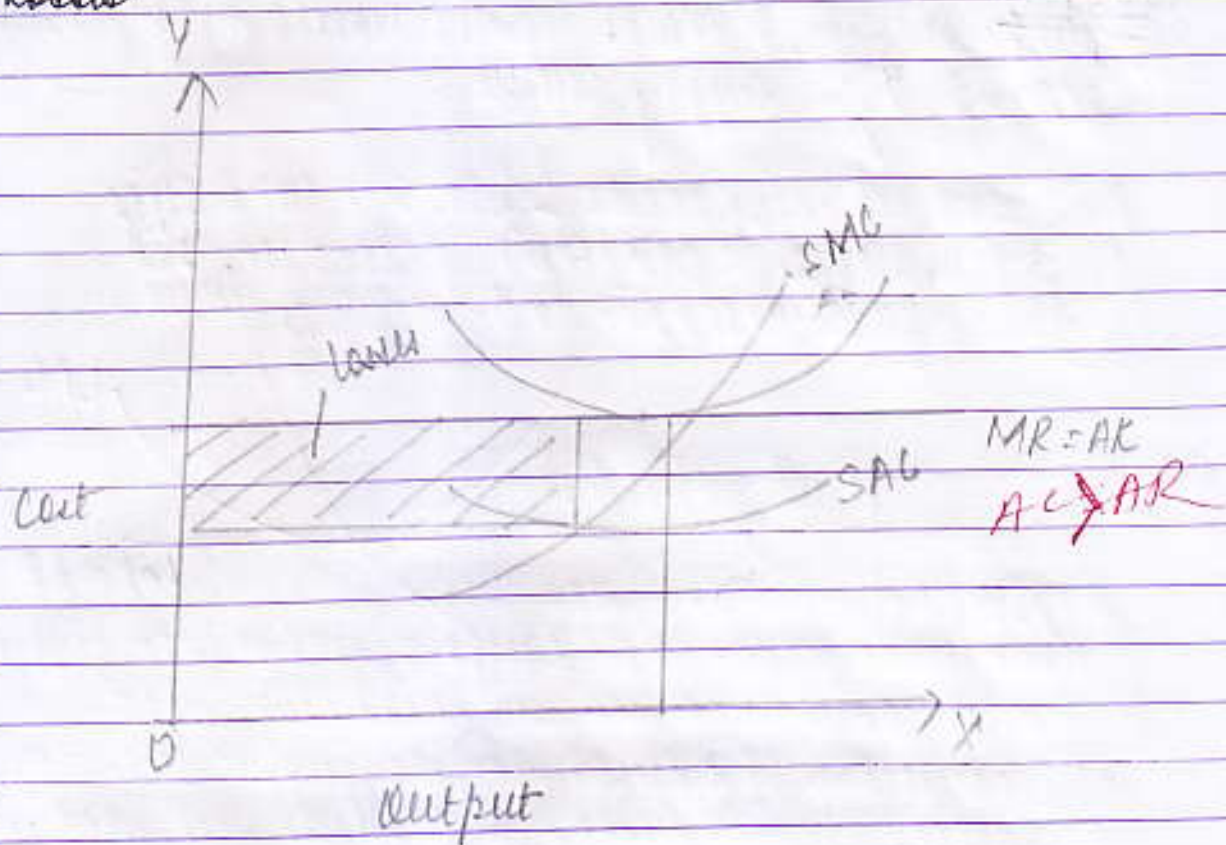


MC shows short run average marginal cost.
 SAC shows short run average cost.
 X axis denotes output.
 Y axis denotes cost.

In this figure firm attains super normal profit as average cost is lower than Marginal revenue and Average revenue.

Super Normal Profit is the time when producer increases his supply.

③ Losses



SMC shows short run ~~at~~ marginal cost.

SAC short run average cost

MR = Marginal Revenue

AR = Average cost.

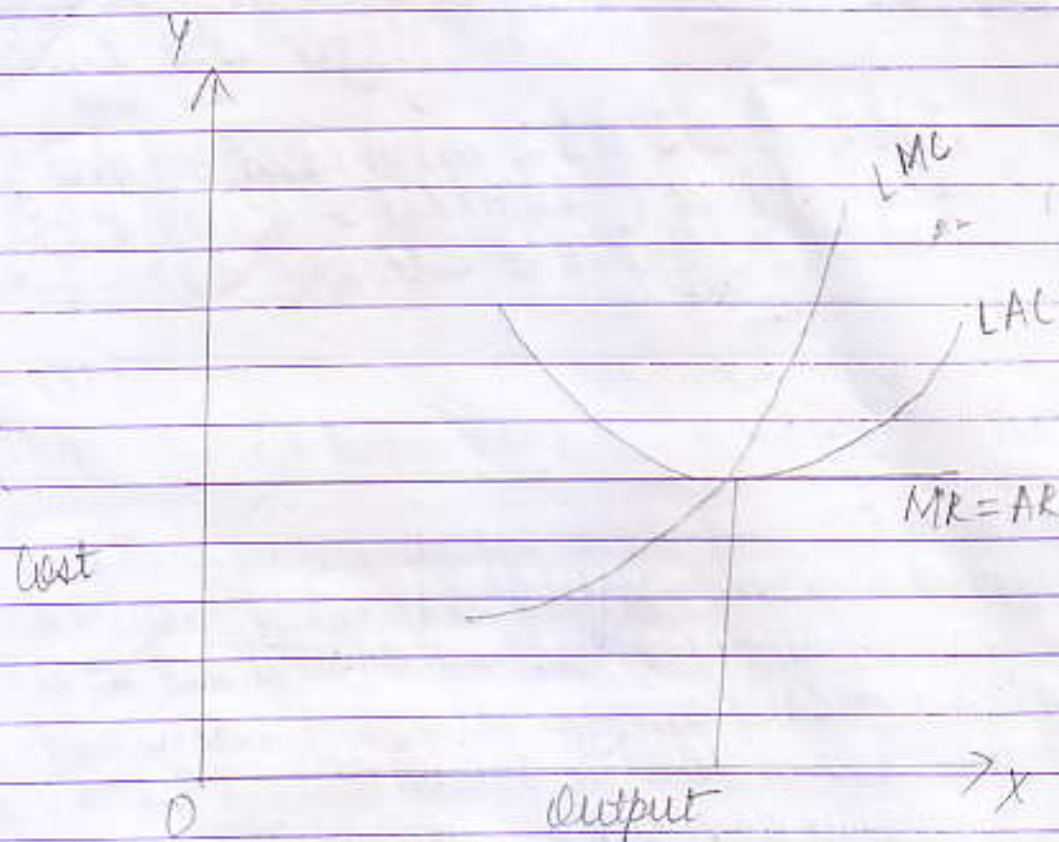
X axis denotes output.

Y axis denotes cost.

On this figure firm suffers losses. Average cost is less than Marginal Revenue and Average Revenue.

Loss is the when firm suffers losses ~~from~~ produce. start leaving the firm.

Long Run



LAC curve shows long run average cost

LMC curve shows long run marginal cost

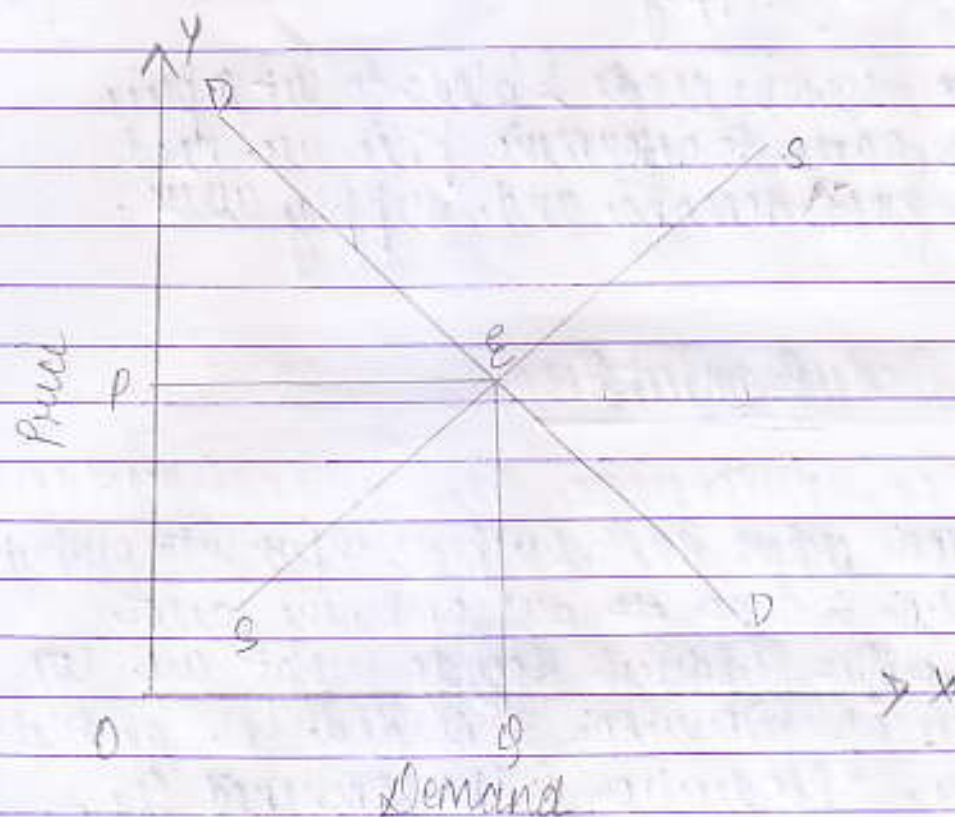
MR = Marginal Revenue

AR = Average Revenue

X axis denotes Output

Y axis denotes Cost

Price Determination Under Perfect Competition.



S shows supply curve. Supply curve is always upward sloping as it is made by the view point of producer. Producer always try to earn profit and his main aim is profit maximisation.

D shows demand curve. Demand curve is always downward sloping as it is made by the view point of consumer. As consumer want for the price to low. He always tries to buy at a cheap rate.

Price is determined by the intersection point of Demand and supply curve.

Price is determined by equilibrium point.

(1) Fixed Input

(2) Variable Input

(1) Fixed Input : Fixed inputs are the input which are fixed in nature. It does not change by production. Eg- machinery, specialised labour, etc.

(2) Variable Input : Variable Input are the input which varies according to the quantity of production.

Eg- raw materials, labour, etc.

Variable Input changes as we increase or decrease production.

Process :- Process means the transformation process which changes input into output.

Output :- Output means the finished good which is made to sell.

Four major factors of production:-

- ① Land ✓
- ② Labour ✓
- ③ Capital ✓
- ④ Entrepreneur ✓

Production function

Production function means the functional relationship between input and output.

$$Q = f(L, K, N, \dots)$$

$L \rightarrow$ Labour Land

$K \rightarrow$ Capital

$N \rightarrow$ Labour

$Q \rightarrow$ Output

$f \rightarrow$ Functional Relationship.

Production can be done in two forms

- ① Short Run ✓
- ② Long Run. ✓

① Short Run

→ In short run production some factors of production are fixed and some are variable. ✓

→ Fixed factors of production are :- land, machinery, permanent labour, etc.

→ Variable factors of production are :- raw materials, labour, etc.

② Long Run.

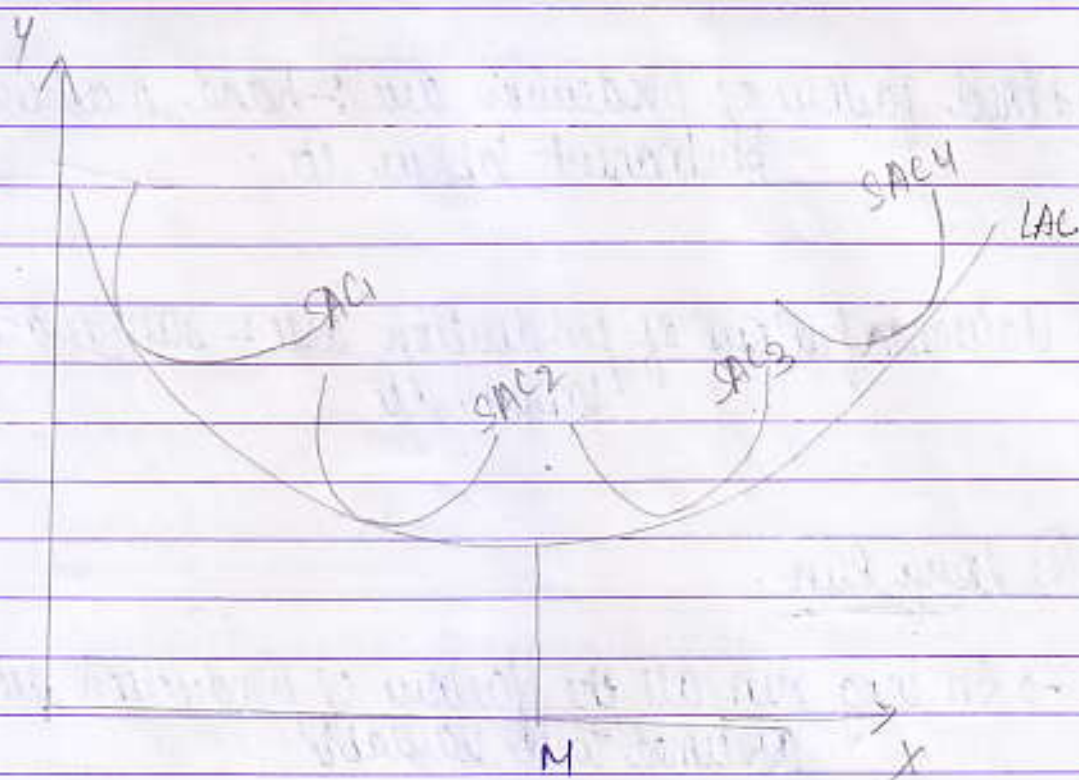
→ In long run all the factors of production are assumed to be variable.

→ None of the factors are fixed.

→ All the factors of production varies/changes.

→ In long run labour are increased more and more.

→ Labour does overtime, extra time duty.



This figure shows long run Average cost curve.

SAC_1 , SAC_2 , SAC_3 , SAC_4 are all short run average cost.

LAC curve is envelope shaped, as it contains all the SAC curves.

LAC curve can never intersect SAC curve.

LAC minimum point ~~gives~~ shows optimum level of production at minimum cost.

Factors of Production

① Land :- Land is a type of factor of production. For every production land is very important. Land needs ^{earn} rent.

② Labour :- Labour is a type of factor of production. Labour needs ^{earn} wages. Some labour ~~all~~ does full time and some part time. Some labour does overtime, night shift, etc.

③ Capital :- Capital is very important factor of production. Capital is the amount invested in business for production. The amount/money invested by every businessman in his business is called capital. Capital ~~gives~~ gets interest.

④ Entrepreneur :- Entrepreneur is the most important factor of production. Entrepreneur is the owner of the business. Entrepreneur decides what to do and what not to do in business. Entrepreneur decides what are the factors of production he have to use and in what quantities. Entrepreneur ~~earn~~ earns profit.