

# Advanced Placement Microeconomics

Instructor, Mrs. Peggy Pride

Study Notes to accompany  
Economics

Principles, Problems and  
Policies, 15th Ed.

Campbell McConnell  
Stanley Brue

# AP MICROECONOMICS

# SEMESTER PLAN

Instructor, Mrs. Peggy Pride

**TEXT:** Economics, Principles, Problems and Policies, 15th Edition, McConnell and Brue

**Video:** Econ U\$A series with discussion

**Class Activities:** APIP workbook activities, reinforcement and writing activities and other teacher-developed materials

This semester-long course gives students a **thorough understanding of the principles of economics that apply to the function of individual decision-makers, both consumers and producers, within larger economic systems.** It places primary emphasis on the nature and function of product markets. It also examines factor markets and the role of government in promoting greater efficiency and equity in the economy.

<u>Chapters</u>	<u>Topic</u>	<u>Timing (days)</u>
<b>1,2, 4, 6</b> 8-12% of AP Micro Exam	<b>Unit One</b> <b>Basic Economic Concepts</b> Scarcity and Opportunity Cost Economic Systems: the Market System Specialization and Comparative Advantage	9
<b>3, 20, 21</b> 20-30% of AP Micro Exam	<b>Unit Two</b> <b>Nature and Function of Product Market</b> Supply and Demand Ceilings and floors Elasticity and applications Models of consumer choice	15
<b>22, 23, 24, 25</b> 40-50% of AP Micro Exam	<b>Unit Three</b> <b>Firm production, costs, revenues</b> Production costs Product Pricing within different market structures Efficiency and government policy toward imperfect markets	30
<b>27,28</b> 10-15% of AP Micro Exam	<b>Unit Four</b> <b>Factor Markets</b> Derived Demand for labor Resource Market Pricing	10
<b>5, 30, 31</b> 8-12% of AP Micro Exam	<b>Unit Five</b> <b>Efficiency, income equity, the role of government</b> Externalities Public Goods Distribution of Income	12

- There will be **6 major tests** during the semester (two on third topic). There will be a final comprehensive **semester exam**. There will be no exemptions. **Writing and reinforcement activities** will be a part of the course work. You can expect "quizzes" on each chapter during the course of each unit study.

- It is expected that **students will take the AP Microeconomics Exam** scheduled in May. There will be a review material package with review sessions in the month of April to recall the concepts and practice test materials.

**AP Microeconomics**  
**Chapter One p. 3-14**

**Economics:** social science concerned with the efficient use of limited or scarce resources to achieve maximum satisfaction of human material wants.

- **Economic perspective:** a unique way of thinking about economic issues  
 Scarcity and Choice      Rational Behavior      Marginal Thinking: Costs and Benefits

• **Why Study Economics?**

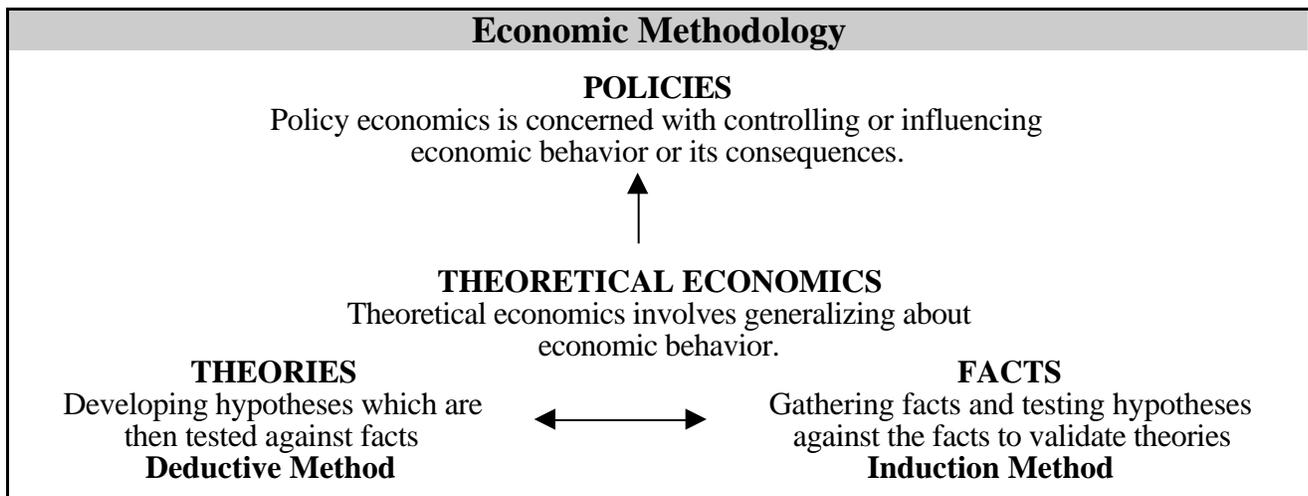
*“The ideas of economists and political philosophers, both when they are right and when they are wrong, are more powerful than is commonly understood. Indeed the world is ruled by little else. Practical men, who believe themselves to be quite exempt from any intellectual influences, are usually the slaves of some defunct economist.”*  
 John Maynard Keynes (1883-1946)

**Economics for Citizenship**

- Well-informed citizens will vote intelligently
- Well-informed politicians will choose wisely among alternatives

**Professional and Personal Application**

- Businessmen need an understanding of economy
- Problems are examined from social rather than personal viewpoint



**Descriptive Economics**

Based on facts—observable and verifiable behavior of certain data or subject matter  
 Economists examine behavior of individuals and institutions engaged in the production, exchange, and consumption of goods and services.

**Economic Principles (laws, models)**

Task of analysis is to systematically arrange, interpret, and generalize upon facts  
 Principles and theories bring order and meaning to facts by tying them to together, putting them in correct relationship to one another and generalizing.

Principles are expressed as the tendencies of typical or average consumers, workers, or business firms

Generalizations

- “Other things equal” assumption—controlling all variables except one
- Abstractions—do not mirror the complexity of real world
- Graphic Expressions—models used to show theory

**Policy Economics**

Applied Economics that recognizes the principles and data which can be used to formulate policies.

Determining a course of action to resolve a problem or to further a nation’s economic goals

<b>Steps in Policy Economics</b>		
<b>State the goal</b>	A clear, specific statement	• Every able-bodied individual should have opportunity to work
<b>Determine the policy options</b>	List specific policies to achieve goal with an assessment of possible effects	• Fund vocational training programs in high schools and junior colleges • Create job training and subsidy to business firms willing to take on new workers
<b>Implement and Evaluate the policy which was selected</b>	Monitor steps in implementing the policy initiatives taken	• Survey statistics on employment • Do follow-up on job placements and training programs

**Principles Are Derived At Two Levels:**

**Macroeconomics:** economy as a whole and its basic subdivisions such as government, business and households. Macro looks at totals or aggregates to examine the “big picture”.

**Microeconomics:** looks at specific units or segments of the economy, a particular firm or household. Micro looks at the “trees not the forest”.

**ECONOMIC GOALS**

• **POSITIVE** economics collects and presents facts. It avoids value judgments—”just the facts, madam”! Positive economics concerns **WHAT IS**—what the economy is really like.

• **NORMATIVE** economics involves value judgments about what the economy should be like or which policies are best. Normative economics embodies subjective feelings about **WHAT OUGHT TO BE**—examining the desirability of certain conditions or aspects of the economy.

• **GOALS** are general objectives that we try to achieve. The nation’s policy makers use these goals so that they can make better use of scarce resources. Goals make it easier to determine the tradeoffs involved in each choice.

Economic Growth—increase in the production capacity of the economy to increase the standard of living

Full Employment—provide suitable jobs for all citizens willing and able to work

Economic Efficiency—maximum satisfaction of wants with the available but scarce resources

Price-level Stability—stable price level avoiding inflation and deflation

Economic Security—providing for those unable to earn an income

Economic Freedom—guarantee that consumers, workers and business owners have freedom in economic activity

Equitable Distribution of Income—ensure that no citizen faces stark poverty while others enjoy extreme luxury

Balance of trade—seek a reasonable balance of trade with the world

• **Complementary goals** when one goal is achieved, some other goal or goals will also be realized. For example, the achieving of Full Employment means elimination of low incomes and economic insecurity.

• **Conflicting goals** some goals are mutually exclusive. Economic Growth may be in conflict with Economic Equity; some argue that efforts to achieve greater equal distribution of income may weaken incentives to work, invest, innovate and take business risks, all of which promote rapid Economic Growth. Establishment of Job Security may lessen strive for high productivity.

**Micro or Macro?**

- US GDP grew 5% in 1997.
- Freeze in FL reduces supply of oranges
- FED lowers interest rates
- GM hires 1000 new workers to produce trucks.
- The rate of inflation rose 4%

**Positive or Normative?**

- Today’s rainfall total was 1.6 inches
- Interest rates are too high for consumers.
- Congress should give taxpayers a tax break.
- There ought to be a place for homeless to live.
- AT&T lost \$475 M last year.
- CEO’s should be required to personally verify their company’s financial reports.

**AP Microeconomics**  
**Chapter Two p. 22-25**

**Foundation of Economics:**

- Social Science concerned with how resources are used to satisfy wants—the economizing problem.
- Study of how people and countries use their resources to produce, distribute and consume goods and services.
- An examination of behavior related to how goods and services are acquired.
- A study of how people decide who will get the goods and services.

**Scarcity:**

- Society’s material wants are unlimited and unsatiable; economic resources are limited or scarce.  
Demand for goods and services exceeds the supply
- Material wants means that consumers want to obtain products that provide utility.  
Necessity vs. wants      Wants multiply over time with new products and incomes  
Human wants tend to be unlimited, but human, natural, and capital resources are limited
- Resources are materials from which goods and services are produced. Four types of resources are:

<p><b>Land</b>—All Natural Resources</p> <ul style="list-style-type: none"> <li>• Fields</li> <li>• Forests</li> <li>• Sea</li> <li>• Mineral deposits</li> <li>• Gifts of nature</li> </ul> <p><b>Capital</b>—Means of production</p> <ul style="list-style-type: none"> <li>• factories</li> <li>• office buildings</li> <li>• machinery</li> <li>• tools and equipment</li> <li>• use of technology</li> <li>• use of available information</li> </ul> <p>• <b>Resource Payments</b>—note the special terms used</p> <p><b>Land</b>-Rent      <b>Labor</b>-wages and salaries      <b>Capital</b>-Interest      <b>Entrepreneurship</b>-Profit</p>	<p><b>Labor</b>— Human Resources</p> <ul style="list-style-type: none"> <li>• Manual</li> <li>• Clerical</li> <li>• Technical</li> <li>• Professional</li> <li>• Managerial</li> </ul> <p><b>Entrepreneurship</b>— a particular type of human resource</p> <ul style="list-style-type: none"> <li>• <u>business innovator</u></li> <li>• <u>sees opportunity</u> to make profit</li> <li>• <u>uses</u> unexploited raw materials</li> <li>• <u>takes risk</u> with new product or process</li> <li>• <u>brings together</u> land, labor, capital</li> </ul>
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**Economic Efficiency**—Using limited resources to derive the maximum satisfaction and usefulness

- Full employment and full production must be realized to achieve this goal

**Full Employment**

All available resources used  
Employment for all willing and able  
No idle capital  
No idle arable land

**Full Production**

Resources used to maximize satisfaction  
Allocative Efficiency—resources used to produce society’s most wanted goods & services.  
Productive Efficiency—goods & services are produced in least costly ways.

**Think About This!**

1. Evaluate: “If resources were unlimited and freely available, there would be no subject called Economics”.
2. Analyze: “Wants are not insatiable. I can prove it. I get all the coffee I want to drink every morning at breakfast”.

## Production Possibility Tables and Curves

• **PPC is an economic model to demonstrate opportunity costs and tradeoffs.** The curve diagrams the various combinations of goods/services an economy can produce when all productive resources are employed. • There are 4 assumptions regarding the model:

Efficiency: full employment and productive efficiency

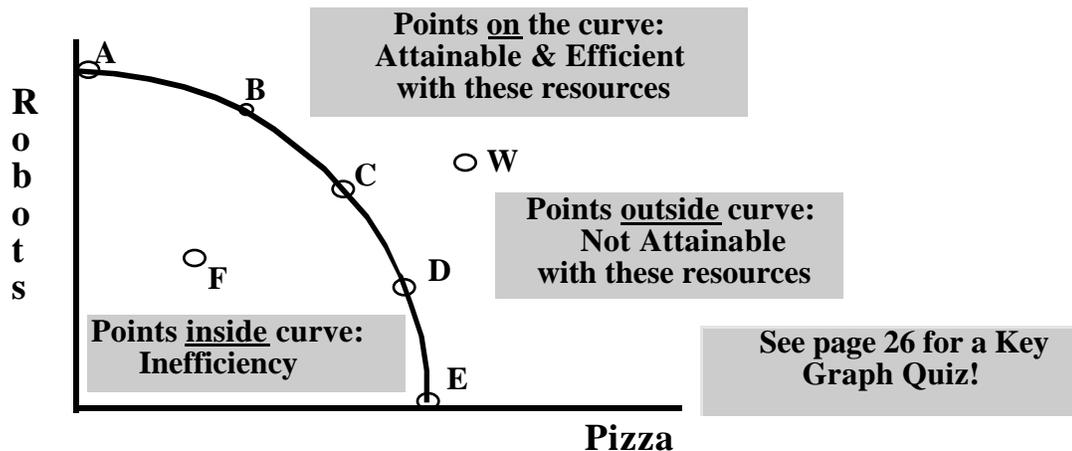
Fixed Resources: no more available, but they are shiftable

Fixed Technology: state of technology does not change in the period

Two Products: producing just two products (hypothetical, of course)

• Necessity of Choice is created. Limited Resources means a Limited Output.

TABLE:	A	B	C	D	E
PIZZA (000,000)	0	1	2	3	4
ROBOTS (000)	10	9	7	4	0



• **Each point on the curve represents some maximum output of any two products.** Limited resources (or supplies of the specific resource to produce the goods shown) will make any combination lying outside of the curve unattainable.

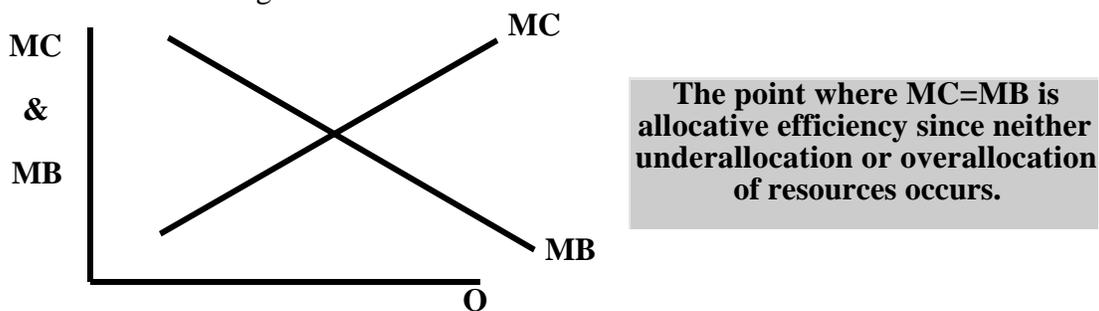
• **Choice** is reflected in the need for society to **select among the various attainable combinations** lying on the curve.

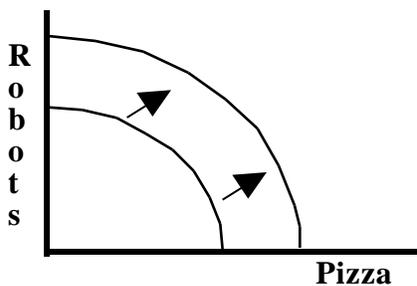
• **The concave shape of the curve implies the notion of opportunity costs, defined, as some amount of one good must be sacrificed to obtain more of the other.** The amount of robots, which must be foregone or given up to get another unit of pizza, is the opportunity cost of that unit. The slope of the PPC curves becomes steeper as we move from A to E. The reason lies in the fact that economic resources are not completely adaptable. This curved line shows the adaptability and increasing opportunity cost. A straight line would mean constant opportunity cost.

• Points inside the curve may signal unemployment or underemployment of labor and other resources.

• Points outside the curve are unattainable with the available resources. More resources or higher productivity is needed to the curve to include those points outside the curve.

• **Allocative Efficiency** (or determining the best or optimal output-mix) will relate to the concept of Marginal Cost versus Marginal Benefit.





• **Economic growth** (and a movement outward of the curve) occurs because of expanding resource supplies, improved resource quality, and technological advances. These stimuli might include new discoveries of raw materials (diamonds in Australia, or oil on the North Slope of Alaska), improving the educational level or training of labor (Job Corps or company-sponsored job training), and new technology (robots in factories or the microchip).

New TABLE:	A'	B'	C'	D'	E'
PIZZA (000,000)	0	2	4	6	8
ROBOTS (000)	14	12	9	5	0

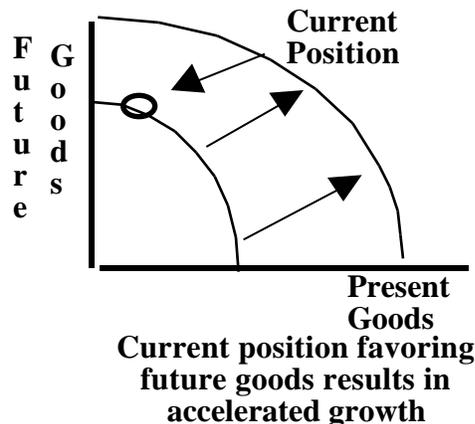
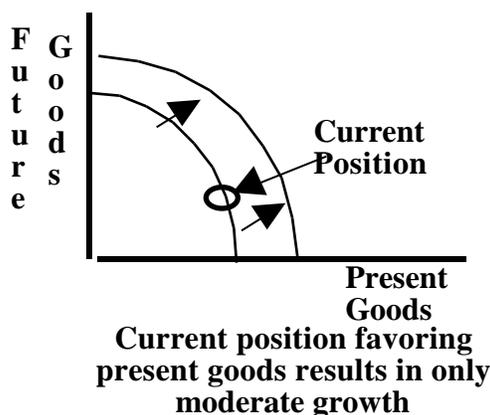
• **Consumer Goods vs. Capital Goods:**

Consumer goods directly satisfy our wants, while capital goods satisfy indirectly since they permit more efficient production of consumer goods.

Think about what a nation must sacrifice in terms of its consumer good consumption (opportunity costs) in order to be able to add to its capacity (by currently producing capital goods) in the future.

• A current choice favoring more consumer goods will result in only a modest movement to the right in the future.

• A current choice to produce a greater portion of capital goods with the available resources can result in a greater rightward movement in the future.



• **International Trade-a Preview!**

Its own resources limit an individual nation, but through **specialization and trade**, the output limits of a nation can be increased. When nations specialize and produce a surplus of goods that use resources more efficiently (comparative advantage), they can trade for what they are not as efficient producing. This will enable a nation to obtain more goods than its PPC indicates.

**Think About This!**

1. Examine the three applications on pages 32-33 and think about the movements of the PPC.
2. Explain the effects on the PPC from these situations:
  - a. standardized test scores of high school students decline greatly
  - b. unemployment falls from 9 to 6 % of the labor force
  - c. Defense spending is reduced to allow government to spend more on health care
  - d. Society decides it wants compact discs rather than new tools for factories
  - e. A new technique improves the efficiency of extracting copper from ore
  - f. A maturing of mini baby boom generation (born 1976-1982) increases the nation's workforce

**AP Microeconomics**  
**Chapter Two p. 33-34**

**Basic Economic Questions (every economic system must answer)**

<ul style="list-style-type: none"> <li>• <b>What to Produce?</b> Allocation of the Factors of Production</li> <li>• <b>How to Produce?</b> Methods of production - capital intensive or labor intensive</li> </ul>	<ul style="list-style-type: none"> <li>• <b>How Much to Produce?</b> Quantities of goods and services</li> <li>• <b>For Whom to Produce?</b> Distribution of goods and services</li> </ul>
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**Comparisons of Economic Systems**

• **Traditional System**

questions answered by custom, habit, religion or law  
 use of trial and error, past decisions on resource allocation and production retained  
 choices are limited, change comes slowly, often with opposition  
 family values are key to social structure

Economic goals emphasized: Security, Equity

Economic goals de-emphasized: Efficiency, Freedom

• **Command System**

Central Planning Authority regulates production. Nationalization means that the government owns the factors of production.

Central planners examine historical demand and estimate future quantities.

Central planners dictate to firms the production quotas and provide the set of resources

The theoretical goal “from each according to his ability; to each according to his needs” guides the allocation of goods and services. Limited set of goods produced.

Economic goals emphasized: Price Stability, Equity, Full employment, and Security

Economic goals de-emphasized: Efficiency, Freedom, Growth of consumer goods/services

• **Market System**

Private firms produce goods and services to sell in the market. Consumers make choices based on their own needs and wants.

Private producers decide how much to produce with the economic incentive of profit maximization based on buying decisions of consumer

Private producers decide production methods in order to maximize profits.

The market (the invisible hand) results in a distribution of goods and services.

Economic goals emphasized: Efficiency, Freedom, Price Stability, Growth

Economic goals de-emphasized: Equity, Security, Full-employment

• **Mixed Market Systems**

Government acts as stabilizer of economic activity and provider of goods and services

large unions and large corporations can dominate the market

private ownership mixed with public ownership of resources and factors of production

regulation of private economy may be strong or weak

<p><b>Traditional:</b> North American Indians</p> <p><b>Mixed Market:</b> Market socialism in China relies on free markets for distribution          Sweden provides many social welfare services; high tax rates          USA mixes private property with public goods          Japan stresses cooperation and coordination between govt and bs</p>	<p><b>Command:</b> North Korea and Cuba</p>
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## The Circular Flow Model

- **Economists use the circular flow diagram to show the high degree of economic interdependence in our economy.** Money flows in one direction while goods, services, and the factors of production flow in the opposite direction.

- This simple circular flow model shows **two groups of decision-makers—households (or individuals) and businesses.** (Later government will be added). The coordinating mechanism which brings together these decisions is the market system.

- **Resource (or factor) markets** operate as the points of exchange when individuals sell their resources (land, labor, capital, and entrepreneurial ability) to businesses in exchange for money incomes. Businesses will demand these resources to produce goods and services. Prices paid for the use of resources are determined in this market, and will create the flow of rent, wages, interest and profit income to the households. Examples are hiring of workers by a business firm, savings and investments in stocks and bonds. Here the money incomes would be interest and dividends.

- **Product markets** operate as the points of exchange between consumers who use money incomes to buy these goods and services produced by businesses. Money income itself does not have value, since money must be used in exchange for the goods and services that satisfy our wants.



- **Households create the demand** for goods and services, while **businesses can fill the demand with the supply** that they produce with the resources sold. The **interaction** of demand for goods and services with the supply of available products **determines the price for the products**. The flow of consumer expenditures represents the sales revenues or receipts of the businesses. Examples are the retail stores and other outlets for products.

- **Individuals or households function as both providers of resources and as consumers of finished products.** Businesses function as buyers of resources and sellers of finished products. Each group of economic units both buys and sells.

- **Scarcity plays a role in this model** because households will only possess limited amounts of resources to supply to businesses, and hence, their money incomes will be limited. This limits their demand for goods and services. Because resources are scarce, the output of finished goods and services is also necessarily limited.

- **Limitations to this model include:**

Intrahousehold and intrabusiness transactions are ignored. Government and the financial markets are ignored. The model implies constant flow of output and income; the fact is that these flows are unstable over time. Production expends resources and human energy and can cause environmental pollution.

## Capitalism

• There really is no generally acceptable definition of “capitalism”. **A market system is sometimes described as being based on capitalism, a system in which private citizens own the factors of production.** A market economy is based on free enterprise, because businesses are allowed to compete for profit with a minimum of governmental interference.

• Both terms—**capitalism and free enterprise**—describe the US Economy. Our economy is often defined as **MIXED MARKET** due to the role that government plays. In the US, individuals are free to exchange their goods and services, use their resources as they wish, seek jobs of their own choosing, and own and operate businesses. A Free Enterprise system is one in which business can be conducted freely with only limited government interference.

• **The list of characteristics of Capitalism:**

Private property	Freedom of Enterprise and Choice
Role of Self-Interest	Competition
Markets and Prices	Limited Government

• **Consider:**

What incentives does private property give people?  
What about rights of inheritance?  
Is self-interest really selfishness?  
Are there social advantages in freedom to choose?  
What is government’s limited role? Legal framework? Regulation of business?  
Protection of consumer? Subsidizing production? Protection from foreign trade or unfair competition?

• **The other characteristics include:**

Extensive use of Capital	Specialization and Efficiency
Division of Labor	Use of Money

• **Consider:**

What if the labor force is unskilled?  
What if there are no real regional, occupational, or resource specializations?  
Why does money play an important role in a large economy?

• The market economy is very popular because of a concept called **Voluntary Exchange**. Who benefits when you buy something—you or seller? As long as the transaction involves dual benefit, the exchange will take place.

• **The market system is a means of communicating and implementing decisions concerning allocation of the economy’s resources.**

### Think About This!

1. **Evaluate these statements**

- The capitalistic system is a profit and loss economy.
- Competition is the indispensable disciplinarian of the market system.

## Competitive Market System

The theory of Capitalism must have some guidance if society desires to get what it wants in terms of goods and services. **The Competitive Market System** functions mostly efficiently because it relies on its answers to the **Five Fundamental Questions**—ideas driven by the economizing problem of scarcity:

**1. How much of a society's resources should be used?**

How much is a macro question!

**2. What is to be produced?**

Driven by costs—all costs including non-monetary opportunity costs

Driven by profits—normal and economic profits

Profits are signals to new firms to enter an industry to “catch the profits”

Losses are signals to firms to exit an industry to “cut their losses”

Consumer Sovereignty means that consumer demand drives the market because ultimately they pay and use their dollar votes to alert the sellers what is demand.

**3. How is that output to be produced?**

Organizing production covers three areas:

\* How should resources be allocated among industries?

\* What specific firms should do the producing?

\* What combinations of resources—what technology should each firm employ?

Most efficient production will mean use of available technology (combinations of resources) and the prices of the needed resources.

Most efficient production is the **least cost method**.

**4. Who is to receive the output?**

Prices perform a rationing function in the distribution of goods and services.

Distribution to those willing and able to purchase depends on the income of buyers.

Size of Income depends on supply and prices in the resource market and the quantity of resources the buyer possess.

**5. Can the system adapt to change?**

Markets are dynamic because demand and supply are constantly changing. Consumer demand shifts with tastes, incomes, and prices of other goods. Supply changes as the quantity of resources changes

Price perform a guiding function as it directs firms to see the changes that occur in both demand and supply.

Market system provides incentive for technological progress which lowers consumer prices and make more efficient use of resources. Entrepreneurs use their “dollar votes” for capital goods to spur these gains from technology.

### In summary:

- Adam Smith's idea of the “**invisible hand**” in The Wealth of Nations means that there is a unity between private and social interests.
- **Businesses** use the most efficient means of production by choosing the least-cost combination of resources in their pursuit of profit.
- **Consumers** allocate their limited income to best satisfy their own self-interest expressed as utility.
- **Efficiency, incentives and freedom** are the essential virtues of the market system.

## Specialization and Comparative Advantage

**Specialization and international trade increases the productivity of a nation's resources and allows for larger total output.**

### Why do people trade?

Both parties gain. Just as individual specialize so do nations and the result is greater output and income.

Why does a school hire a teacher who has a degree in teaching? To gain the greatest benefit for the students in their educational pursuit. The teacher teaches to satisfy a need for income and to gain a good feeling about the employment.

Why does the U.S. import bananas? U.S. farmers could grow bananas but it would be very expensive. They gain more by growing wheat and trading for bananas. Our resources are better suited to growing wheat so we specialize.

### What is comparative advantage?

**Comparative Advantage is the ability to produce an item at a lower opportunity cost.** Resources are scarce, so that one can only produce more of one product by taking the resources away from another.

Example with data:

**Chipland and Entertainia** are the two nations that currently produce their own Computer Chips and CD Players.

#### Production without Trade

Product	Chipland	Entertainia
1 Computer Chip	5 hours	24 hours
1 CD Player	10 hours	12 hours
<b>Total</b>	<b>15 hours</b>	<b>36 hours</b>

Note that **Chipland uses less time** (15 hours) to produce both and **Entertainia uses more time** (36 hours) to produce both. **Chipland enjoys an Absolute Advantage**, an ability to produce an item with fewer resources.

#### Why would Chiplate care about trade?

#### Opportunity Cost of production

	Chipland	Entertainia
1 Computer Chip	1/2 CD Player	2 CD Players
1 CD Player	2 Computer Chips	1/2 Computer Chip

**The table shows that Chiplate has a comparative advantage in Computer Chip production while Entertainia has the comparative advantage in the production of CD Players.**

**These nations can benefit from trade.**

#### Production With Trade

Chipland		Entertainia	
1 Computer Chip for Chiplate	5 hours	1 CD Player for Entertainia	12 hours
1 Computer Chip for Entertainia	5 hours	1 CD Player for Chiplate	12 hours
<b>Total</b>	<b>10 hours</b>	<b>Total</b>	<b>24 hours</b>

### In summary:

**Specialization based on comparative advantage improves global resource allocation. The same total inputs of world resources and technology result in a larger global output.**

**Read the example in text about Mexico and USA and production of Avocados and Soybeans, all of these examples work the same way: where is the least opportunity cost?**

## Markets and Prices

### Product Markets:

A product market is the different transactions through which finished goods and services are exchanged for consumption expenditures.

In the circular flow diagram, the flow of products from businesses to consumers constitutes the product market.

Businesses are the suppliers of the products and households are the demanders for the products. Sellers of consumer goods and services meet those who want to buy finished goods and services.

### Factor Markets:

A factor market involves businesses and the resources they need to purchase to produce goods and services.

In the consumer flow diagram, the resources owned by households are exchanged with businesses for income.

Businesses are the demanders of the resources and households are the suppliers of the resources. The sellers of land, labor, capital and entrepreneurship meet the people who need their resources.

**In both markets, buyers and sellers determine certain price and certain quantity that are mutually acceptable.**

## DEMAND

**Demand is one side of a product or factor market.**

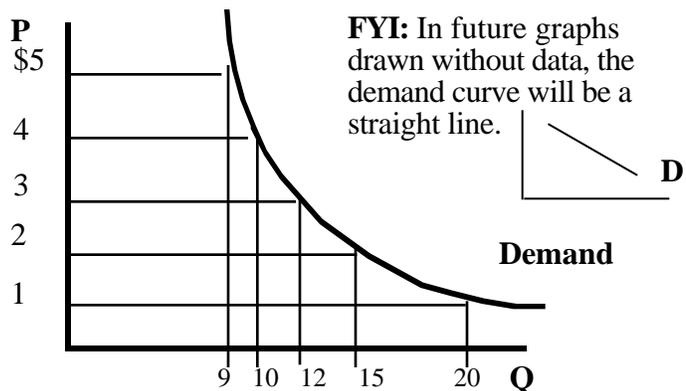
The buyers (business in factor, households in product) exhibit both willingness and ability to purchase goods and services. Their willingness and ability to purchase vary in response to price.

**Demand is a record of how people's buying habits change in response to price. It is a whole series of quantities that consumers will buy at the different prices level at which they will make these purchases.**

Hence, a demand schedule:

PRICE	QUANTITY
\$ 5	9
4	10
3	12
2	15
1	20

Next, a demand curve can be derived. The axes of the graph are price (vertical) and quantity (horizontal). Each price and quantity pair becomes a pair of coordinates for a demand curve.



### Foundation of the Law of Demand

For most goods and services, demand tendencies are predictable. **As the price goes down, quantity goes up.** This inverse relationship is called the **law of downward -sloping demand**.

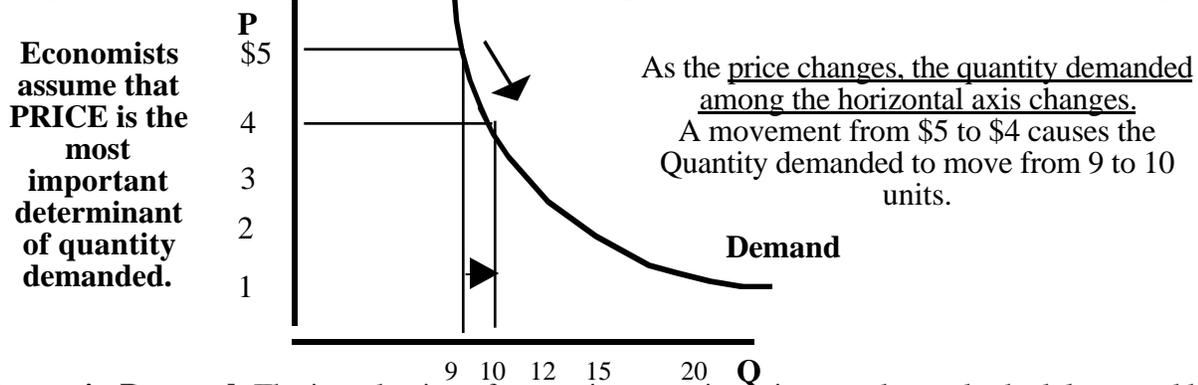
Three arguments to apply for the reasoning behind this law are:

- Price is an obstacle to most and it makes sense to buy less at higher prices. The fact of “sales” is the key.

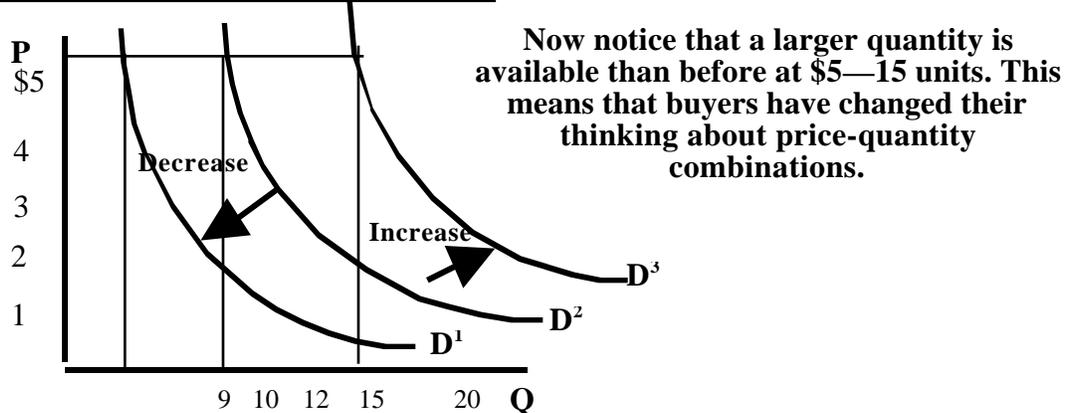
- In any time period, consumer will derive less satisfaction (utility) from each successive unit of a good consumed. This is Diminishing Marginal Utility. Marginally, that is, each successive unit brings less utility and consumer will only buy more at lower prices.

- At higher prices, consumers are more willing and able to look for substitutes. The substitution effect suggests that at a lower price, consumers have the incentive to substitute the cheaper good for the more expensive.
- A decline in the price of a good will give more purchasing power to the consumer and he can buy more now with the same amount of income. This is the income effect.

**Changes in Quantity demanded: Movement along the same demand curve caused by a change in Price!**



**Change in Demand: The introduction of new price-quantity pairs on a demand schedule caused by a change in one or several demand determinants. The entire demand curve moves (left or right) to a new position because a different demand schedule was written.**



**What causes these changes?**

**Non-price determinants of demand are:**

- 1) **Change in Income**--having more or less to spend affects individual demand schedules. For normal goods, an increase in income leads to a rightward shift in the demand curve. For inferior goods, an increase in income leads to a leftward shift since these are usually low-quality items that people will avoid when they have more to spend.
- 2) **Change in taste and preference**--the use that a good or service provides can easily change and affect demand. What was once perceived as useful or useless, stylish or ugly, healthy or dangerous now can become its opposite.
- 3) **Change in Price of Complementary goods**--the linkage of products' demand because they "work" with each other can affect demand for each
- 4) **Change in Price of Substitutes**--when the prices of or preference for a substitute changes, demand for both products will change.
- 5) **Change in Number of buyers** --demand depends on the size of the market.
- 6) **Change in Price Expectations of Buyers**—purchases may be postponed or rushed dependent on the expectations of future price changes

**This discussion has concentrated on the individual buyer's demand for a good or service. By summing up all quantities demanded by buyers at each of the prices, we create the market demand for the good or service.**

## SUPPLY

**Supply is also one side of a product or factor market.**

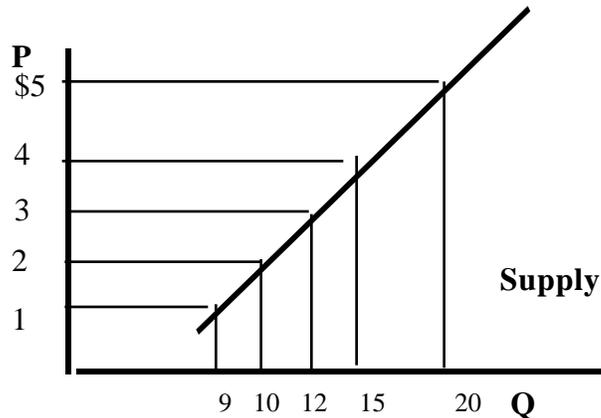
The sellers (business in product, households in factor) are selling finished goods or resources.

**Supply is the amount of goods and services that businesses are willing and able to produce at different prices during a certain period of time.** Supply is a record of how business's production habits change in response to price. It is a whole series of quantities that businesses will offer at the different price levels.

Hence, a supply schedule:

PRICE	QUANTITY
\$ 5	20
4	15
3	12
2	10
1	9

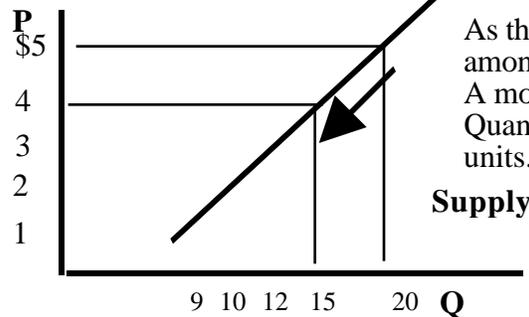
Next, a supply curve can be derived. The axes of the graph are price (vertical) and quantity (horizontal). Each price and quantity pair becomes a pair of coordinates for a supply curve.



For most goods and services, supply tendencies are predictable. **As the price goes down, quantity offered decreases.** From a business perspective, profit-seeking activities by businesses are logical. Hence, sellers will pull back from a market where prices are low. **This direct relationship is called the law of upward-sloping supply.**

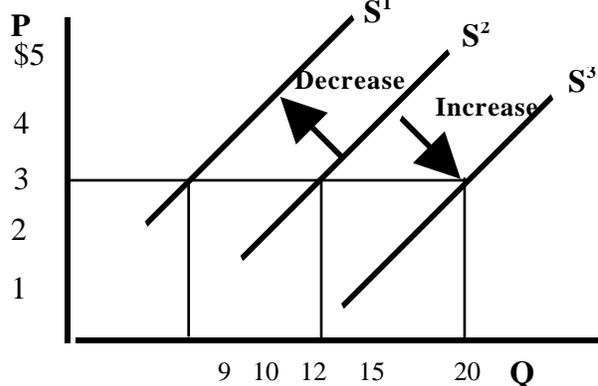
**Changes in Quantity supplied:** Movement along the same supply curve caused by a change in Price!

**Economists assume that PRICE is the most important determinant of quantity supplied.**



As the price changes, the quantity supplied among the horizontal axis changes. A movement from \$5 to \$4 causes the Quantity supplied to move from 20 to 15 units.

**Change in Supply:** The introduction of new price-quantity pairs on a supply schedule caused by a change in one or several supply determinants. The entire supply curve moves (left or right) to a new position because a different supply schedule was written.



**Now notice that a larger quantity is available than before at \$3—20 units. This means that sellers have changed their thinking about price-quantity combinations.**

### What causes these changes?

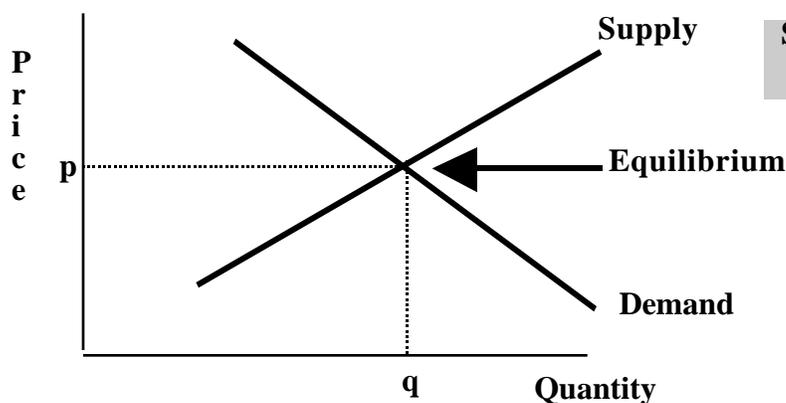
#### The non-price determinants of supply are:

- 1) **Changes in resource prices**--most important and most typical reason for change. The price of ingredients and other capital goods, rent or labor could rise or fall. New technology could make productions more or less expensive. The law could relate to minimum wage or taxes.
- 2) **Changes in Prices of Goods that use same Resources**—a demand for a specific resource is increased when other producers bid up the price in response to increased demand for their product
- 3) **Change in Technology**—new innovations in capital resources can change the average cost of production.
- 4) **Changes in Taxes and Subsidies**—taxes increase costs; subsidies lower costs.
- 5) **Change in Price Expectations**--producers' confidence in the future, difficult to quantify or justify
- 6) **Numbers of Sellers**--businesses enter and exit a market regularly based on a variety of reasons. More or less producers will affect the supply of the product..

**This discussion has concentrated on the individual seller's supply of a good or service. By summing up all quantities supplied by sellers at each of the prices, we create the market supply for the good or service.**

### ACHIEVING EQUILIBRIUM

The prices at which both demand and supply curves intersect is the **equilibrium price**.



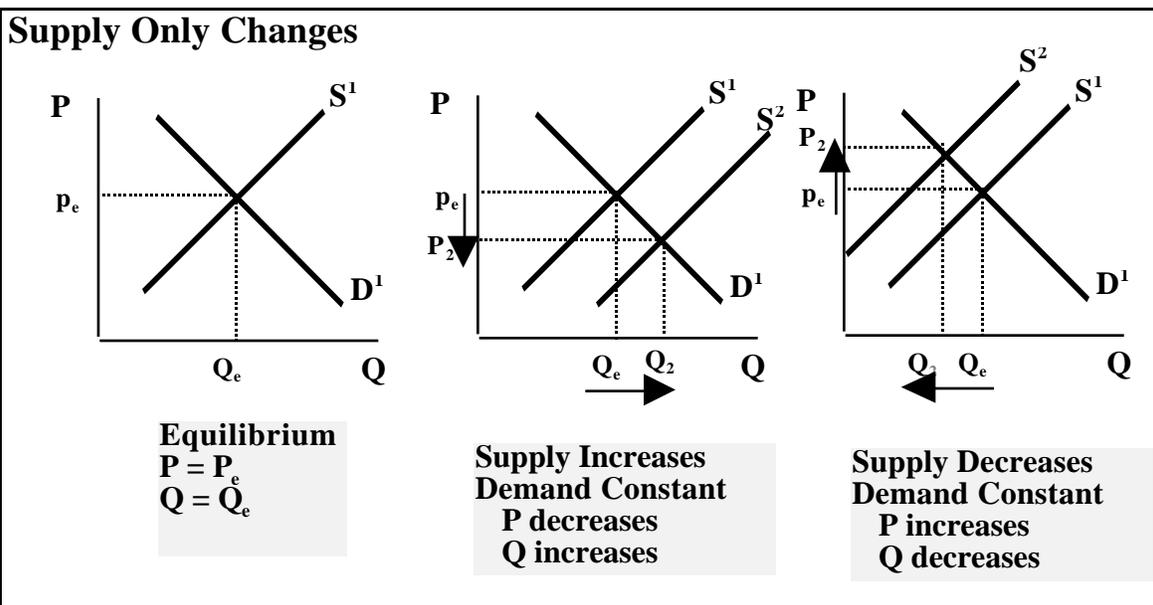
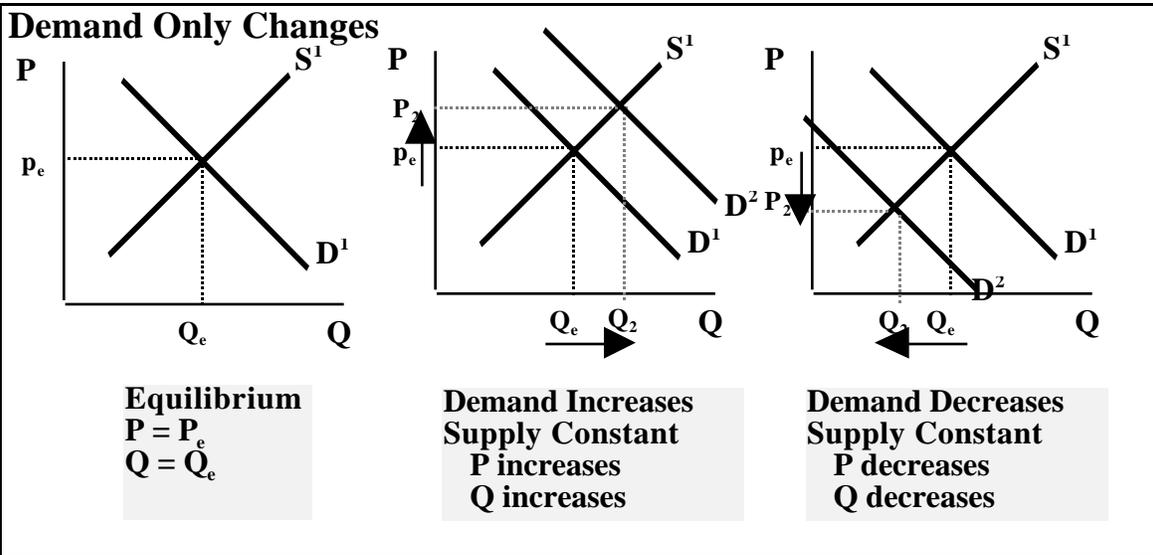
**Equilibrium** is the price toward which market activity moves.

If the market price is below equilibrium, the individual decisions of buyers and sellers will eventually push it upward. If the market price is above equilibrium, the opposite will tend to happen.

Depending on market conditions, immediately or in the future, price and quantity will move toward equilibrium as **buyers and sellers intuitively and logically carry out the laws of demand and supply**.

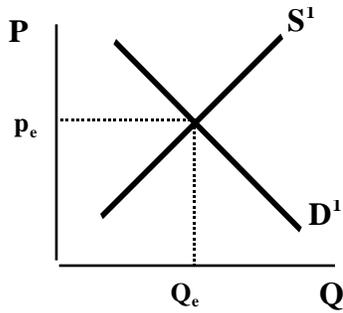
- **The ability of the competitive forces of demand and supply to establish a price at which selling and buying decisions are consistent is called the Rationing Function of Prices.**

**Changes in Supply, Demand and Equilibrium**

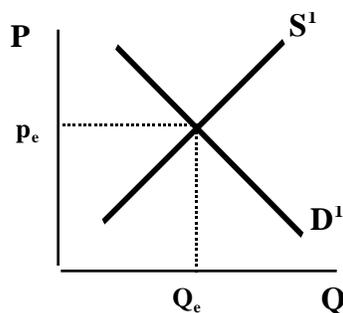


Specific demand and supply curves show relationships between price and quantity, other things equal. If prices increase and quantity demanded increases, be aware that some other thing (like a change in taste and preference) may have caused the greater quantity. This is not a violation of the law of demand. See example on page 54.

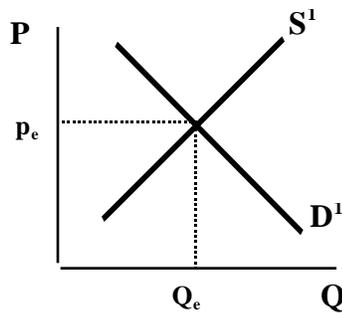
**Complex Cases**— you draw the scenarios given and show the effect on P and Q! Be careful to change D and S by the same distance—remember this is the theory! Be aware of Prices or Quantity Change as Indeterminate!



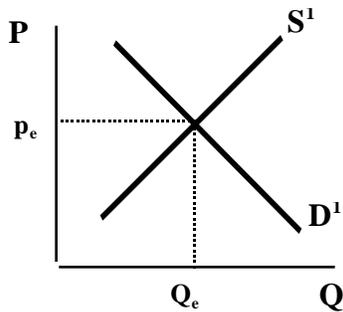
**Equilibrium**  
 $P = P_e$   
 $Q = Q_e$



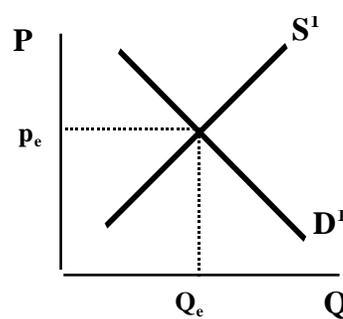
**Demand Increases  
 Supply Increases**  
 P \_\_\_\_\_  
 Q \_\_\_\_\_



**Demand Decreases  
 Supply Decreases**  
 P \_\_\_\_\_  
 Q \_\_\_\_\_



**Demand Decreases  
 Supply Increases**  
 P \_\_\_\_\_  
 Q \_\_\_\_\_



**Demand Increases  
 Supply Decreases**  
 P \_\_\_\_\_  
 Q \_\_\_\_\_

**This chart will summarize the effects on  $P_e$  and  $Q_e$**

Change in Supply	Change in Demand	Effect on $P_e$	Effect on $Q_e$
Increase	Increase		
Decrease	Decrease		
Increase	Decrease		
Decrease	Increase		

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**Elasticity**

is a measure of how much buyers and sellers **respond to changes** in market conditions.

allows us to analyze supply and demand with greater precision.

**Price elasticity of demand**

is the **responsiveness of consumers to a change in the price of a product**

The price elasticity of demand is **computed** as:

$$E_d = \frac{\text{percentage change in the quantity demanded}}{\text{the percentage change in price.}}$$

$$E_d = \frac{\text{in } Q}{Q} \div \frac{\text{in } P}{P}$$

Q and P are the original amounts

Be sure to use absolute values and ignore the — sign; useful for comparing different products.

**Interpretation of  $E_d$ :** see graphs on page 20

- **Inelastic Demand**—% Quantity demanded does not respond strongly to price changes.  $E_d$ : is less than one.
- **Elastic Demand**—% Quantity demanded responds strongly to changes in price.  $E_d$ : is more than one.
- **Perfectly Inelastic**—% Quantity demanded does not respond to price changes at all.
- **Perfectly Elastic**—% Quantity demanded changes infinitely with any change in price.
- **Unit Elastic**—% Quantity demanded changes by the same percentage as the price.  $E_d$ : is equal to one.

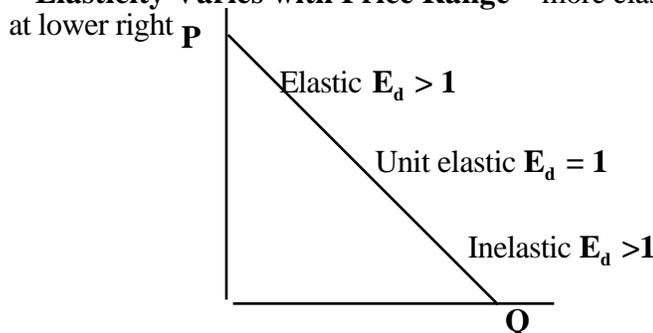
**Demand tends to be more elastic . . .**

- if the good is a luxury.
  - the longer the time period.
  - the larger the number of close substitutes.
  - the more narrowly defined the market.

**Demand tends to be more inelastic . . .**

- if the good is a necessity.
  - the shorter the time period.
  - the fewer the number of close substitutes.
  - the more broadly defined the market.

**Elasticity Varies with Price Range**—more elastic toward top left; less elastic at lower right



**Slope does not measure Elasticity**—slope measures absolute changes; elasticity measures relative changes.

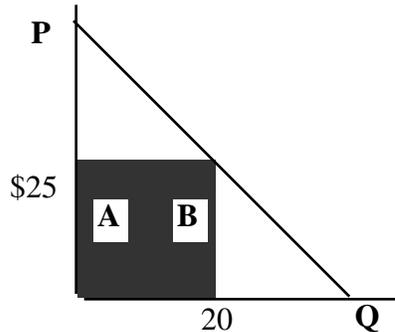
## Total Revenue Test for Elasticity

Total Revenue is the amount the seller receives from the buyer from the sale of a product;  $P \times Q = TR$

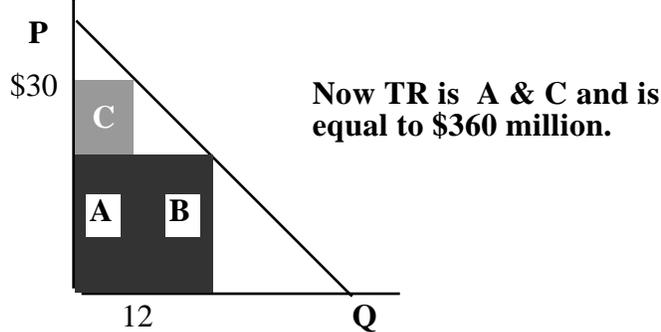
Elasticity and total revenue are related; observe the effect on total revenue when product price changes

• In 1992 people purchased about 20 million videos of Walt Disney's Beauty and the Beast at a price of about \$25.

Total Revenue (A & B) was \$500 million.



• Suppose the price increases, causing Q to drop.

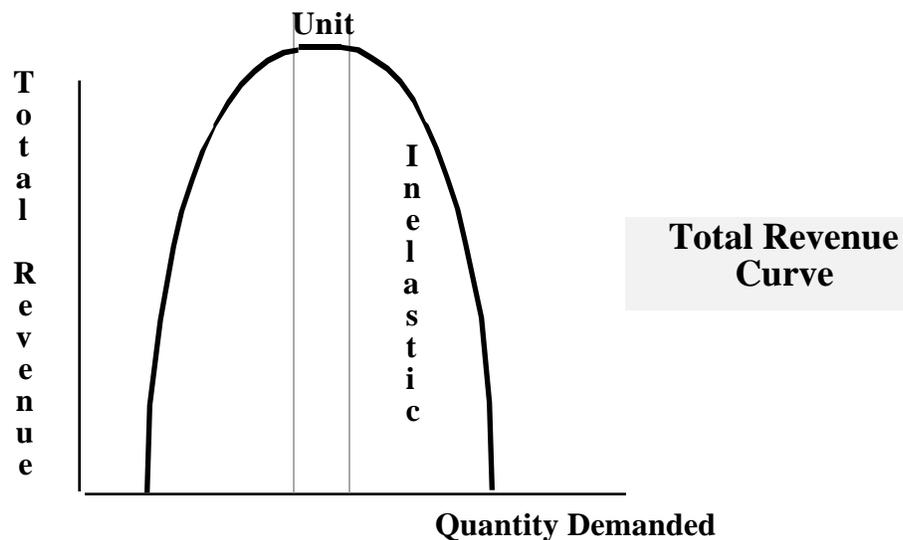


Now TR is A & C and is equal to \$360 million.

If demand is **elastic**, then a decrease in price will increase total revenue; an increase in price will decrease total revenue.

If demand is **inelastic**, then a decrease in price will reduce total revenue; an increase in price will increase total revenue.

If demand is **unit elastic**, any change in price will leave total revenue unchanged.



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**Elasticity of Supply ( $E_s$ )** - measures the responsiveness of quantity supplied to changes in price of the good.

$$E_s = \frac{\text{percentage change in quantity supplied}}{\text{percentage change in price}}$$

$$E_s = \frac{\% \text{ in } Q_s}{\% \text{ in } P} \quad \text{Law of Supply tells us this number is generally positive.}$$

**Interpretation of  $E_s$ :** see graphs on page 21

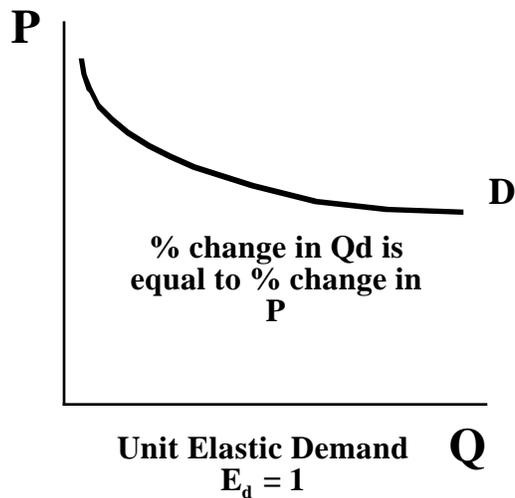
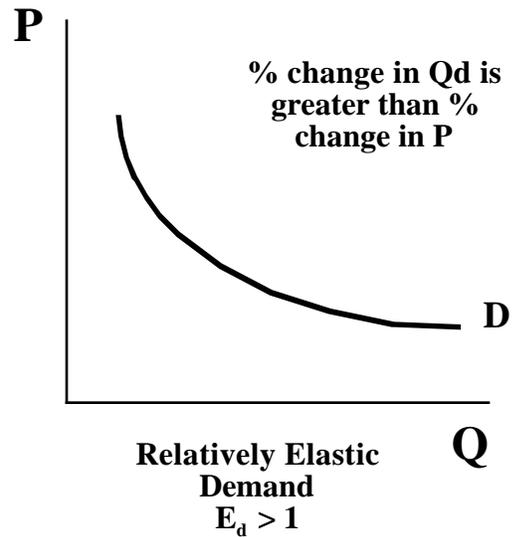
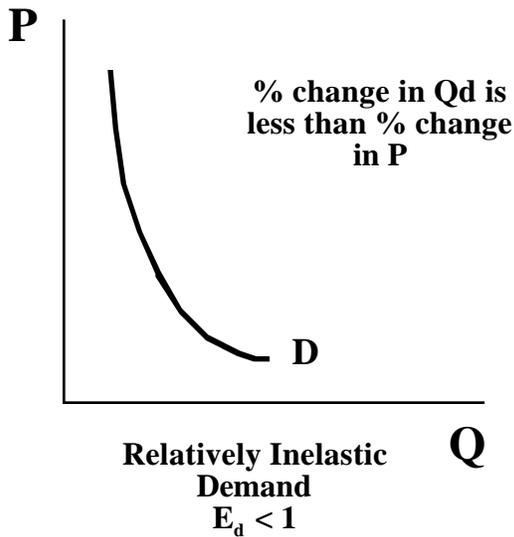
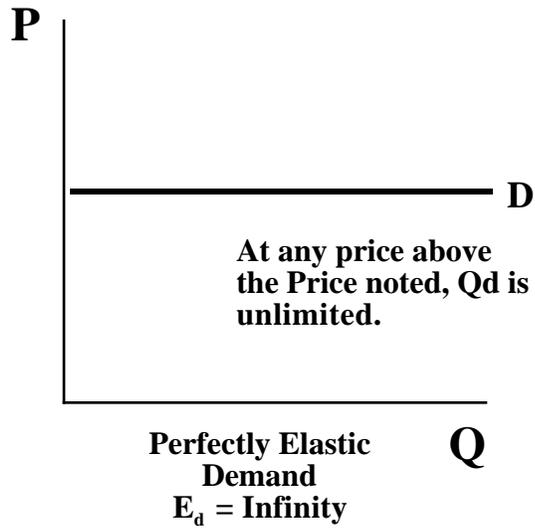
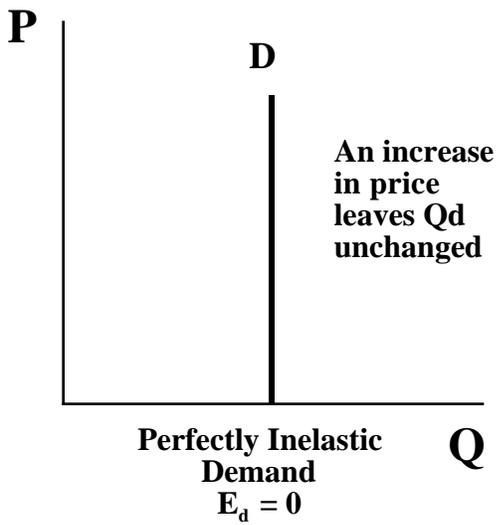
- **Inelastic Supply**—% Quantity supplied does not respond strongly to price changes.  $E_s$  is less than one.
- **Elastic Supply**—% Quantity supplied responds strongly to changes in price.  $E_s$  is more than one.
- **Perfectly Inelastic**—% Quantity supplied does not respond to price changes at all.
- **Perfectly Elastic**—% Quantity supplied changes infinitely with any change in price.
- **Unit Elastic**—% Quantity supplied changes by the same percentage as the price.  $E_s$  is equal to one.

More (or less) elastic supply says that the firms can change supply in larger (or smaller) quantities when price changes.

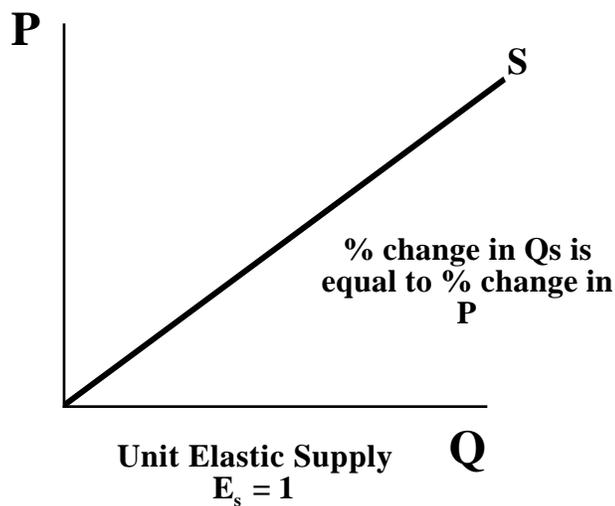
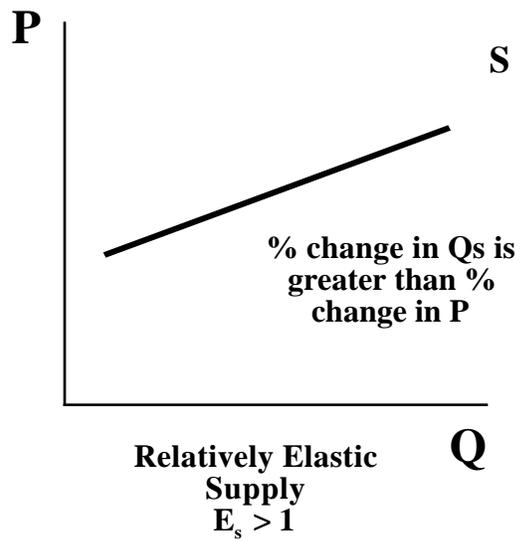
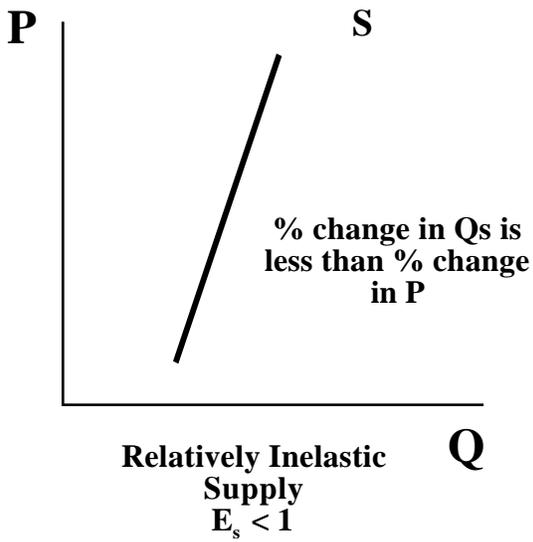
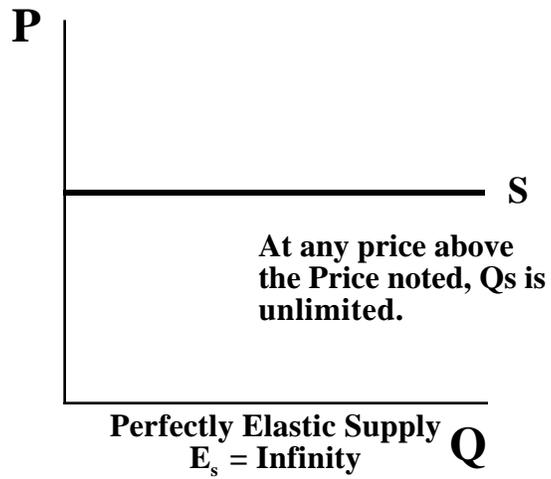
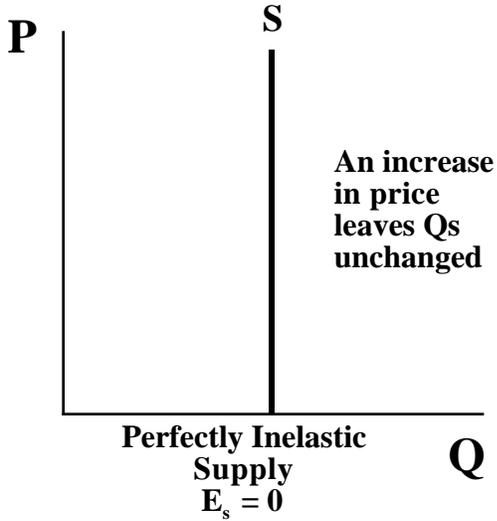
- Generally, *anything* that can effect a firm's ability to change production easily will effect the elasticity of supply.
- the **market period** occurs when the time immediately after a change in price is too short for producers to respond with a change in quantity supplied. The supply will be perfectly inelastic-supply is fixed and there is no response to the price change.
- the **short run** implies that the plant capacity will be fixed, but variable costs (labor, materials) can be added to increase production if price rises. Supply will have some degree of elasticity depending on the mix of resource needed to produce, since there can be some change in response to the price change.
- the **long run** is a time period long enough for the firm to adjust both its fixed plant capacity as well as variable resources. The ability to be responsive means that a smaller price rise can bring forth a larger output increase than in the short run.

**To consider: what would the supply curve of Picasso paintings look like?**

**A Variety of Demand Curves showing different elasticities**



**A Variety of Supply Curves showing different elasticities**



**Government-controlled prices:**

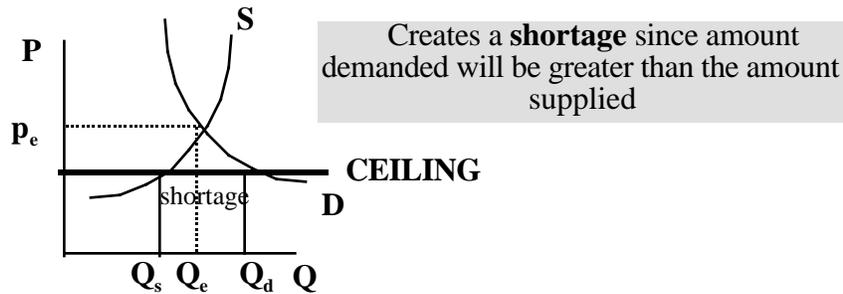
Not all markets are allowed to function freely. Supply and Demand may result in prices that are unfair to buyers or to sellers. **Government may set a price and it may differ from the equilibrium price that the market sets.**

This action will **interfere with the “clearing function”** which equilibrium conditions create. A shortage (as in the case of a price that is below equilibrium) or a surplus (as in the case of a price that is above equilibrium) is the result of these government price setting actions.

• Economic behavior does not change when price floors and ceilings are set. **People will continue to make their best choices as they respond to the changes that alter the costs and benefits of the decision.** Since people make decisions usually in predictable ways, we can predict consequences of the price-setting laws.

**Price Ceilings**

A maximum legal price below the equilibrium price



**Examples:** essential goods, rent controls, interest rates, price controls

Read examples p. 387-388

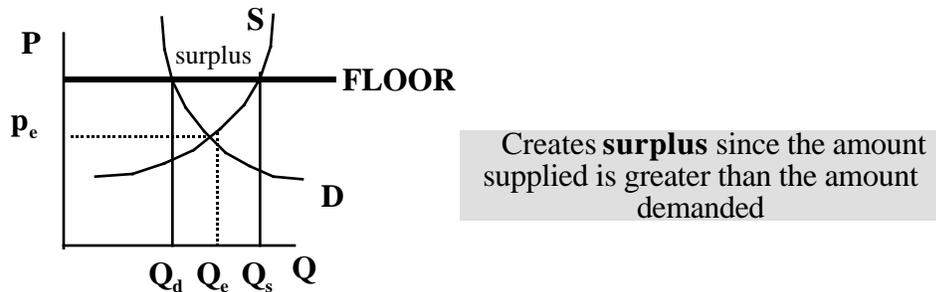
**Solutions to alleviate shortage?**

- First-come/first-served
- Rationing
- favoritism
- black markets

**Price Floors**

A minimum legal price above equilibrium price

Supported by authority like government



**Examples:** minimum wage, price supports on agricultural products

**Solutions to alleviate surplus?**

- Government give-away programs
- Incentive not to plant crops

The use of price floors and ceilings is a cost-benefit dilemma-both anticipated and unanticipated benefits and costs result. Rent controls may discourage housing construction and repair or interest-rate ceilings may deny credit to low-income families.

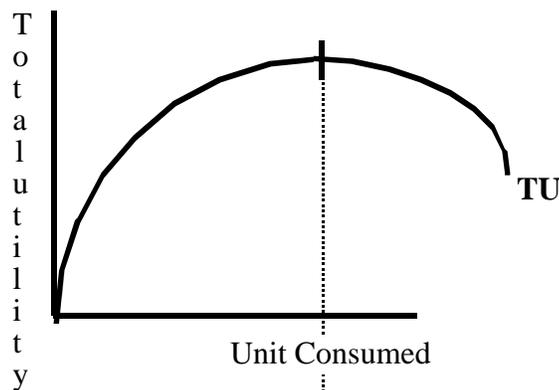
### Explanations of the Law of Demand

1. **The Income and Substitution Effect** combine to make a consumer able and willing to buy more of a specific good at a low price than at a high price.

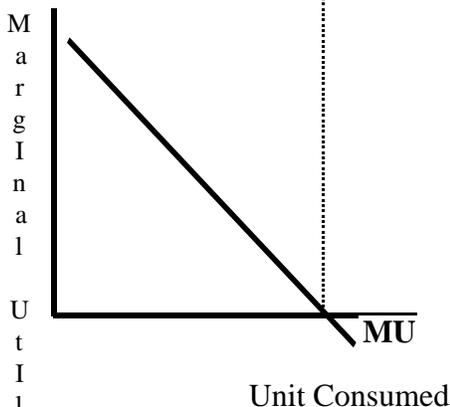
- **Income effect** is the Impact on a consumer's real income of a change in the price of a product and consequently the quantity of the produce demanded. When the price of a good decreases, people can buy more with the same income. We buy more with the same income.
- **Substitution effect** is the Impact has on its relative expansiveness of a change in the product's price and consequently on the quantity demanded. When the price decreases, the good is less expensive relative to other similar goods. We substitute with the now lower priced good.

2. **Law of Diminishing Marginal Utility** can be stated as the more a specific product consumer obtain, the less they will want more units of the same product.

- **Utility** is want-satisfying power— it is the satisfaction or pleasure one gets from consuming a good or service. This is subjective notion. How?
- **Total Utility** is the total amount of satisfaction or pleasure a person derives from consuming some quantity
- **Marginal Utility** is the **EXTRA** satisfaction a consumer realizes from an additional unit of that product.



**Total Utility** increases at a diminishing rate, reaches a maximum and then declines.



**Marginal Utility** diminishes with increased consumption, becomes zero where total utility is at a maximum, and is negative when Total Utility declines.

See Key Graph p. 396 in Text.

**When Total Utility is at its peak, Marginal Utility is becomes zero.** Marginal Utility reflects the change in total utility so it is negative when Total Utility declines.

**Theory of Consumer Behavior**

**Consumer Choice and Budget Restraints**

- Rational Behavior—derive the greatest satisfaction
- Preferences—based on marginal utility
- Budget Restraints—money income is limited
- Prices—signal scarcity, consumer must compromise

**Utility-Maximizing Rule—Consumer Equilibrium**

- The consumer’s money income should be allocated so that the last dollar spent on each product purchased yields the same amount of marginal utility.
- The rational consumer must compare the extra utility with its added cost.

**Utility-Maximizing with Income of \$10**

Units	Product A \$1		Product B \$2	
	MU or utils	MU/\$	MU or utils	MU/\$
First	10	10	24	12
Second	8	<b>8</b>	20	10
Third	7	7	18	9
Fourth	6	6	16	<b>8</b>
Fifth	5	5	12	6
Sixth	4	4	6	3
Seventh	3	3	4	2

**Allocation Rule:** consumer will maximize satisfaction when he allocates money income so that the last dollar spent on A, on B, etc. will yield equal amounts of marginal utility.

$$\frac{\text{MU of Product A}}{\text{Price of A}} = \frac{\text{MU of Product B}}{\text{Price of B}}$$

**How many of A and how many of B? What is the combinations of A and B that can be had with \$10?**

**Answer: 2 units of A and 4 units of B**

$$\frac{\text{MU of Product A}}{\text{Price of A}} = \frac{\text{MU of Product B}}{\text{Price of B}}$$

$$\frac{8}{\$1} = \frac{16}{\$2}$$

**Think About this!**

Reading the applications and extensions on page 402-404, think in terms of marginal utility and consumer choice.

In the last decade or so there has been a dramatic expansion of small retail convenience stores (7-Eleven, Qt’s, Casey’s for example), although their prices are generally higher than those at large supermarkets. Can you explain their success?

### Costs of Production

All firms incur costs and those costs help determine how much a firm will produce as well as how high the price of the good or service will be. The area of economics which deals with production and pricing decisions firms make as well as other conditions in markets is called *Industrial Organization*.

#### What are Costs?

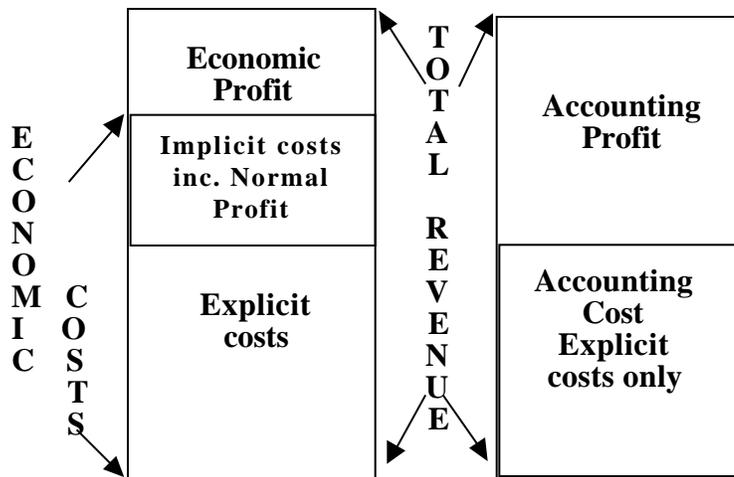
**The goal of a firm is to maximize its Profits. Profits are Total Revenue minus Total Costs. Total Revenue is Price times Quantity.**

- **ECONOMIC COSTS**—payments a firm must make, or income it must pay to resource suppliers to attract those resources from alternative uses. This would mean all the opportunity costs.
- **EXPLICIT** payments to outsiders for labor, materials, services, fuel, transportation services, power, etc. Usually means an outlay of money.
- **IMPLICIT** costs of self-owned, self-employed resources

**ACCOUNTING PROFIT**  
Revenues — Explicit Costs

**ECONOMIC PROFIT**  
Revenue—Explicit and Implicit Costs

**Economic Profit is often called “the pure profit”.** It keeps the entrepreneur in place and is the real reward for the risk-taking aspect of Entrepreneurship.



#### Short Run—FIXED PLANT

Period of time too brief for firm to alter its plant capacity  
Output can be varied by adding larger or smaller amounts of labor, materials, and other resources.

Existing plant capacity can be used more or less intensively

#### Long Run—VARIABLE PLANT

Period of time extensive enough to change the quantities of ALL resources employed, including plant capacity.

Enough time for existing firms to dissolve and exit the industry OR for new firms to form and enter the industry.

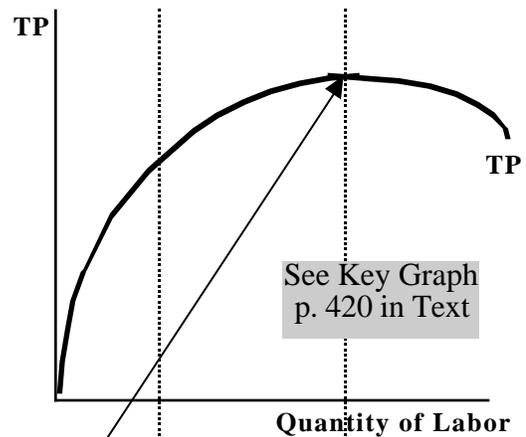
### Short Run Relationships

Terms	
<b>Total Product</b>	<ul style="list-style-type: none"> <li>total quantity or total output of a good produced</li> </ul>
<b>Marginal Product</b>	<ul style="list-style-type: none"> <li>extra output or added product associated with adding a unit of a variable resource</li> <li><math>\frac{\text{change in total product}}{\text{change in labor input}}</math> OR <math>\frac{\text{in TP}}{\text{in labor input}}</math></li> </ul>
<b>Average Product</b>	<ul style="list-style-type: none"> <li>the output per unit of input, also called labor productivity</li> <li>equals <math>\frac{\text{total product}}{\text{units of labor}}</math></li> </ul>

### Law of Diminishing Returns

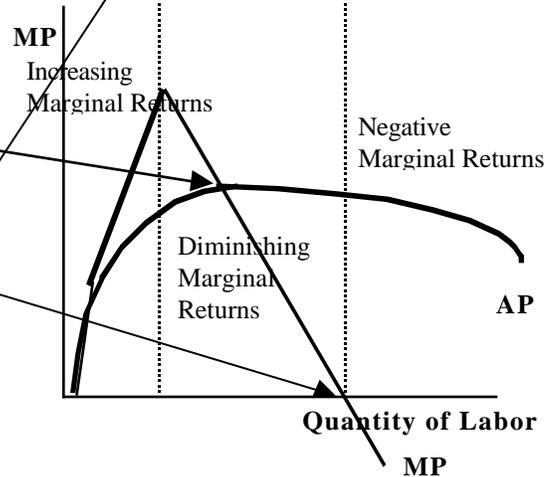
as successive units of a variable resource are added to a fixed resource beyond some point the extra or the marginal product will decline  
if more workers are added to a constant amount of capital equipment, output will eventually rise by smaller and smaller amount.

(1) Units of a variable resource (labor)	(2) Total Product	(3) Marginal Product in 2 / in 1	(4) Average Product 2 / 1
0	0		-----
1	10	10 Increasing Marginal Returns	10
2	25	15	12.5
3	45	20 Diminishing Marginal Returns	15
4	60	15	15
5	70	10	14
6	75	5 Negative Marginal Returns	12.5
7	75	0	10.71
8	70	-5	8.75



Note that the marginal product intersects the average product at its maximum average product.

When the TP has reached its maximum, the MP is at zero. As TP declines, MP is negative.



### Short Run Costs

**FIXED COSTS** costs which in total do not vary with changes in the output; costs which must be paid regardless of output; constant over the output

examples—interest, rent, depreciation, insurance, management salary

**VARIABLE COSTS** costs which change with the level of output; increases in variable costs are not consistent with unit increase in output; law of diminishing returns will mean more output from additional inputs at first, then more and more additional inputs are needed to add to output; easier to control these types of costs

examples—material, fuel, power, transport services, most labor

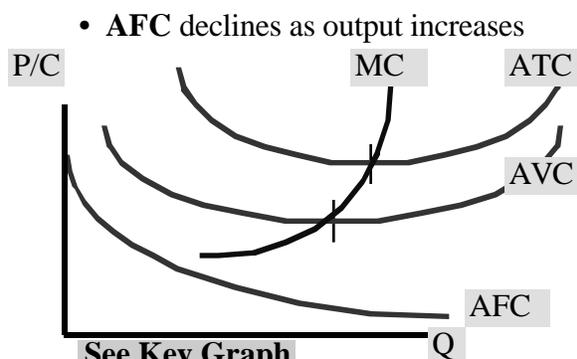
**TOTAL COSTS** are the sum of fixed and variable. Most opportunity costs will be fixed costs.

**PER UNIT OR AVERAGE COSTS** can be used to compare to product price

$$AFC = TFC/Q \quad AVC = TVC/Q \quad ATC = TC/Q \quad (\text{or } AFC + AVC)$$

**MARGINAL COSTS** the extra or additional cost of producing one more unit of output; these are the costs in which the firm exercises the most control

$$MC = \text{Change in } TC / \text{Change in } Q$$



- AFC declines as output increases

- AVC declines initially, then reaches a minimum, then increases (a U-shaped curve)

- ATC will be U-shaped as well

- MC declines sharply, reaches a minimum and then rises sharply.

- MC intersects with AVC and ATC at minimum points

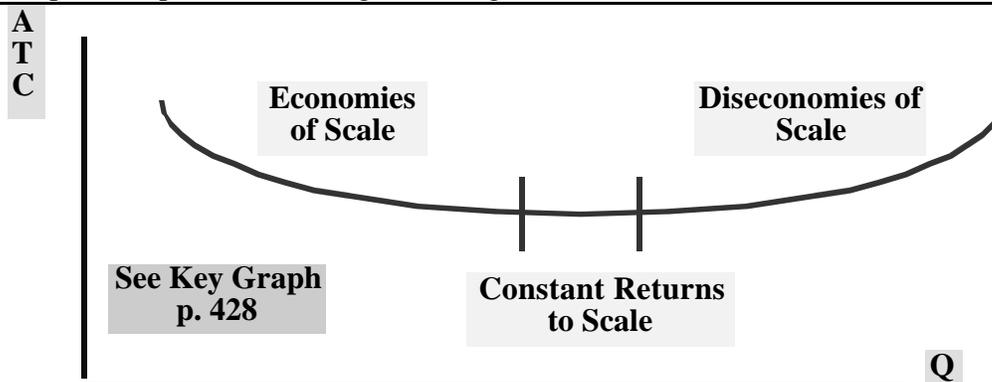
When  $MC < ATC$ , ATC is falling

When  $MC > ATC$ , ATC is rising

**There is no relationship between MC and AFC**

### Long Run relationships

Firms in the long run can make all the resource adjustment they desire. As these changes are made, ATC changes and set of possible plant sizes produces varying sets of short run cost curves. If the number of possible plant sizes is large, the long-run ATC creates a smooth curve.



**Economies of scale (downsloping portion)**—as plant size increases a number of factors will lead, for a time, to average costs declining. Labor specialization, managerial specialization, efficient capital and certain other kinds of cost like “start-up” and advertising.

**Constant Returns to Scale**—long run-costs due not change

**Diseconomies of Scale (upsloping portion)**—caused generally by the difficulty of efficiently controlling a firm’s operations as it becomes a large-scale producer.

Read the applications on page 431-432 to understand economies of scale.

**Characteristics of Markets**

	<b>Purely Competitive</b>	<b>Monopolistic Competitive</b>	<b>Oligopoly</b>	<b>Pure Monopoly</b>
<b>Number of firms</b>	Very large number of businesses	Large number of businesses	A few large businesses	A single producer
<b>Type of Product</b>	Standardized	Differentiated	Standardized or Differentiated	Unique; no substitutions
<b>Ability to Set Price</b>	None. Market determines price and the seller is the Price Taker.	Some. The degree of differentiation will affect the ability of the seller to set price.	More. Sellers can act as monopoly setting price or sellers can act independently and ability to set price is determined by differentiation.	Most. Seller is only source of product and can act like Price Maker.
<b>Product Differentiation</b>	None. Products are identical.	Varies depending on the industry. Differences may be subtle.	Varies. Some industries may be identical; others may be differentiated.	None. Product is unique.
<b>Ease of Entry</b>	Relatively easy to start a new business.	Relatively easy to start a new business	Difficult. High start-up costs.	Very difficult. Significant barriers to entry.

A **Competitive Market** is one with many sellers trading identical (standardized) products so that each buyer and seller is a price taker. There are no barriers so firms can freely enter and exit the industry and there is not non-price competition.

Pure competition is very rare in the real world, yet by studying the model we can see how it creates efficiency in the market, while imperfect competition does not.

### Demand as seen by a Purely Competitive Firm

PC firms are price takers; they are one firm among thousands and they have no effect on the price—they are price-takers. These firms must accept the price predetermined by the market.

Technically, the **demand curve of the individual firm is perfectly elastic**—the firm cannot obtain a higher price by restricting its output; it does not have to lower its price to increase sales.

1	2	3	4
Quantity	Price	Total Revenue	Marginal Revenue
Q	P	Q x P	TR / Q
0	\$131	0	\$131
1	\$131	\$ 131	\$131
2	\$131	262	\$131
3	\$131	393	\$131
4	\$131	524	\$131
5	\$131	655	\$131
6	\$131	786	\$131
7	\$131	917	\$131
8	\$131	1048	\$131
9	\$131	1179	\$131
10	\$131	1310	\$131

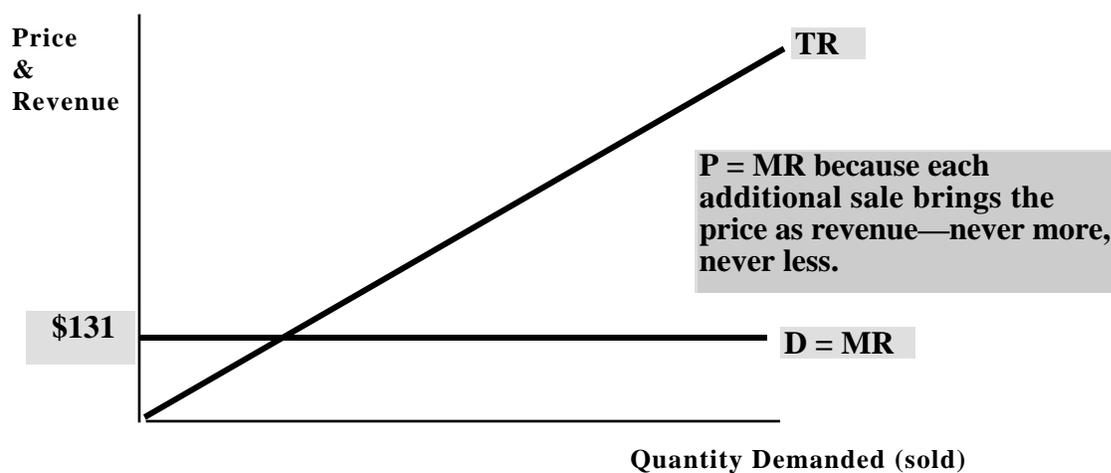
### The Revenue of a Competitive Firm

These firms want to maximize profits by finding the output that gives the most profit (TR—TC).

The firm is a price taker and hence will only be able to sell its product at the given price. They can sell any or none of the product for the given price.

This table shows that in columns 1 and 2. The Total Revenue derived is shown in Column 3.

Marginal Revenue is the change in total revenue from an additional unit sold in Column 4.



## Profit Maximization in the Short Run

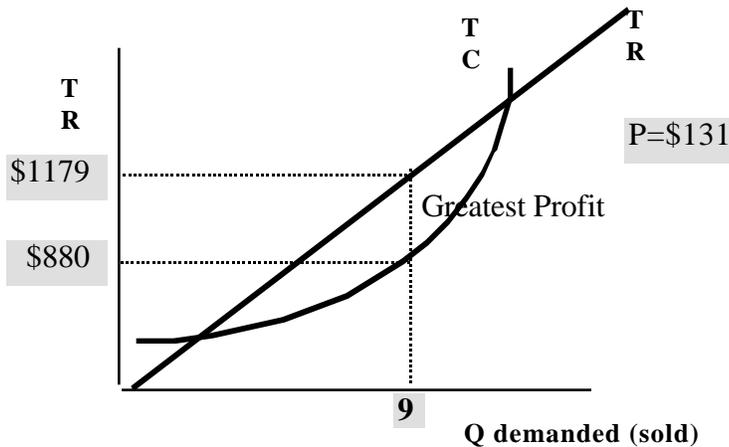
### Total Revenue, Total Cost Approach

A PC firm can maximize its profits only by adjusting its output. In the short run, only variable costs can be changed, not fixed costs.

Profit is the difference between TC and TR. See the data in this table.

1	2	3	4	5	6
Quantity	Total Fixed Costs	Total Variable Costs	Total Costs	Total Revenue	Profit or Loss
Q	Q x P	TC	FC+VC	TR	TR—TC
0	\$100	\$0	\$100	\$0	\$—100
1	\$100	90	190	131	—59
2	\$100	170	270	262	—8
3	\$100	240	340	393	53
4	\$100	300	400	524	124
5	\$100	370	470	655	185
6	\$100	450	550	786	236
7	\$100	540	640	917	277
8	\$100	650	750	1048	298
<b>9</b>	<b>\$100</b>	<b>780</b>	<b>880</b>	<b>1179</b>	<b>299</b>
10	\$100	930	1030	1310	280

**Profit is maximized at 9 units of output where \$299 is earned. Total Costs are \$880; Total Revenue is \$1179.**



### Think About This!

Why does the purely competitive firm not sell above the market price?

Why does the purely competitive firm not sell below the market price?

## Profit Maximization in the Short Run

### Marginal Revenue, Marginal Cost Approach

Marginal Analysis as noted in Chapter 1 is a better, more precise approach to discovery of the profit maximizing output.

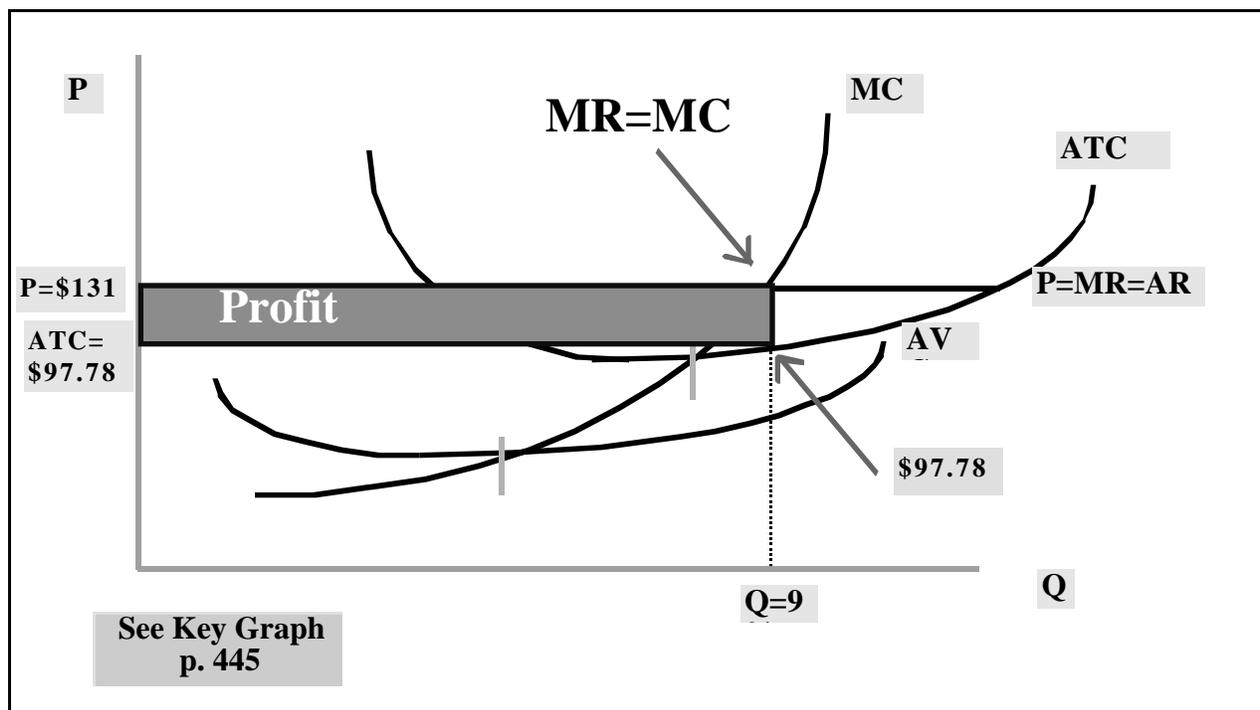
The  $MR=MC$  rule will determine the profit maximizing output. Observe the data in the table:

1	2	3	4	5	6	7
Quantity	Average Fixed Costs	Average Variable Costs	Average Total Costs	Marginal cost	Price= Marginal Revenue	Profit or Loss
Q	AFC	AVC	ATC	MC	P=MR	TR—TC
0						\$-100
1	\$100	\$90	\$190	\$90	\$131	-59
2	50	85	135	80	\$131	-8
3	33.33	80	113.33	70	\$131	53
4	25	75	100	60	\$131	124
5	20	74	94	70	\$131	185
6	16.67	75	91.67	80	\$131	236
7	14.29	77.14	91.43	90	\$131	277
8	12.50	81.25	93.75	110	\$131	298
<b>9</b>	<b>11.11</b>	<b>86.67</b>	<b>97.78</b>	<b>130</b>	<b>\$131</b>	<b>299</b>
10	10	93	103	150	\$131	280

Note here that the **firm can maximize its profits where  $MR = MC$** . This is the point of intersection.

This determines the output of **9 units**. This position also determines the Price of \$131 and the cost per unit of \$97.78. This is per unit profit of \$33.22. That makes the total profit \$299.

This is the short run since there is an AVC curve shown.



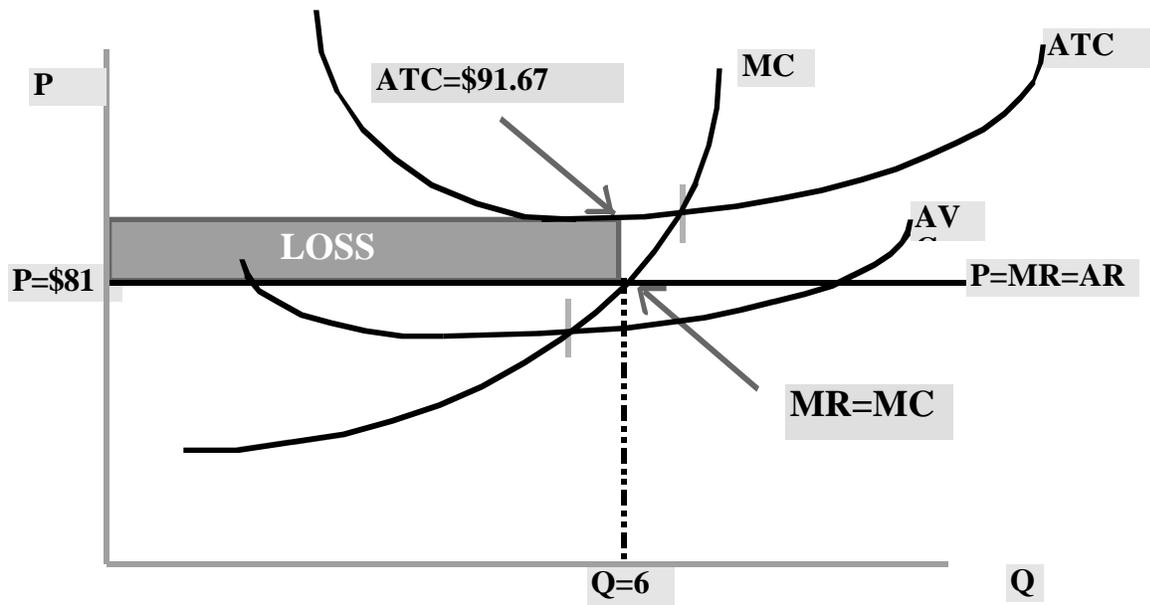
## Loss Minimizing for the Competitive Firm

Is there a situation that a firm will choose to produce at a loss?

The firm will produce at any output for which it covers all of its variable costs even if it does not cover its fixed costs. Think about the reason why?

- Suppose the price dropped to \$81, but the costs were the same. MR now is \$81 and MC is the same for each quantity of output. The firm will choose to produce 6 units and lose \$64, because it would lose \$100 if it chose to produce none. Six units will result in the minimum loss under these price conditions.

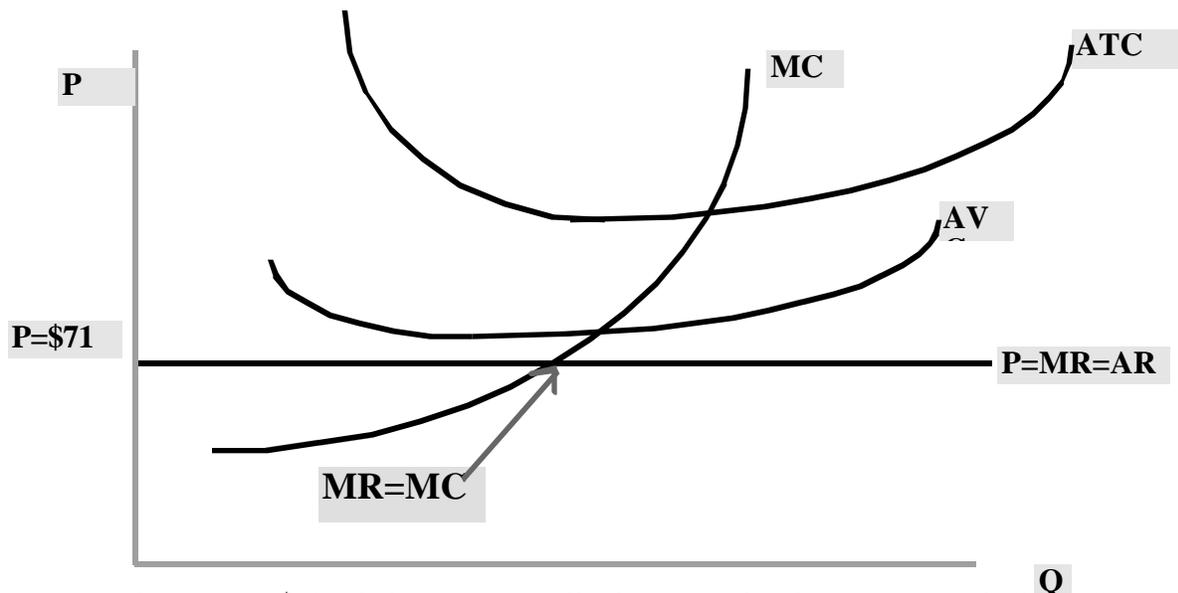
1	2	3	4	5	6	7
Quantity	Average Fixed Costs	Average Variable Costs	Average Total Costs	Marginal cost	Price= Marginal Revenue	Profit or Loss
Q	AFC	AVC	ATC	MC	P=MR	TR—T C
0						\$-100
1	\$100	\$90	\$190	\$90	\$81	-109
2	50	85	135	80	\$81	-108
3	33.33	80	113.33	70	\$81	-97
4	25	75	100	60	\$81	-76
5	20	74	94	70	\$81	-65
<b>6</b>	<b>16.67</b>	<b>75</b>	<b>91.67</b>	<b>80</b>	<b>\$81</b>	<b>-64</b>
7	14.29	77.14	91.43	90	\$81	-73
8	12.50	81.25	93.75	110	\$81	-102
9	11.11	86.67	97.78	130	\$81	-151
10	10	93	103	150	\$81	-220



**How long will the firm choose to produce at a loss? As long as it covers its variable costs and at least some of its fixed costs!**

## Shut Down Case

Drop the price to \$71 and find that no quantity can bring enough revenue to cover cost



The price of \$71 is below every ATC. There is no level of output at which the firm can produce and realize a loss smaller than its total fixed costs of \$100.

1	2	3	4	5	6	7
Quantity	Average Fixed Costs	Average Variable Costs	Average Total Costs	Marginal cost	Price= Marginal Revenue	Profit or Loss
Q	AFC	AVC	ATC	MC	P=MR	TR—TC
0						\$—100
1	\$100	\$90	\$190	\$90	\$71	—119
2	50	85	135	80	\$71	—128
3	33.33	80	113.33	70	\$71	—127
4	25	75	100	60	\$71	—116
5	20	74	94	70	\$71	—115
6	16.67	75	91.67	80	\$71	—124
7	14.29	77.14	91.43	90	\$71	—143
8	12.50	81.25	93.75	110	\$71	—182
9	11.11	86.67	97.78	130	\$71	—241
10	10	93	103	150	\$71	—320

### Think About This

Why is the equality of marginal revenue and marginal cost essential for profit maximization in all market structures?

Explain why price can be substituted in the  $MR=MC$  rule when an industry is purely competitive.

**Marginal Cost and SR Supply Curve—Purely competitive firm**

Any price below the minimum AVC as in the Shutdown case (below \$74.00) will force the firm to shutdown. (such as point a)

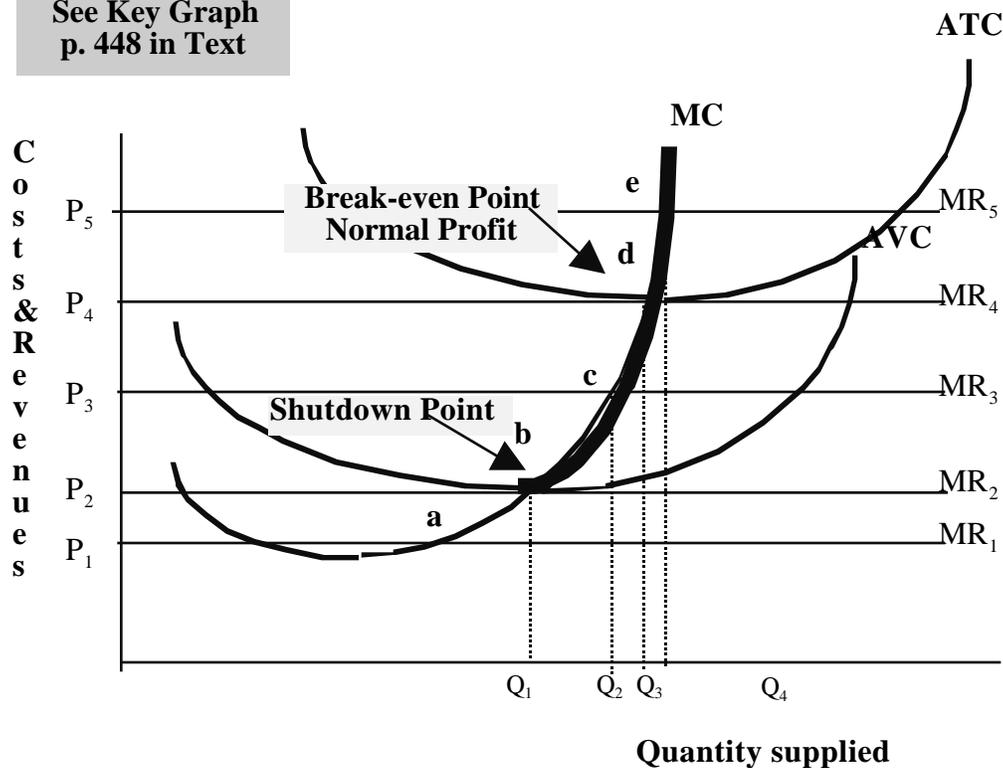
At a price of \$74.00 a firm will just cover the AVC, yet still lose the Fixed Cost. Here the firm would be indifferent as to operating or not. (point b)

A price where the MC crosses the ATC (about 91.00) shows the break-even point for the firm (point d). Here the total revenue covers the total costs (including normal profit).

At any MC point above the ATC, profits will be generated. (such as point e).

Each of the various  $MR=P=D$  intersection points indicates a possible production price and corresponding quantity. These points locate the supply curve of the competitive firm.

See Key Graph  
p. 448 in Text



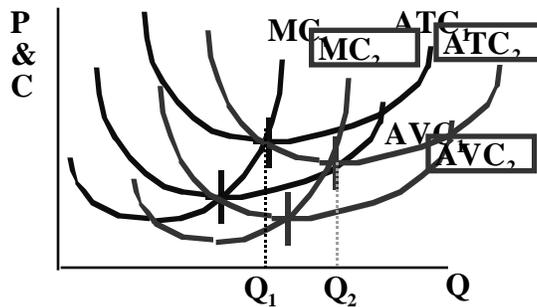
Because nothing will be produced at any price below the minimum AVC, we conclude that the **portion of the firm's MC curve which lies above its AVC curve is the SHORT-RUN SUPPLY CURVE.**

Because of the law of diminishing returns, marginal costs eventually rise as more units are produced. **So...a PC firm must get higher and higher prices to entice it to produce additional units of output.**

Higher product prices and marginal revenue encourage a PC firm to expand output. As it expands, its MC rises as a result of the law of diminishing returns. **At some now greater output, this higher MC now equals this higher  $P=MR$  and profit is again maximized but at a greater output.**

## Supply Curve Shifts

Supply shifts for the reasons stated in Chapter 3, among them changes in costs and technology. Since the MC above the AVC is the Supply curve, it can shift when costs change.



In this case of a decrease in AVC and hence ATC, the MC moves to  $MC_2$  and shows that the Quantity increases to  $Q_2$

Supply shifts to right to show a decrease in costs.

## Summary of Approaches to Determining the Profit Maximizing Output

	Total Revenue-Total Cost	Marginal Revenue-Marginal Cost
Should the Firm produce?	YES, if TR exceeds TC <u>or</u> if TC exceeds TR by some amount less than fixed cost.	YES, if price is equal to, or greater than minimum than AVC.
What quantity should be produced to maximize profit?	TR over TC is a maximum <u>or</u> where the excess of TC over TR is a minimum (and less than total fixed costs).	Produce where MR or price equals MC.
Will production result in economic profit?	YES, if TR exceeds TC. NO, if TC exceeds TR.	YES, if price exceeds ATC NO, if ATC exceeds price.

### Think about This!

Why would a firm ever want to produce an output on which it takes a loss?

AP Microeconomics  
Chapter 23 p. 448-453

**Firm and Industry**

Market price is determined by the demand and supply for a particular product. In the discussion above, the firm was the price taker—taking it from the market.

To determine the market equilibrium price, and output, the total supply data must be used with the total demand data. This is the industry data.

1 $Q_s$ single firm	2 total $Q_s$ 1000 firms	3 Product Price	4 Total $Q_D$
10	10000	\$ 151	4000
9	9000	131	6000
8	8000	111	8000
7	7000	91	9000
6	6000	81	11000
0	0	71	13000
0	0	61	16000

**Profit Maximization in the Long Run**

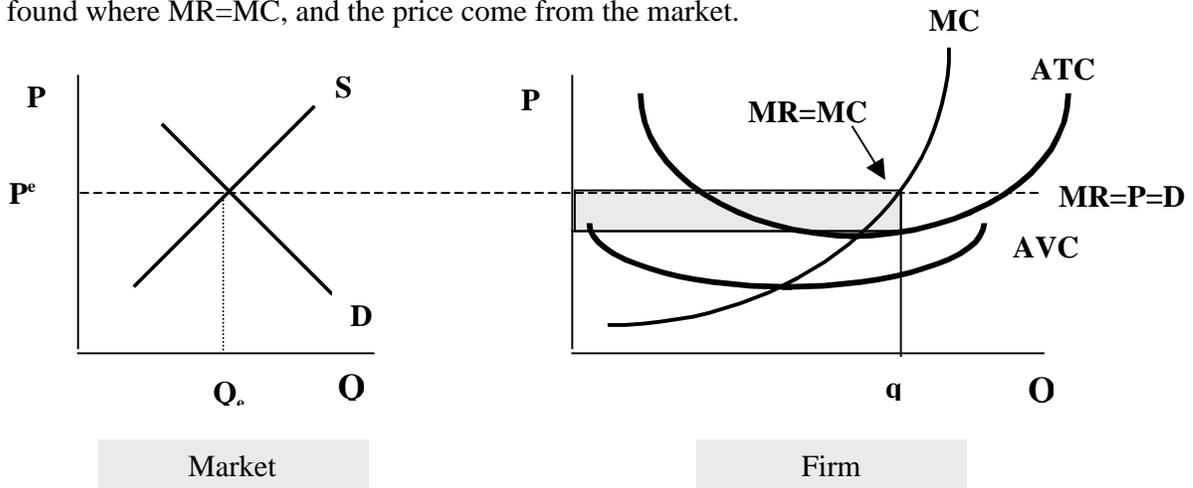
- **Assume:** Only adjustment in this analysis is the entry and exit of new firms  
All firms have identical cost curves  
Industry is cost-constant (entry and exit will not affect resources prices)

• **Conclusion:**

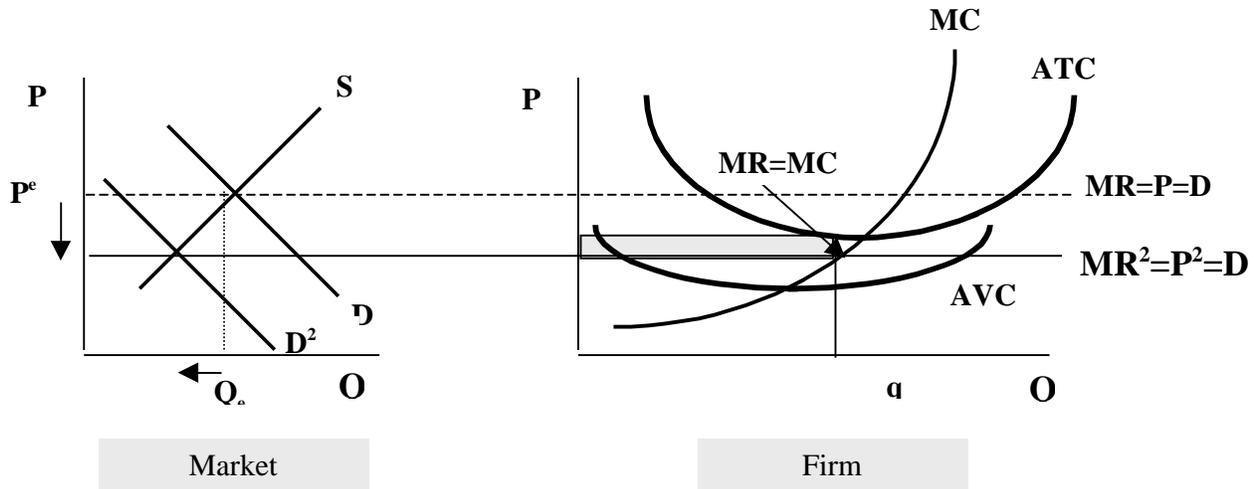
When long-run equilibrium is achieved, **product price will be exactly equal to minimum ATC and production will occur at that level of output.**

- Why?
- Firms want profits
  - When prices rise, profit appear—new firms enter
  - Increased supply will drive price back down to minimum ATC.
  - When prices fall, losses result and firms will exit
  - Decreased supply will result in price moving back to min. ATC

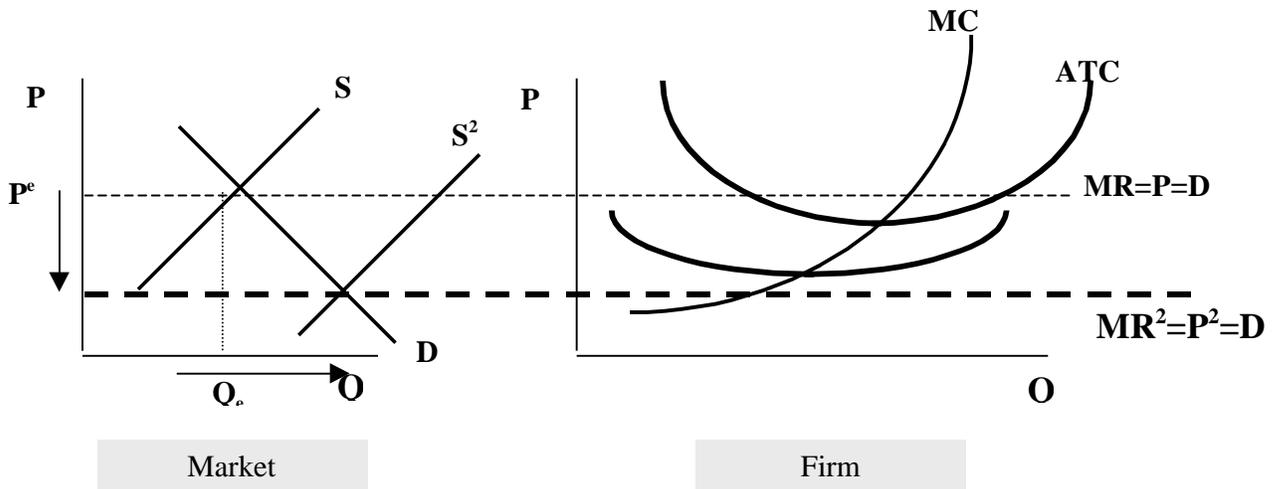
➤ In the **short run, firms can earn economic profits if the price from the market is above the average total cost.** The gray shaded area on the firm graph is the profit. The output is found where  $MR=MC$ , and the price come from the market.



- In the short run, firms can earn suffer losses if the price is below the total average cost. Perhaps the price in the market falls (as in this example, demand falls) or costs for the firm rise. They will continue to operate if the price is greater than the average variable costs. In the short run, variable costs can be changed to affect changes in this loss situation.

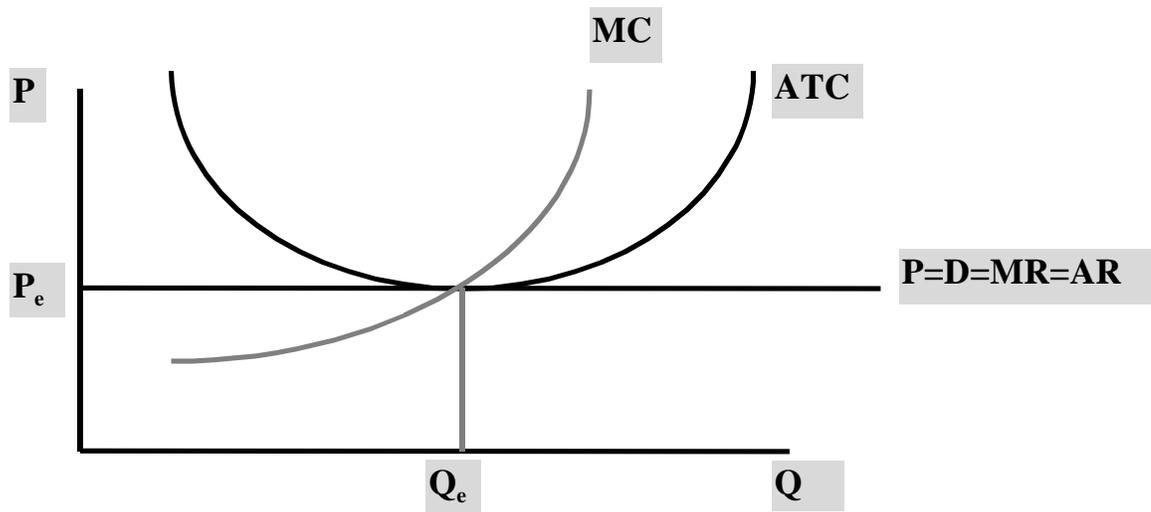


- If the **price falls below the average variable costs at all levels of output**, the **firm must shut down** since it cannot even cover its fixed costs. Price has fallen in the market or the firm's costs have risen. In this example, too many new firms enter and force this firm to shut down.



- In the **long run**, after all the changes in the market (more demand for the product, firms entering in search of profit, and then firms exiting because economic profits are gone), long run equilibrium is established. In the long run, a purely competitive firm earns only normal profit since:

**MR=P=D=MC at the lowest ATC**  
**Both Allocative and Productive efficiency!**



**AP Microeconomics**  
**Chapter 23 p. 453-455**

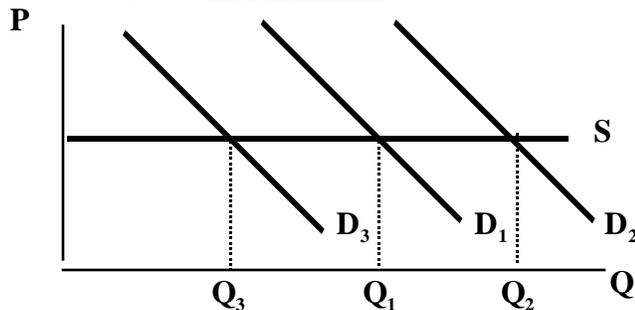
Short run supply curves are derived from the MC portion above the AVC. In the long run, the supply curve has industry characteristics based on the influence that changes in the number of firms in the industry have on the costs of the individual firms.

**Long-Run Supply for Constant -Cost Industry**

Entry of new firms does not affect resource prices. Graphically, the position of the long-run average cost curves of individuals firms does not change.

Why? When the industry's demand for resources is small in relation to the total demand for those resources. This is most likely in industries that employ unspecialized resources which are being demanded by many other industries.

The long-run supply curve of a constant-cost industry is perfectly elastic.



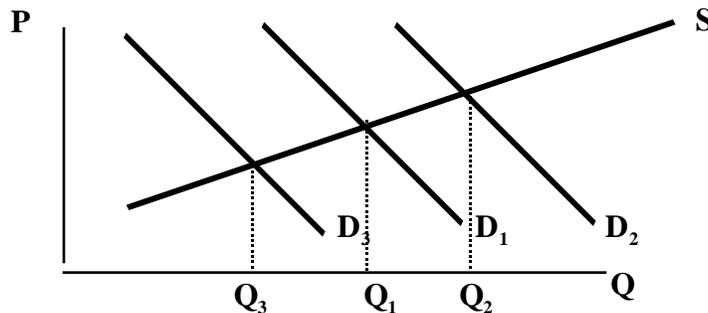
**Long-Run Supply for Increasing-Cost Industry**

- Average cost curves shift upward as the industry expands and downward when the industry contracts. Entry of new firms will bid up resource prices and raise unit cost.

- This happens in industries using specialized resources whose initial supply is not readily augmented. They are using a significant portion of some resource whose total supply is not readily increased.

- Result: Two- way squeeze on profits  
 New entry will increase supply, lowering price  
 average cost curve will shift upward

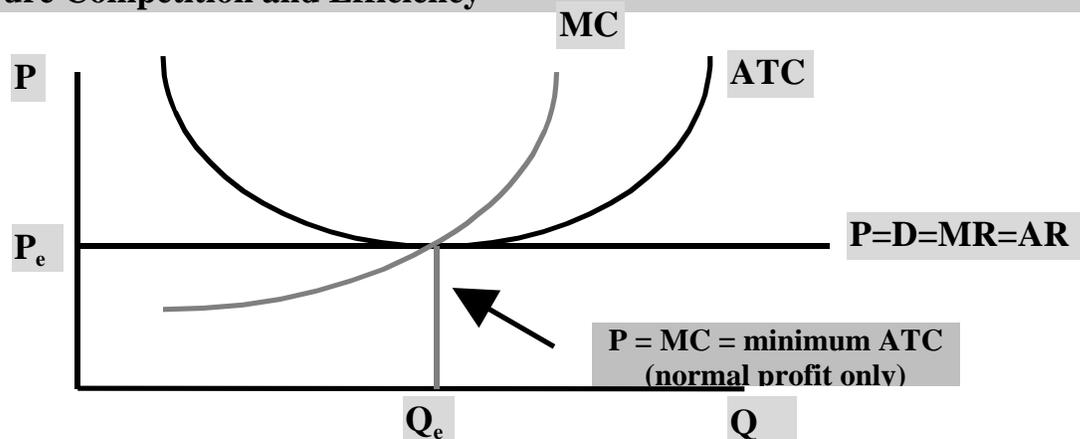
- Long -run industry supply curve is upsloping.



**Think About This!**

Is there the possibility of a long run supply curve for a decreasing cost industry?  
 What would be its characteristics?

**Pure Competition and Efficiency**



**This triple equality shows that a purely competitive firm cannot earn economic profit in the long run; it can earn normal profit.**

**In terms of efficiency, two types emerge from this diagram.**

**Productive Efficiency**

Each good must be produced in the least costly way  
When firms produce most efficiently, they will do so at the least cost point.  
For consumers, this is desirable; firms must use the best available (least cost) technology or they will not survive.

**P = minimum AC**

**Allocative Efficiency**

Resources are allocated among firms and industries to obtain the particular mix of products most wanted by consumers

The money price of any product is society's measure or index of the relative worth of that product at the margin. Hence, the MC of producing a product is the value, or relative worth of the other goods the resources used could otherwise have produced. **P = MC is efficient**

The money price of any product is really the measure of its Marginal Benefit (MB); the purely competitive firm P equals the MC. But, at times...

- **P > MC underallocation of resources to this product:** society values additional units of this product more highly than alternative ones that the resources could produce. **MB < MC**
- **P < MC overallocation of resources to this product:** society is sacrificing products it would value higher than the ones being produced with the available resources: **MB > MC**
- **Dynamic Adjustment**

A change in demand or supply will disrupt the allocative efficiency and change the alignment of resource use. This will have an effect on price, output and profit. Expansion and contraction of the industry will eventually move to a new output and cost structure so that P=MC and allocation efficiency is restored.

• **“Invisible Hand”**

It organizes the **private interests** of producers in a way that is in accord with **society's interest** in using scarce resource efficiently.

## Monopoly characteristics and Barriers to Entry

**Monopoly** exists when a **SINGLE** firm is the sole producer of a product for which there are no close substitutes.

**single seller**—industry and firm synonymous

**no close substitutes**—unique product; no reasonable alternative

**price maker**—firm exercises considerable control over price

**some degree of nonprice competition**, generally advertising

**blocked entry**—barriers to entry created by monopolist or government

### Examples:

I. **Government-owned monopolies**—TVA power, municipal water

II. **Regulated monopolies**—gas, electric, water, cable, phone

III. **Private Unregulated monopolies**—De Beers Diamond Syndicate,  
Professional Sports Leagues

IV. **Local monopolies**—airline, bank, movie, bookstore

### Importance of Monopoly

5 to 6 % of domestic output      study will lead to **better understanding**  
of other types of imperfect competition

### Barriers to entry:

#### 1. Economies of Scale: Costs

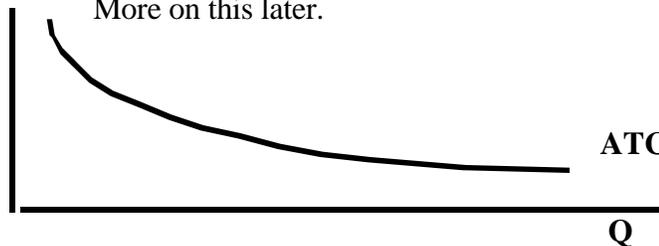
**Large Scale** Production is **efficient**

#### 2. Public Utilities: natural monopolies

Competition is impractical, inconvenient, or unworkable

**Natural Monopoly** is the extreme example in which market demand curve intersects the long run ATC where the ATC is still declining.

P/C      More on this later.



#### 3. Legal Barriers: patents and licenses

patents awarded by government to encourage research; historically, patents were for 17 years, 1995 GATT agreement made it standard 20 years worldwide.

Licenses given to guarantee safety or limit competition so that economic profit can be earned in order for the product to be provided by the private sector.

#### 4. Ownership of Raw material

Using the concept of private property rights, ownership of necessary material can block others

#### 5. Pricing and Other Strategic Barriers

lowering price or aggressive advertising

Aggressive Cutthroat tactics:

- product disparagement
- pressure on resource supplier
- aggressive price cutting
- dumping

**AP Microeconomics**  
**Chapter 24 p. 466-469**  
**Unregulated Monopoly**

**Assumptions:**

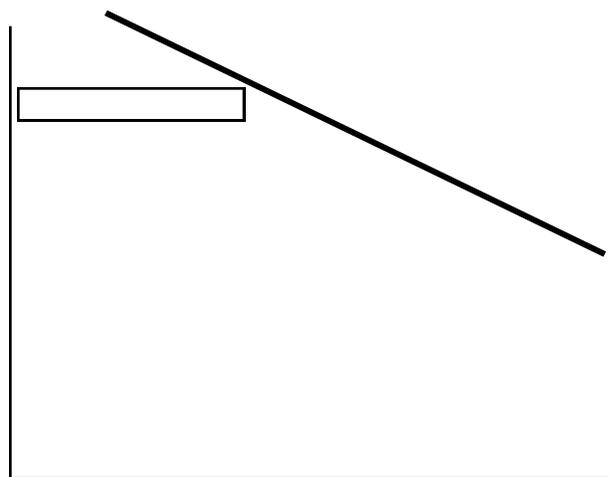
- Monopoly status secured by patents, economies of scale or resource ownership
- Firm is not regulated
- The firm is a single-price monopolist charging the same for all units of output.

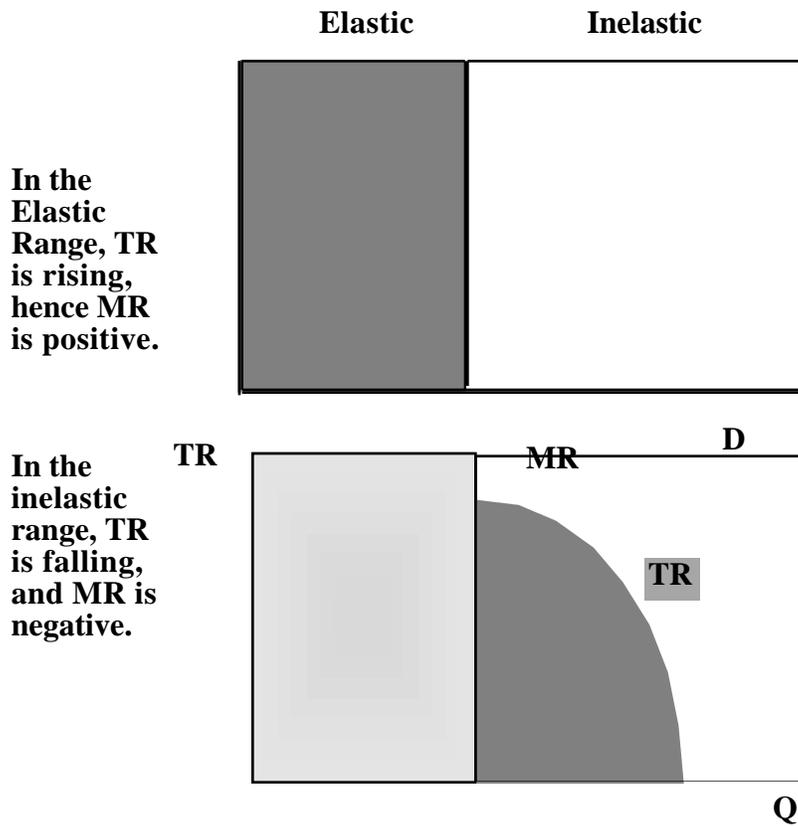
**Demand Curve:**

Firm is the industry so it can dictate price, but demand is not perfectly elastic, so the demand curve is downsloping.

1	2	3	4	5	6	7	8
Quantity	Price	Total Revenue	Marginal Revenue	Average Total Costs	Total Cost	Marginal Cost	Profit or Loss
Q	P=AR	PxQ=TR	MR	FC+VC	TC	MC	TR—TC
0	\$172	\$0		\$100	\$100		\$-100
1	162	162	162	190	190	90	-28
2	152	304	142	135	270	80	34
3	142	426	122	113.33	340	70	86
4	132	528	102	100	400	60	128
<b>5</b>	<b>122</b>	<b>610</b>	<b>82</b>	<b>94</b>	<b>470</b>	<b>70</b>	<b>140</b>
6	112	672	62	91.67	550	80	122
7	102	714	42	91.43	640	90	74
8	92	736	22	93.75	750	110	-14
9	82	738	2	97.79	880	130	-142
10	72	720	-18	103	1030	150	-310

**Why does unregulated monopoly face a downward sloping Demand Curve?** To sell more of his goods, the monopolist knows that he must lower his price. This puts a constraint of his ability to profit from his market power. This is why a monopolist does not charge the highest price he wants! Instead he charges the highest price he can!





**The monopolist will operate in the ELASTIC portion** of the demand since in the inelastic region, it must lower price. Recall that total revenue will decline if a product demand is inelastic.

### Think About This!

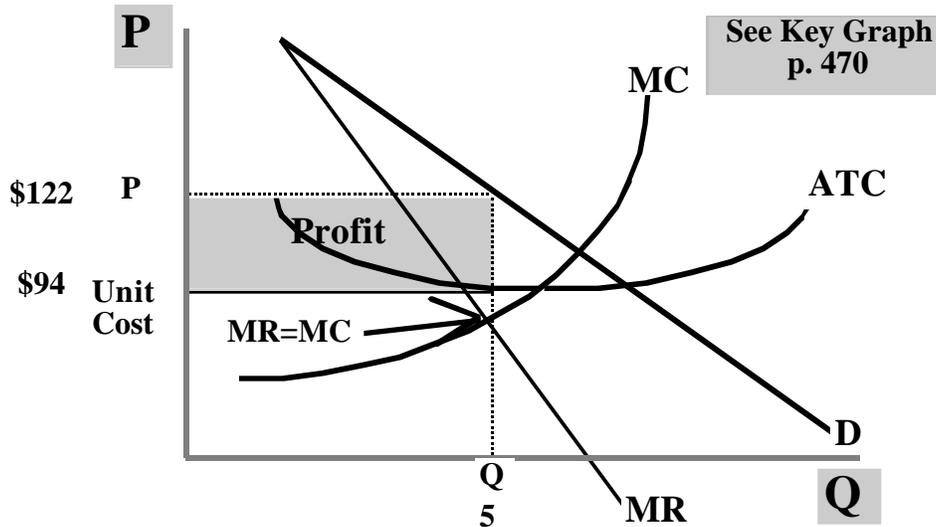
How does the demand curve faced by a purely monopolistic seller differ from that confronting a purely competitive firm?

Why does it differ? Of what significance is the difference?

Why is the pure monopolist's demand curve not perfectly inelastic?

**Output and Price Determination for Unregulated Monopoly**

Using the revenue and cost data given in the last pages, we can construct a **graph for an unregulated monopoly**.



Note that the **MR=MC rule** is used to determine the output quantity of 5 units. The MR=MC quantity line is drawn upward to where **it intersects with the demand curve** to find the price.

Total economic profit is: Per unit profit (\$122—94) times Quantity (5) —\$140

**There is no supply curve for the pure monopoly firm**; there is no unique relationship between price and quantity supplied. The monopolist does not equate price with marginal cost so it is possible for different demand conditions to bring different prices for the same output.

**Steps for Graphically determining profit-maximizing output, price and economic profit for pure monopoly**

- Step 1 Use the MR=MC rule to determine output.
- Step 2 Extend the vertical line upward from the quantity to the demand curve to determine the price.
- Step 3 Use one of two methods to determine the economic profit
  - Per unit profit times quantity = Economic profit
  - Total cost of output = ATC times Q
  - Total revenue of output = P times Q
  - TR—TC = Economic profit

**Misconceptions**

**Not Highest price**—selling at prices higher than MR=MC output will yield smaller than maximum total profit.

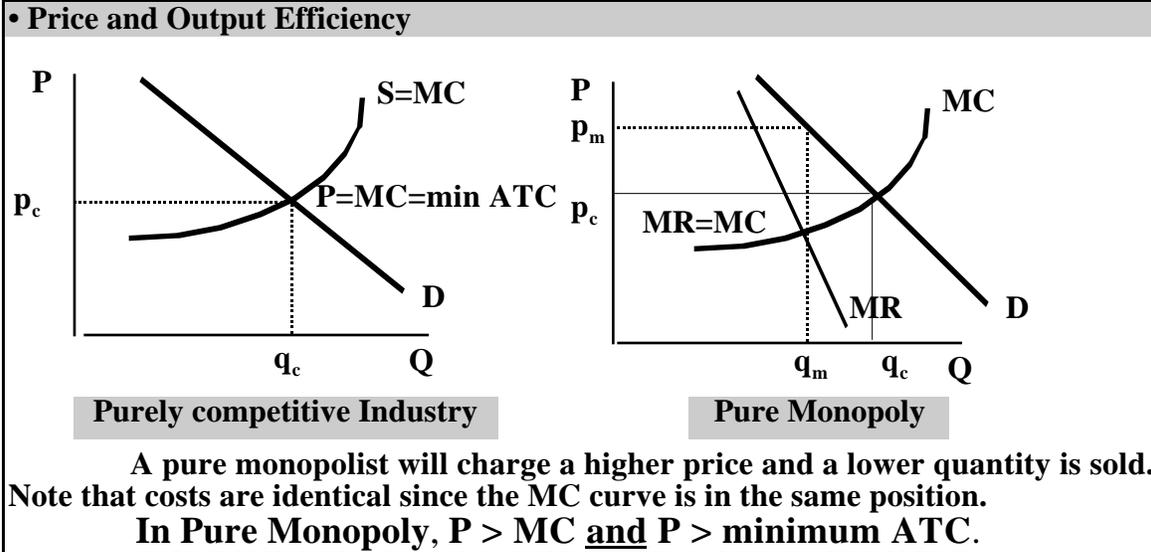
**Total not Unit Profit**—seeking the most profit not the most per unit profit.

**Monopoly Losses?**

**Not immune** from changes in demand, or higher resource costs.

**Look at data** to show that the example given losses money at 8 units and greater.

## Economic Effects of Pure Monopoly



• **Income Transfer**

Contributes to **inequality in income distribution** by “levying a private tax” on consumers to obtain economic profit.

These profits are **not widely distributed** because corporate stock ownership is largely concentrated in the hands of upper-income groups. Thus these firms and their owners tend to be enriched at the expense of the consumer.

• **Cost Complications**

In the diagram, **costs are identical, yet the costs of a monopolist may vary:**

- Economies of scale—reduced output may result in inefficiencies that would cause the firm to have a higher ATC than its minimum.
- X-inefficiency—occurs when a firm’s actual cost of producing an output is greater than its lowest possible cost of producing it. Monopolistic firms tend more to X-inefficiency; no rivals are pushing them to lower cost, and entry barriers are usually greater than in pure competition.
- Rent-Seeking Expenditures—rent-seeking involves cost associated with maintaining the monopoly so as to earn the greatest economic profits. Expenses to gain the monopoly (costs to gain favorable legislation) are examples. This is part of the higher costs.
- Technological Advance—most economists feel that pure monopolist are not technology progressive because of absence of competitors and their tendency to be slow to change.

• **Policy Options**

**What should society do about monopoly?**

- Anti-trust litigation can thwart monopoly firms if they are grossly inefficient (Microsoft)
- Regulation of natural monopoly
- Technology advance may solve the problem without government action.

## AP Microeconomics

### Chapter 24

#### Consumer Surplus

**Welfare Economics...** the study of how the allocation of resources affects economic well being. The equilibrium of demand and supply in a market maximizes total benefits received by buyer and seller.

**Consumer Surplus...**a buyer's willingness to pay minus the amount the buyer actually pays.

- If four people, John, Paul, George and Ringo show up at an Elvis auction, each has a limit that they are willing to pay for the Elvis album to be sold.

Buyer	Willingness to pay
John	\$100
Paul	80
George	70
Ringo	50

As bidding reaches \$80, three of the buyers are not willing to pay more than this amount. John pays \$80 and gets the album.

**John gains a consumer surplus of \$20 (\$100 - 80)**

**Consumer Surplus measures the benefit to buyer by participating in a market.**

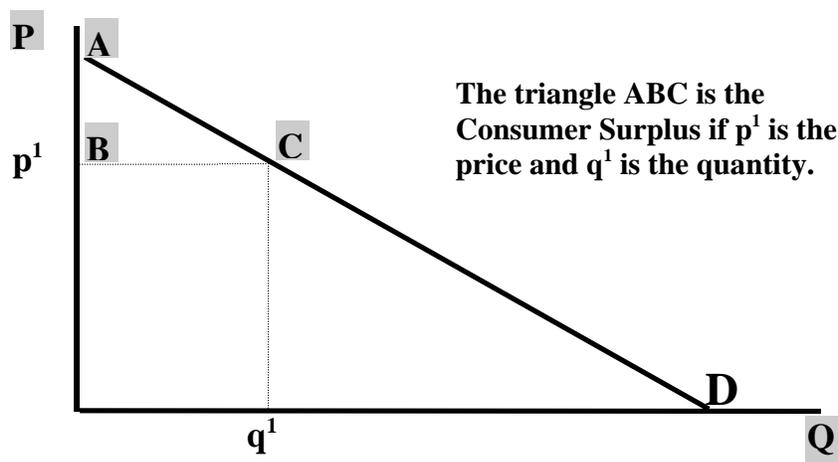
- Now, let's assume that two identical Elvis albums are available for sale, and no one buyer wants more than one, and the two will sell for the same price.

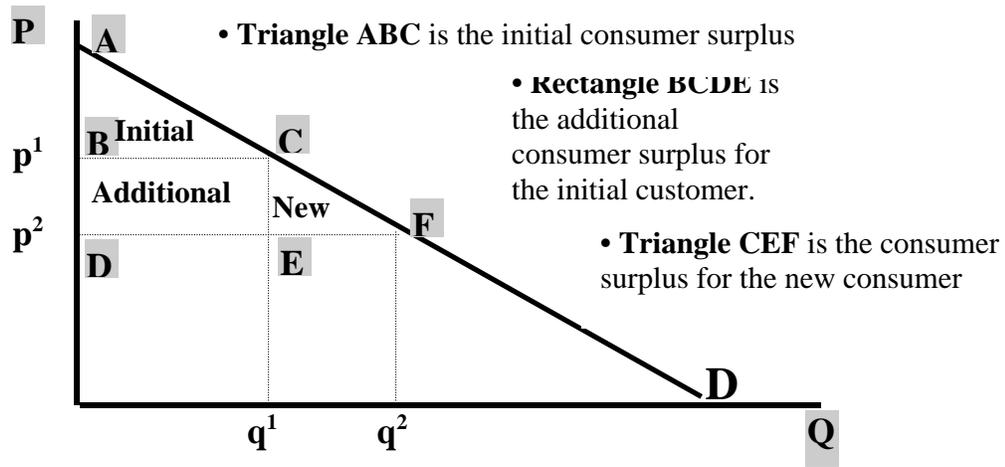
**Where does the bidding stop?** \$70

**What is the consumer surplus of the two bidders?** \$30 for John and \$10 for Paul—a total of \$40.

#### Using Demand Curve to Measure Consumer Surplus

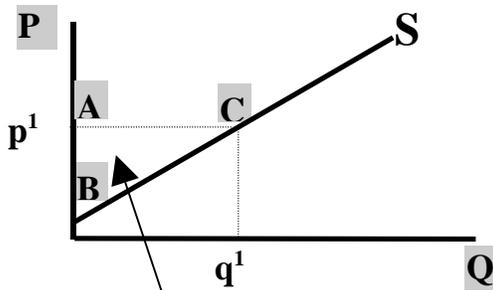
Price	Buyers	Quantity Demanded
More than \$100	None	0
\$80 to \$90	John	1
\$70 to \$80	John and Paul	2
\$50 to \$70	John, Paul and George	3
\$50 or less	John, Paul, George and Ringo	4



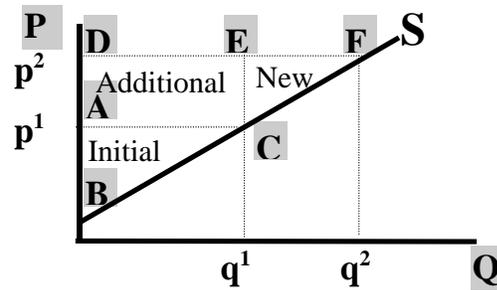


### Using Supply Curve to Measure Producer Surplus

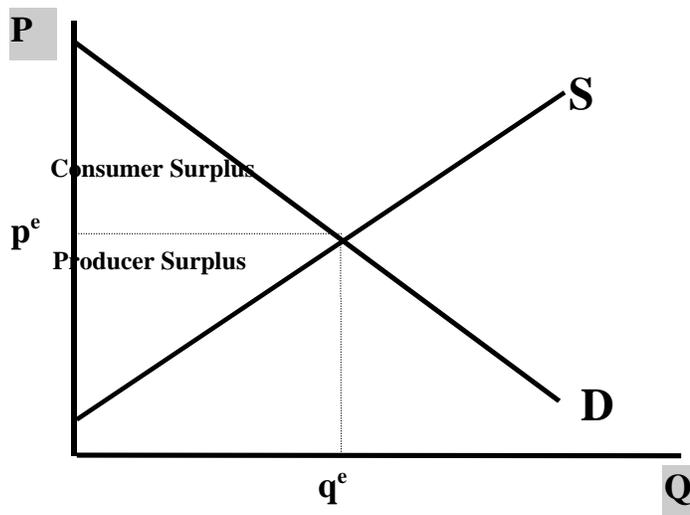
Producer surplus...the amount a seller is paid for a good minus the seller's cost. We can use a similar analysis as demand and consumer surplus to see the producer surplus.



The triangle ABC is the Producer Surplus if  $p^1$  is the price and  $q^1$  is the quantity.



- Triangle ABC is the initial producer surplus
- Rectangle ADEC is the additional producer surplus for the initial producer
- Triangle CEF is the producer surplus for the new producer



### Price Discrimination

Selling a given product for more than one price and these price differences are not justified by cost differences.

Three conditions are realized:

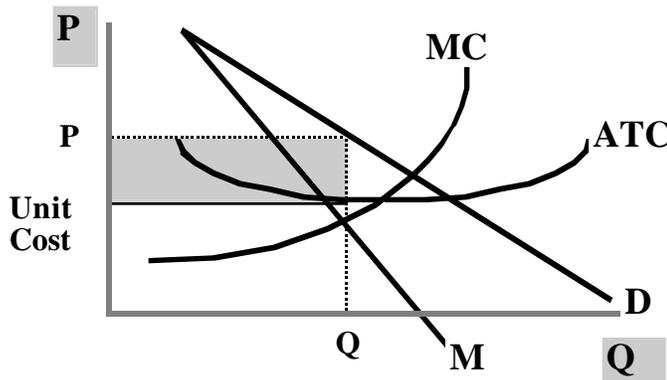
- Seller must be a monopolist or at least have **some degree of monopoly power** (ability to control output and price)
- Seller must be able to **segment the market** so that each has a different willingness and ability to pay for the product (based on different elasticities of demand)
- Original purchaser **cannot resell the product or service**. This suggests that service industries are especially susceptible to price discrimination

**Examples:** think of elastic vs. inelastic demand

- Telephone service reduced rates in evening and weekend
- Electric utilities raise rates during peak use
- Movie Theater Rush hour rates
- Golf courses green fees
- Bulk discounts for shipping on RR
- Airline tickets bought in advance or family rates vs. business rate
- Hotel and restaurant discounts to seniors
- In international trade, the practice is called “dumping”.

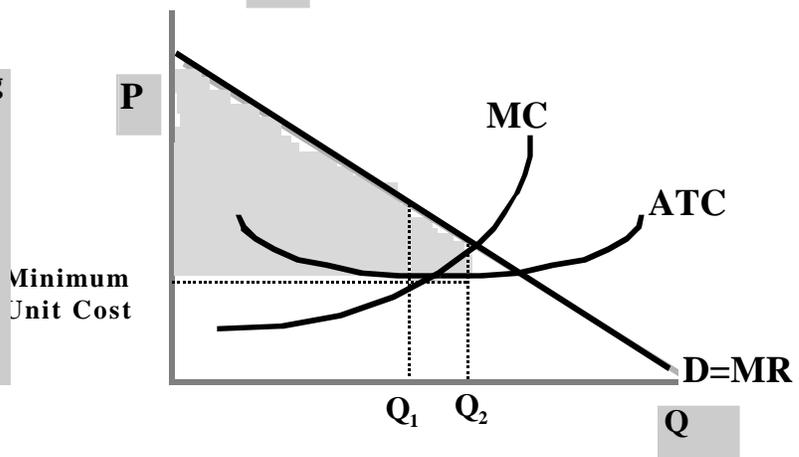
**Consequences:**

- Higher profits for discriminating monopolists (some buyers will be willing and able to buy at the  $MR=MC$  price)
- Larger output by discriminating monopolists (marginal revenue and price are now equal since the reduced price applies to only the additional units sold not the prior, and the monopolist will now find it profitable to produce more)

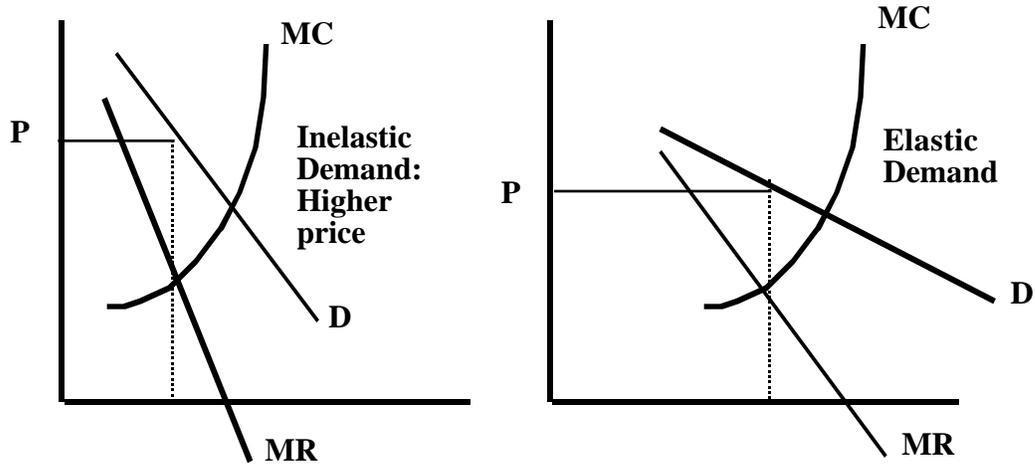


**Single price Monopolist**  
.....produces output where  $MR=MC$  at  $Q$  and sells that  $Q$  at  $P$ . Profit is shown in the shaded rectangle.

**Perfectly Discriminating Monopolist** .....  $D=MR$  because it does not cut price on preceding units to sell more output. The profitable output is  $Q_2$  which is greater than the single monopolist. The profit is the shaded area.



**Elasticity of Demand** ...is the reason some buyers will pay more. The more inelastic the demand, the higher price that can be charged by the seller. Think about the elasticity of demand and the cause of it in each of the examples above.



**Think About This!**

Is there any fairness to this idea of price discrimination?

Comment on the desirability of price discrimination from the viewpoint of the seller.

**REGULATED MONOPOLIES**

- **Most natural monopolies are regulated.**

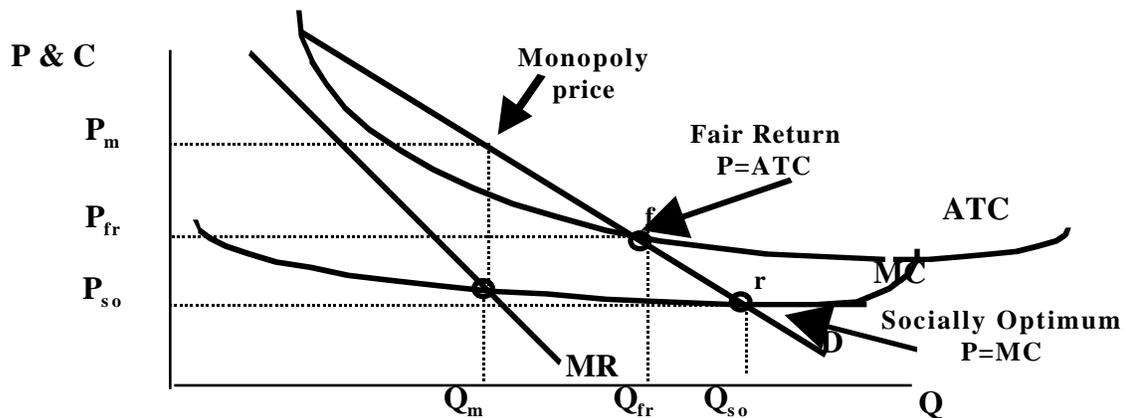
In certain lines of production, existing technology may be such that a firm must be a large-scale producer in order to realize the lowest unit costs of production.

This suggests that, given demand, a small number of producers who are efficient and large-scale will be needed. Existing mass-production economies would be lost with more producers.

Because of heavy fixed costs, the demand curve will cut the average cost curve at a point where the average cost is still falling.

The relationship between market demand and costs is such that low unit costs presume usually one producer.

The application of  $MR=MC$  for the unregulated monopolist would allow for a substantial economic profit. Further, price exceeds marginal costs which indicates misallocation of resources.



An **unregulated monopoly** would charge  $P_m$  and produce output  $Q_m$ .

**Socially optimal price:  $P=MC$**

- To achieve allocative efficiency, the legal ceiling price for monopoly should be where  $P=MC$ . This is point **r** as noted on diagram.
- At this point **r** the monopolist must produce  $Q_{so}$  since  $MR(P_{so}) = MC$  since the demand curve has become perfectly elastic since the monopolist can not charge above  $P_r$
- Allocative efficiency is attained when production takes place where  $P_r = MC$ . This may result in losses, and shown in this case.

**Fair Return Price:  $P=AC$**

- Since public utilities must be ready for the peak uses and hence incur heavy fixed equipment costs. The market demand curve cuts the marginal cost at a point to the left of the marginal-cost-average-total-costs intersection so that the socially optimal price is below  $AC$ . Losses would result in the long run.
- To solve the dilemma, most regulatory agencies establish a “fair-return” price. This is noted by point **f** where price equals the  $AC$  and will allow the monopolist to break even, though some misallocation of resources is tolerated.

### Monopolistic Competition

Market situation in which a relatively large number of small producers are offering similar but not identical products.

Each firm has small percentage of total market

Collusion (concerted action by firms to rig price and production output) is not likely

No feeling of mutual interdependence (each firm makes its own decisions without consideration of reaction by rival firms)

Product Differentiation causing buyers to pay higher price to satisfy those preferences:

- Product Quality and Attributes
- Location
- Services offered
- Brand Names & Packaging
- Some control over price

Easy entry and exit—economies of scale small and low capital requirements

Non Price Competition

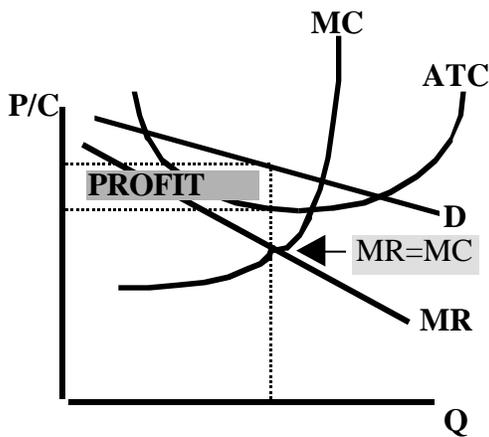
- Trademarks
- Advertising
- Brand Names

Examples: Retail, light manufacturing (Table 25.1 on p. 488)

### Price and Output Determination

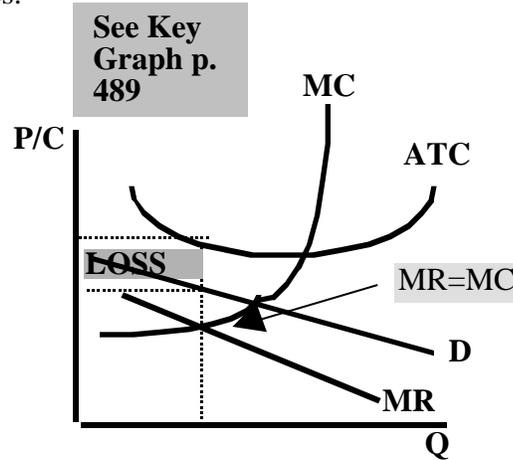
The **demand curve** faced by MC seller is **highly but not perfectly elastic**. There are many substitutes, but there are not perfect since product differentiation is high. The amount of price elasticity will depend on the number of rivals and the degree of product differentiation.

**Short run profits and losses**—using  $MR=MC$  rule if the firm's price is above the ATC, then profit; if firm's price is below the ATC, then loss. Firms will enter to gain profits and firms will exit to avoid losses.



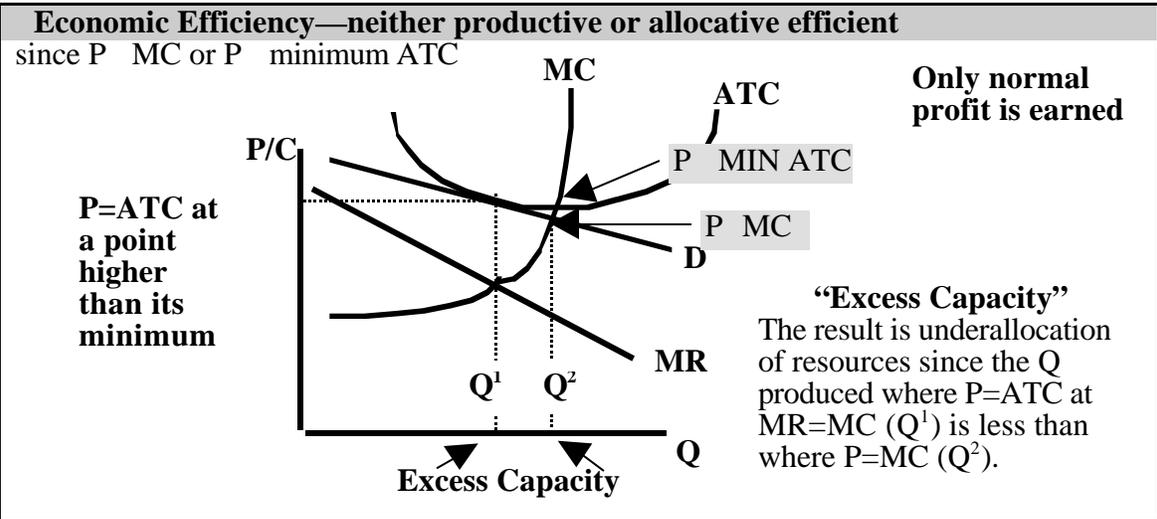
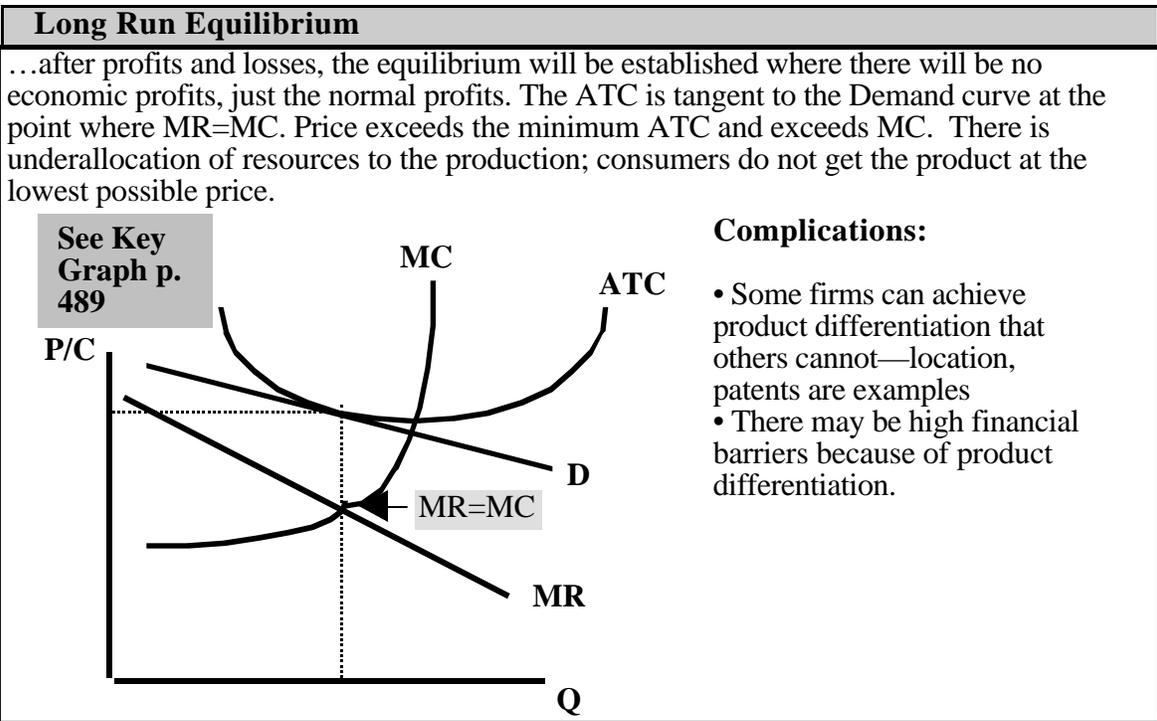
#### SHORT RUN PROFITS

Firms enter to seek the economic profit; eventually each firm holds a smaller share of the demand, but those firms that can keep costs low can be profitable.



#### SHORT RUN LOSSES

With less favorable demand or higher costs, firms minimize losses and some exit helping the market to find equilibrium.



**Advertising:**  
**GOAL: To increase market share To create customer loyalty**

Case <u>for</u> Advertising	Case <u>Against</u> Advertising
• Provides information	• Persuades rather than inform
• Supports communication industry	• Diverts human and property resources from other areas
• Stimulant to product development	• Significant external costs
• Promotes competition	• Tends to be self-canceling
• Promotes full employment by inducing high levels of consumer spending	• Promotes the growth of monopoly
• Successful advertising can expand production and increase economies of scale	• Is advertising an important determinant of the levels of output and employment?

## Oligopoly

A relatively small number of firms producing either homogeneous (standardized) or differentiated products dominate the market

### Characteristics

**Few large producers**—vague term generally meaning 2-4 firms that dominate an industry  
**Homogeneous** (industrial products like steel, zinc, copper, etc) or **differentiated** products (consumer products like autos, tires, household appliances, etc.). Differentiated oligopolies will engage in more nonprice competition.

**Control over price with mutual interdependence**—some monopoly pricing power but each oligopoly must consider how its rival will react to any change in its price, output, product characteristics or advertising.

#### Entry barriers

- Economies of scale are substantial and attained if large production capacity and output.
- The level of demand will dictate how many firms are needed. The desire to lower cost will force firms to grow larger and will come at the expense of the other competitors.
- Ownership of patents will be a barrier
- Large advertising budgets to move demand upward are costly.
- Ownership or control of raw materials will give monopoly power
- Urge to merge for greater profit will aid firms in internal growth.

### Measures of Industry Concentration

**Concentration ratio**—percentage of total industry sales accounted for by the four largest firms in the industry (Table 25-2, p. 495)

• **When four firms control 40 or more of the market, the industry is considered oligopolistic**—one-half of all US manufacturing industries are oligopolistic.

• **Shortcomings**— pertains to entire nation, some markets are localized; does not show interindustry competition or import competition; does not show actual market performance in terms of degree of competition and technological progress

**Herfindahl Index** helps to show dominance of major firm

- sum of the squared percentage market share of all firms in the industry
- greater weight is given to larger firms
- larger the index number, the greater the market power within an industry (See Table 25-2, p. 495)

## Oligopoly Behavior

**Pricing behavior has the characteristics of a game of strategy—game theory.**

This way of thinking forces you to make decisions knowing that there are other active decision-makers in your environment, and their decisions impact your goal and strategies, and vice versa. Game theory examines oligopolistic behavior as a series of strategic moves and counter moves by rival firms. It analyzes the behavior of decision makers, whose choices affect one another. The focus is on the players' incentives to cooperate or to compete.

**Game theory reveals that oligopolies show:**

- **Mutual Interdependence**—situation in which the actions of one firm can and will affect the fortunes of another
- **expectation of reaction**—match a price decrease but ignore a price increase
- **collusive tendencies**—cooperation among rivals can result in profits and/or smaller losses; “price wars” are good for consumer but not for seller.
- **unpredictability of reaction**—incentive to cheat

**Profit Payoff for two-firm oligopoly (a duopoly)**

A payoff matrix is a table listing the profits or payoffs, that each of two rival firms can expect based on the strategy that each firm adopts.

- Two firms: RareAir and Uptown • Two pricing strategies: High and Low
- Profit earned will depend on the strategy it chooses and the strategy its rival chooses.
- Each lettered cell of this four-cell payoff matrix represents one combination of a RareAir strategy and an Uptown strategy and shows the profit that combination would earn for each firm.

	Cell A	Cell B	Cell C	Cell D
	High(U) High(R)	High(U) Low(R)	Low(U) High(R)	Low(U) Low(R)
Uptown	\$ 12	\$ 6	\$ 15	\$ 8
RareAir	12	15	6	8

- **Oligopoly firms can increase profits and affect rival's profit by changing their pricing strategy. This is mutual interdependence.**

If **Uptown chooses High**, it earns \$ 12M only if RareAir chooses High.

If **Uptown chooses High** and **RareAir chooses Low**, RareAir will capture more of the market and earn \$ 15 M while Uptown only gets \$ 6M.

- If either firm chooses the **low price strategy**—Cell C for Uptown and Cell B for RareAir, each could increase profits.

Uptown to \$ 15M (Cell C) or RareAir to \$ 15M (Cell B).

But...note in Cell C, RareAir reduces its profits to \$ 6M and in Cell B, Uptown would reduce its profits to \$ 6M.

The **high priced firm would be better off it adopted the low-price strategy**. (Cell D). Both firms would reap profits of \$ 8M.

So...movement from Cell A (\$12M for both) to Cell D (\$8M for both) is the effect!

- **Oligopoly firms can benefit from collusion— cooperation among rivals.** The two firms could decide together to establish the high pricing strategy and each earn **\$12M**. There is temptation to cheat since the extra profit possible if you trick your rival is present by with low price strategy.

**Collusive Oligopoly**

**Cartels**— agree on production limits and set a common price to maximize profits as if each were **acting like a unit of a single monopoly**.

- Overt Collusion: OPEC example p. 531
- Covert Collusion: Electrical Equipment Conspiracy p. 531
  - Tacit Collusion: Gentlemen’s agreements

**Price Leadership**

type of implicit understanding to coordinate prices without outright collusion.  
one firm is dominant and initiates price changes which others follow

**ECONOMIC EFFICIENCY:**

**Traditional View**—acts like monopoly (higher price, lower output); no productive or allocative efficiency; some view it worse than monopoly because government tends to discourage monopoly development

**Qualifications:**

- Increased foreign competition—breaking down price leadership and bringing more competitive pricing
- Limit pricing—low prices are an entry barrier and benefits consumers
- Technological advance—large economic profit is used for R&D and barriers give some assurance that money for R&D is well spent.

**AP Microeconomics**  
**Chapter 27 p. 532-537**

**• Why Study Resource pricing?**

- Money Income determination: resources are major source
- Resource Allocation: prices allocate scarce resources
- Cost Minimization: best combination of resources will be most efficient
- Ethical questions and Policy Issues: the unequal distribution of income, etc.

**• Marginal Productivity Theory of Resource Demand**

Derived Demand—demand for resources is derived from the products which those resources help produce.

Marginal Revenue Product (MRP)—Demand for resource depends on

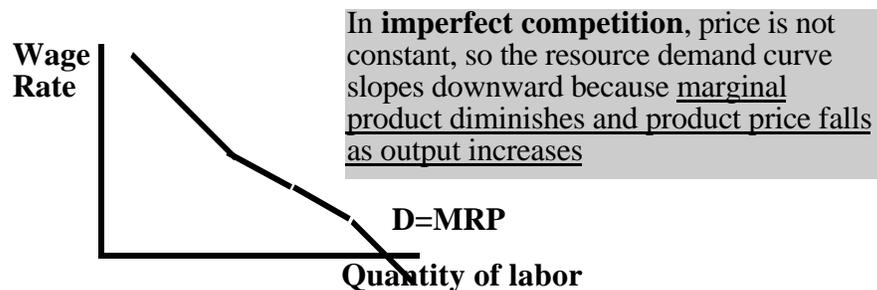
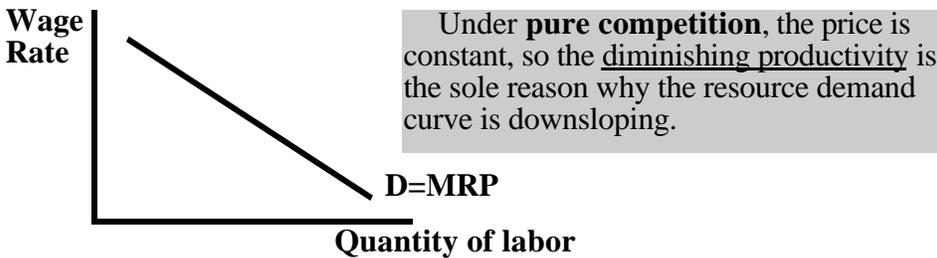
- productivity of resource
- market value or price of good produced **MRP=MP x P**

**The demand or labor: pure competition in the sale of the product**

Units of Resource	Total Product (Output)	Marginal Product	Product Price	Total Revenue	Marginal Revenue Product
		MP	P	TR	MRP
0	0		\$ 2	\$ 0	
1	7	7	\$ 2	14	\$ 14
2	13	6	\$ 2	26	12
3	18	5	\$ 2	36	10
4	22	4	\$ 2	44	8
5	25	3	\$ 2	50	6
6	27	2	\$ 2	54	4
7	28	1	\$ 2	56	2

MRP is the increase in total revenue resulting from the use of each additional variable input (like labor)

- The MRP curve is the resource demand curve. Location of curve depends on the productivity and the price of the product.
- MRP is demand schedule



**The demand for labor: Imperfect Competition in the sale of the product**

Units of Resource	Total Product (Output)	Marginal Product	Product Price	Total Revenue	Marginal Revenue Product
		MP	P	TR	MRP
0	0		\$ 2.80	\$ 0	
1	7	7	\$ 2.60	18.20	\$ 18.20
2	13	6	\$ 2.40	31.20	13.00
3	18	5	\$ 2.20	39.60	8.40
4	22	4	\$ 2.00	44.00	4.40
5	25	3	\$ 1.85	46.25	2.25
6	27	2	\$ 1.75	47.25	1.00
7	28	1	\$ 1.65	46.20	-1.05

**• Marginal Resource Cost (MRC)**

MRC is the increase in total cost resulting from the employment of each additional unit of a resource; so for labor, the MRC is the wage rate.

**• MRP=MRC is the rule.**

It will be profitable for a firm to hire additional units of a resource up to the point at which that resource's MRP is equal to its MRC. (Compare this to the MR=MC rule in terms of the market models of the previous chapters. Recall that it was profitable to produce the output that added revenue until the added cost was greater.)

**AP Microeconomics**  
**Chapter 27 p. 537-542**

**Determinants of Resource Demand (location of demand curve MRP)**

**Changes in Product Demand**

- Recall Derived Demand—changes in Demand for the product produced by the resource will cause change in the resource demand in the same direction

**Changes in Productivity**

- Quantities of other resources used—adding capital to labor raises productivity more than if labor is added to labor
- Technological Progress—the better the quality of the capital, the greater the productivity of the labor used with it
- Quality of the variable resource—improvements in the quality of the resource will raise its marginal productivity and hence raise demand

**Changes in Prices of Other Resources**

Relationship of inputs (1)	Increase in the price of capital (2)		
	Substitution Effect (a)	Output Effect (b)	Combined Effect (3)
<b>Substitutes in production</b>	Labor substituted for capital	Production costs up, output goes down, and less of both capital and labor used	$D_L$ increases if the substitution effect exceeds the output effect; $D_L$ decreases if the output effect exceeds the substitution effect
<b>Complements in production</b>	No substitution of labor for capital	Production costs up, output goes down, and less of both capital and labor used	$D_L$ decreases

**Occupational Employment Trends: p. 539**

Table 27.5 p, 540 and Table 27.6, p. 541

<b>Examples of Determinants of Labor Demand</b>	
<b>Determinant</b>	<b>Examples</b>
<b>Change in product demand</b>	<ul style="list-style-type: none"> <li>Gambling increases in popularity, increasing the demand for workers at casinos</li> <li>Consumers decrease their demand for leather coats, decreasing the demand for tanners</li> </ul>
<b>Change in productivity</b>	<ul style="list-style-type: none"> <li>An increase in the skill level of glassblowers increases the demand for their services.</li> <li>Computer-assisted graphic design increases the productivity of and the demand for graphic artists</li> </ul>
<b>Changes in the price of another resource</b>	<ul style="list-style-type: none"> <li>An increase in the price of electricity increases the cost of producing aluminum and reduces the demand for its workers.</li> <li>The price of security equipment used by businesses to protect against illegal entry falls, decreasing the demand for night guards</li> <li>The price of telephone switching equipment decreases, greatly reducing the cost of telephone service, which in turn increases the demand for telemarketers.</li> </ul>

## Elasticity of Resource Demand

The sensitivity of producers to changes in resource price is measured by the elasticity of resource demand.

$$E_{rd} = \frac{\% \text{ change in resource quantity}}{\% \text{ change in resource price}}$$

$E_{rd} > 1$  elastic

$E_{rd} = 1$  unit-elastic

$E_{rd} < 1$  inelastic

### Factors that determine the sensitivity of producers to changes in resource prices: Elasticity of Resource Demand

#### • Rate of MP decline:

if MP of labor declines slowly as it is added to a fixed amount of capital, the MRP, (demand curve for labor) will decline slowly and tend to be highly elastic; a small decline in the price of a resource will yield a relatively large increase in the amount of labor demanded.

if MP of labor declines sharply, the MRP (labor demand curve) will decline rapidly and hence tend to be inelastic; a relatively large decline in the wage rate will be accompanied by a very modest increase in the amount of labor hired.

#### • Ease of Resource Substitutability

the larger the number of good substitute resources available, the greater the elasticity of demand for a particular resource

wood substitutes and aluminum

use airline pilots, railroad crews and truck drivers as example of time element

#### • Elasticity of Product Demand

the greater the elasticity of product demand, the greater the elasticity of resource demand; derived demand is reason

recall the elasticity of demand curves for resources by perfect and imperfect competitors

#### • Labor Cost-Total Cost Ratio

the larger the proportion of total production cost accounted for by a resource, the greater will be the elasticity of demand for that resource.

### Optimum combination of Resources

Consider two interrelated questions: What is the least combination of resources and what is the combination of resources that will maximize a firm's profit?

#### Least—Cost Rule

• The cost of any output is minimized when the marginal product (MP) per \$'s worth of each resource is the same.

$$\frac{\text{MP of labor}}{\text{Price of labor}} = \frac{\text{MP of capital}}{\text{Price of capital}}$$

Labor Price=\$8					Capital Price=\$12				
Q	TP	MP	TR	MRP	Q	TP	MP	TR	MRP
0	0		\$0	\$0	0	0		\$0	\$0
1	12	12	24	24	1	13	13	26	26
2	22	10	44	20	2	22	9	44	18
3	28	6	56	12	3	28	6	56	12
4	33	5	66	10	4	32	4	64	8
5	37	4	74	8	5	35	3	70	6
6	40	3	80	6	6	37	2	74	4
7	42	2	84	4	7	38	1	76	2

**Example:** For 50 units of output # of units is given since cost is the issue!

$$\frac{\text{MP}_L}{P_L} = \frac{\text{MP}_C}{P_C} \quad \begin{array}{l} 3 \text{ labor} \\ 2 \text{ capital} \end{array} \quad \begin{array}{l} 6/8 \\ 9/12 \end{array}$$

#### Profit Maximization Rule

• When hiring two resources in competitive markets, a firm realizes the profit-maximizing combination of resources when each input is employed up to the point at which its price equal its MRP.

$$\frac{\text{MRP}}{P_L} = \frac{\text{MRP}_C}{P_C} = 1$$

# of units is not given since profit is the issue.

**Example:**

$$\frac{\text{MRP}_L}{P_L} = \frac{\text{MRP}_C}{P_C} \quad \begin{array}{l} 5 \text{ labor} \\ 3 \text{ capital} \end{array} \quad \begin{array}{l} 8/8 \\ 12/12 \end{array}$$

#### Can a firm be least cost and profit maximizing?

	Least cost	Profit maximizing
5 labor	4/8	8/8
3 capital	6/12	12/12

**How many units?**

5 labor produce 37    3 capital produce 28 = 65 units of output

**AP Microeconomics  
Chapter 28 p. 550-557**

**Labor, Wages and Earnings**

**Labor** means 1) blue and white-collar workers, 2) professional workers, 3) owners of small businesses who provide their labor in operating.

**Wages and wage rates** are the price paid for labor. Wage is said to mean some wage rate per unit of time. Weekly or monthly salaries, bonuses, royalties, commissions are also forms of wages.

**Nominal wage** is the amount of money received per hour, per day or whatever the time frame. Sometimes called gross earnings. (wage rate x time worked)

**Real wage** is the quantity of goods and service a person can obtain with nominal wages; purchasing power of nominal wages. **Nominal wages— $\text{inflation}\% = \text{real wage}$**

**General Level of Wages**

**Wages differ** among nations, regions, occupations and individuals. The general level of wages is a composite concept that includes average wages of all workers.

**Wages in the US** are relatively high compared to international wages. This demand for labor in advanced economies is quite large relative to the supply of labor.

Demand for labor depends on **Productivity:**

- **Plentiful capital**—total capital available per worker in US is about \$75,000
- **Access to abundant natural resources**—domestic or imported, the US has arable land, minerals, and sources of energy. The growth of agriculture is a good example of abundant land and capital.
- **Advanced Technology**—use of technologically superior equipment and scientific study and research.
- **Labor quality**—high living standards in health and education give us an edge
- **Intangible factors**—efficiency and flexibility of management, business, social and political environment, vast size of market.

**Examine Figure 28.1 p. 532 and Figure 28.2, p. 533** to find Output per hour and real hourly wages and the long-run trend of real wages in US

**Purely Competitive Labor Market**

**In a purely competitive market:**

large number of firms hiring a specific type of labor

numerous qualified, independent workers with identical skills

Wage taker behavior—no ability to control wage on either side

**Market Demand:** sum of labor demand curves of the individual firms—their MRP curves

**Market Supply:** assume no union, slopes upward because as a group, the firms must pay higher wage rates to obtain more workers; workers have some alternatives.

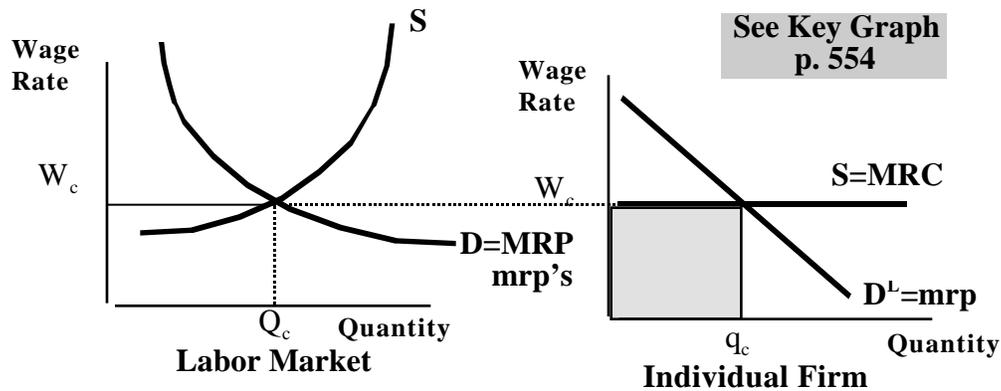
**The supply of labor:**

**Pure competition in the hire of labor**

Unit of Labor	Wage Rate	Total Labor Cost	Marginal Resource Cost —MRC
0	\$6	\$0	
1	\$6	6	\$6
2	\$6	12	\$6
3	\$6	18	\$6
4	\$6	24	\$6
5	\$6	30	\$6
6	\$6	36	\$6

**When the resource price is given to the firm, their MRC is constant and is equal to the wage rate. Each new worker adds his wage rate to the total wage cost.**

For the firm, MRC (S) is perfectly elastic and MRP is downsloping. Each firm will find it **profitable to hire labor up to the point at which  $MRP=MRC$** . The firm's get their price from the market equilibrium of demand and supply of labor.



For the firm, the shaded area is total wage cost; the triangle above the shaded area is the nonlabor cost, or payments to the suppliers of other resources including a normal profit.

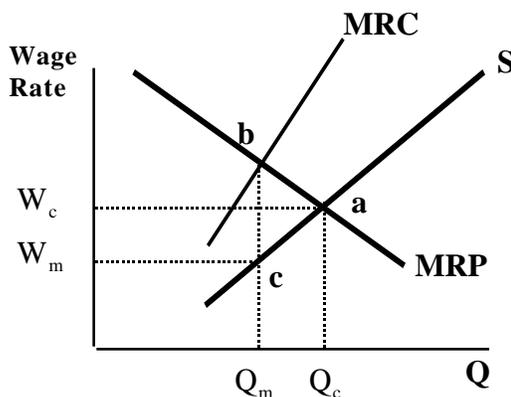
### Monopsony Model

This is a market in which an employer of resources has monopolistic buying (hiring) power. One major employer or several acting like a single monopsonist in a labor market. **In this market:**

- single buyer of a specific type of labor
- labor is relatively immobile—geography or skill-wise
- firm is “wage maker” —wage rate it must pay varies directly with the # of workers its hires

Unit of Labor	Wage Rate	Total Labor Cost	Marginal Resource Cost —MRC
0	\$5	\$0	
1	\$6	6	\$6
2	\$7	14	\$8
3	\$8	24	\$10
4	\$9	36	\$12
5	\$10	50	\$14
6	\$11	66	\$16

Decision to employ more or fewer workers will affect the wage rate; **the firm will have to pay a higher wage to obtain more labor. This makes the supply curve upsloping.** Each point indicates the wage rate (cost) per worker which must be paid to attract that corresponding # of workers.



The employer's MRC curve lies above the labor S curve since it must pay all workers the higher wage when it hires the next worker the high rate to obtain his services. **Equating MRC with MRP at point b, the monopsonist will hire  $Q_m$  workers and pay wage rate  $W_m$ .** Note that the q and w are below the  $Q_c$  and  $W_c$  amounts.

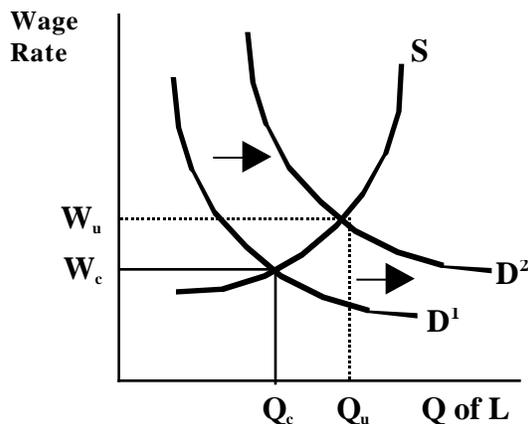
**Why not pay a wage rate noted by point b?**

This firm does not have to do so since the labor supply is willing to accept less as indicated by the S curve.

### Three Union Models

The most important goal of union activity is to raise wages.

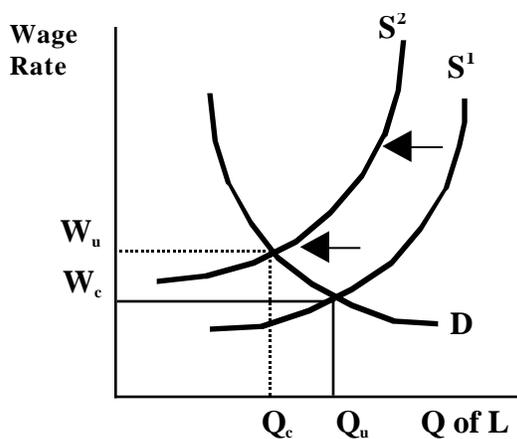
**Demand-Enhancement Model**—raising the demand for labor causing wages to rise and quantity of labor to increase.



• A union can increase labor demand by changing one or more of the determinants of labor demand:

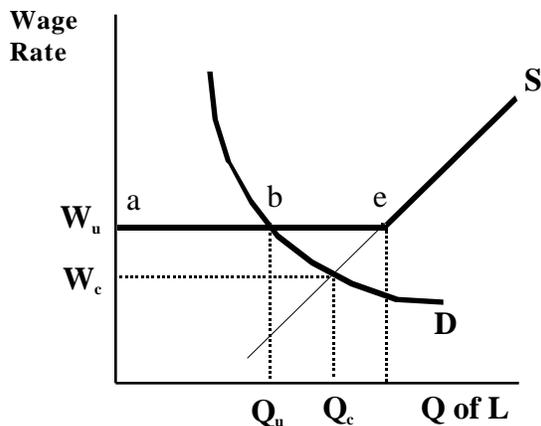
- 1) increase product demand—advertising the product, political action to increase production, “featherbedding”
- 2) increase productivity—joint labor-management committees
- 3) change prices of other inputs—support of minimum wage legislation, prevent declines in labor decline through actions to raise the price of other inputs.

**Exclusive or Craft Union Model**—reducing the supply of labor through the use of restrictive membership policies causing higher wages but lower quantity of labor.



- Craft unions (exclusive unionism) include workers sharing a specific skill who act together to force employers to hire them. They employ restrictive membership—long apprenticeship, high fees, limits on new members—and hence, cause the supply of labor to decrease.
- Occupational licensing is also used to protect consumers but has the same effect by restricting the supply of labor. Some 600 occupations are now licensed in the US.

**Inclusive or Industrial Union Model**—imposing a wage rate above the competitive rate causing the supply curve to be perfectly elastic in part of its range. This means that employers are forced to accept the wage or no labor is made available—workers strike. By agreeing to the union’s wage demand, individual employers are wage takers. When they equate  $MRC = MRP$ , they are in the perfectly elastic range. **Employers here are in a competitive market for labor.**



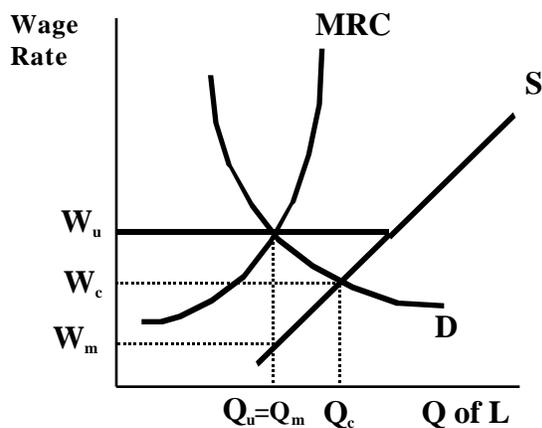
- In Inclusive Industrial unions, **Wages are above the competitive wage rate** and the quantity of labor is less than would have been with competitive model.
- Point e show a quantity of workers greater than competitive model. This causes a surplus of workers, which should lower wages. But, union workers will refuse to work for lower wages acting collectively and employers contractually cannot pay less.

### Wage Increases and Unemployment

Union members earn on average 15% more than nonunion members do  
 Both types of unions do reduce quantity of labor  
 Growth of economy and Elasticity of demand for labor are two ways to raise employment caused by union action.

### Bilateral Monopoly Model

A monopsonistic employer seeks a lower wage rate that is demanded by an inclusive union. This is “monopsony in labor vs. monopoly in business” or “big labor vs. big business”!



- A **monopsonist** seeks to hire  $Q_m$  (where  $MRC = MRP$ ) and pay wage rate  $W_m$  corresponding to  $Q_w$  on the labor supply curve  $S$ .
- The **inclusive union** it faces seeks the above equilibrium wage rate  $W_u$ . The actual outcome cannot be predicted by economic theory. Collective bargaining will be the vehicle used to reach consensus.

## **Wage Differentials**

- **Table 28-3 p. 563** shows **wage differences** based on work abilities, educational level, non-monetary differences in jobs & market imperfections.

- **Figure 28-10, p. 565** shows how **education levels** affect individual annual earnings.

- Non-Monetary aspects of work can lead to a **compensating difference** in wages. “Dirty” jobs or those that have hazardous elements may not attract all possible workers so compensating differences illicit higher wages.

- Market imperfections include lack of job information, geographic immobility, effect of unions and government policies and discrimination. These differences result in a difference in wage payments.

## **Pay for Performance: Principal Agent Problem**

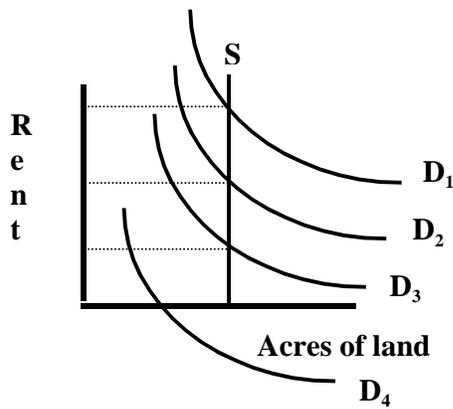
Problem arises when workers (as agents) shirk their responsibilities and provide less than expected work effort. Firms want to motivate workers in some way to raise productivity.

Piece rates, commissions, royalties, bonuses, profit sharing, and efficiency wages are designed to improve productivity by overcoming the principal agent problem.

There are negative side effects of these measures: poor quality, predatory sales practices, interference in team oriented work, free-riders, and lack of new ideas.

**Economic Rent...price paid for the use of land and other natural resources, which are completely fixed in supply.**

- **Perfectly inelastic supply** since land has no production costs; it is a “free and nonproductive gift of nature.” Its quantity does not change with price (a few exceptions)
- **Changes in demand will determine the amount of rent.**
- Several factors influence this demand:
  - price of the product grown on the land
  - the productivity of the land
  - the prices of other resources combined with the land

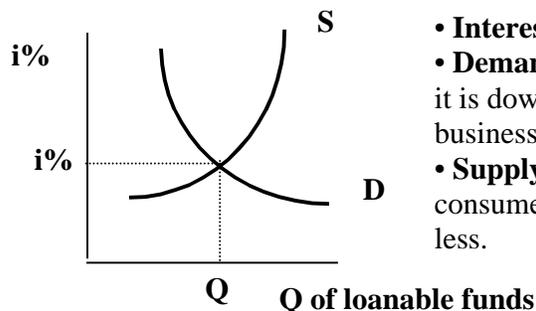


- Land is **viewed as surplus** since there is no incentive function to provide more supply,
- Some argue it should be **taxed away**, since it is unearned. Some argue that it should be nationalized or **owned by the government**.
- **Differences in land productivity** result from differences in the land itself. These account for the varying amount of rent to allocate land to its most productive use.
- Economic rent is a surplus payment above that needed for society to gain the use of the resource, but **individual firms do need to pay rent to attract land resources away from alternative uses, and so rent is a cost for firms**.

AP Microeconomics  
Chapter 29 p. 575-581

**Interest...price paid for the use of money, usually viewed as the money that must be paid for the use of one dollar for one year.**

- **Interest is stated as a percentage** as required by the Truth in Lending Act of 1968.
- **Money itself is not a resource.** It is used to acquire capital goods, so by borrowing money or using money, businesses are **buying the use of real capital goods**.



- **Interest rate is determined in Money Market.**
- **Demand** consists of Transaction and Asset demands; it is downsloping because at lower interest rates, businesses are willing to borrow more.
- **Supply** is upsloping because at higher interest rates, consumers will be induced to save more and spend less.

- **Investment decisions are related to rates of interest and rates of return.** Businesses will be willing to invest in capital goods when their expected return exceeds the cost of borrowing.

- **Nominal interest rates** are stated in current dollar values; **real interest rates** are expressed in constant or inflation-adjusted dollars. Businesses are worried about real interest rates.

- **Range of interest rates:**

- Varying degrees of risk (riskier loans carry higher rates)
- Differing maturity dates (longer-term loans carry higher rates)
- Size of loan (larger amount of loan have lower rates)
- Taxability (some interest earned is tax-free, so interest paid would be lower)
- Market imperfections (monopoly power in market may raise rate)

- **Pure Rate of Interest:** best defined in terms of the long-term virtually risk-free securities such as the US government 30-year Treasury Bond. The rate in August 2001 was 5.5%.

- Role of Interest is important since it **affects both levels and the types of investment undertaken.** Level of investment is inversely related to the rate of interest.

- **Interest rates ration money capital** to those who are willing to pay for it, so...capital is allocated to its more productive and profitable uses.

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**Economic Profits...what remains of a firm's total revenue after the explicit and implicit costs are subtracted.**

- **Profit are the reward for the entrepreneur**-for risk-taking, for innovation, for creative ways of combining resources.

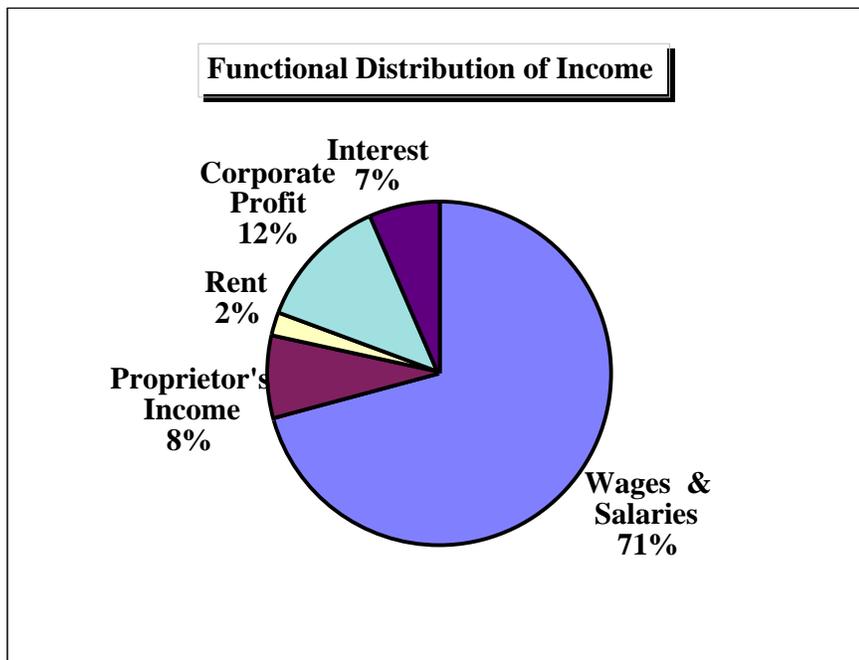
Normal profit is the minimum required to retain the entrepreneur.

Economic profits are above the normal and act as the incentive to take risks.

- **Economic profits occur in a dynamic, ever-changing economy** as the reward to the entrepreneur, but they also accrue to those **with monopoly power** in the market.

- **Expectation of profit** encourages firms to invest and expand output and production. They **allocate resources** to those ventures that are profitable—a signal that society's needs and wants for being met.

**Income Shares**



- **Wages are dominant type**, and if proprietor's income is added, the percentage rises even higher.

- **Historically**, corporate profit has grown as a share over time as that form of business organization grows. Industry has changed from land-capital intensive to labor-capital intensive to labor-service intensive.

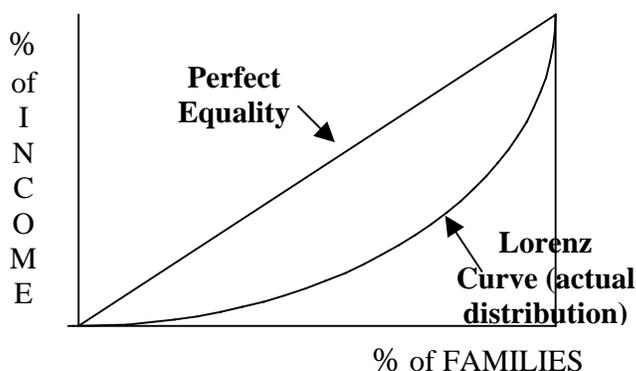
## AP Microeconomics

### Chapter 34 p. 667-674

#### Income inequality facts

- **36 million Americans**--over 11 percent of the population live in poverty; **500,000 are estimated to be homeless**; yet, Steven Spielberg earned 283 million in 1997.
- Personal income distribution is shown in Tables 34-1 and 34-2, p. 668
  1. **Average family income** in 1999 was \$62,636
  2. At the bottom, **one in 7 families has less than \$15,000 annual income.**
  3. The **top 20 percent earned nearly half (47 percent) of all income** and more than ten times as much as the lowest 20 percent of families.
  4. At the top, **15.2 percent of families received over \$100,000 per year.**
  5. **Figures demonstrate considerable and growing income inequality in U.S.**

#### The Lorenz curve—another way to depict inequality



If income were distributed perfectly equally, the Lorenz curve would be the straight-line diagonal shown. The extent to which the actual income distribution varies from the line of perfect equality is the measure of inequality.

The greater the distance of the curve from the line of equality, the more unequal the distribution. The extreme would be a line following the horizontal axis to the right until it meets the right vertical axis and then turns upward along that axis. **The Lorenz curve can be used to compare changes in the curve over time or to compare income distributions across countries.**

#### Income Mobility: The Time Dimension

- **Most income receivers start at a low level, peak during middle age, and then decline.** Considerable income inequality would exist in any specific year because of age differences.
- **There is considerable individual and family mobility over time and the longer the time; the more equal the distribution of income.**

#### Effect of Government on Redistribution

- The income data in Tables 34-1 and 34-2 show **before-tax, cash income, including earnings (wages, salaries, dividends, interest) and cash transfers (social security, unemployment compensation, welfare payments).**
- The figures do not take into account personal income and payroll (social security) taxes. Nor do they include **in-kind (noncash) transfers** such as Medicare, Medicaid, food stamps or housing subsidies.

- **Government significantly redistributes income from higher to lower income households through taxes and transfers.**

- The distribution of personal income is significantly more equal after taxes and transfers. **Because the American tax system is only modestly progressive, transfer payments are the most important method of redistribution.** They account for more than 75% of the income of the lowest quintile. **The Lorenz curve will move inward toward equality with these influences.**

### **Income Inequality: Causes**

- **Ability differences** lead to differences in earnings.
- **Education and training** correlate closely with differences in earnings. In general, the more education, the higher the income.
- **Discrimination with regard to gender, race, age, etc.,** still seems to play a role in income differences.
- **Differences in tastes and risk preferences** lead to different incomes.
- **Unequal distribution of wealth:**
  1. Wealth is a "stock," reflecting at a particular moment the financial and real assets an individual has accumulated over time. A retired person may have little income but vast amounts of accumulated wealth.
  2. Ownership of wealth in the United States is very unequal. A recent Federal Reserve study shows that in 1998 the top 10% of households owned 69% of total net assets. The bottom 20% had no wealth; the bottom 40% held less than 2%.
  3. This inequality of wealth leads to inequality in rent, interest and dividends, which contributes to income inequality.
- **Market power can lead to monopoly profits or union wages higher than market equilibrium.**
- **Good Luck, connections, and misfortune are other forces explaining income differences.**

### **Causes of Growing Inequality**

- Many firms **require more highly skilled workers** because of the production methods they employ or because of the nature of the products they produce. (Computer software development, biotechnology, advanced communications systems.)
- In terms of demographics, **large numbers of less experienced and less skilled "baby boomers" have entered the labor force along with a large number of unmarried or divorced women with children.** Groups with less experience and fewer skills have lower incomes.
- **More international competition has reduced the demand for unskilled workers** who used to command high wages in manufacturing industries in the U.S. Also, an upsurge in immigration of unskilled workers and the decline of unions has contributed to wage inequality.
- Two cautions: first all quintiles have grown in terms of absolute income, **but growth was fastest in the top quintile.** Second, **increased income inequality is not unique to the U.S.**

## AP Microeconomics

### Chapter 5 p. 79-87

#### Economic Functions of Government

**Legal and Social Framework**—provides legal framework and services needed for a market economy to function efficiently.

- sets “rules of the game” governing business relationships such as contract enforcement
- services like police powers, weights and measures, and system of money
- agencies that protect consumer and regulate businesses

**Maintaining Competition**—actions that encourage competition in order to promote efficiency to provide low prices and an adequate quantity of goods for consumers

- Regulation and ownership controls
- Anti-monopoly laws

**Redistribution of Income**—providing for those unable to do so themselves

- transfer payments such as welfare, SS payments, food stamps; unemployment compensation

- market intervention such as price controls or price supports
- sharing the wealth of the nation through income based taxation

**Reallocation of Resources**—measures to correct over- and under-allocation of resources

• **Spillovers** occur when some of the costs or the benefits of the good or service are passed on to parties other than the immediate buyer or seller.

• **spillover costs**

production or consumption costs inflicted on a third party without compensation

pollution of air, water are examples

Supply moves to right producing a larger output that is socially desirable—overallocation of resources

Legislation to stop/limit pollution and specific taxes (fines) are ways to correct

• **spillover benefits**

production or consumption costs conferred on a third party or community at large without their compensating the producer

education, vaccinations are examples

Market Demand, reflecting only private benefits moves to left producing a smaller output that society would like—underallocation of resources

Legislation to subsidize consumers and/or suppliers and direct production by government are ways to correct

**Provider of Public Goods and Services**—providing goods and services to society that the private sector is not willing or able to provide

• private goods are subject to exclusion principle—those unable or unwilling to pay do not get the product.

• exclusion principle does not apply to public goods—there is no effective way to exclude individuals

• public goods are indivisible—cannot be sold to individual buyers; they have the characteristic of shared consumption

• classic example is a lighthouse—free-rider problem emerges. Who pays? Who benefits?

• Quasipublic Goods—goods and services produced and delivered in such a way that the exclusion principle applied even though the private sector could offer

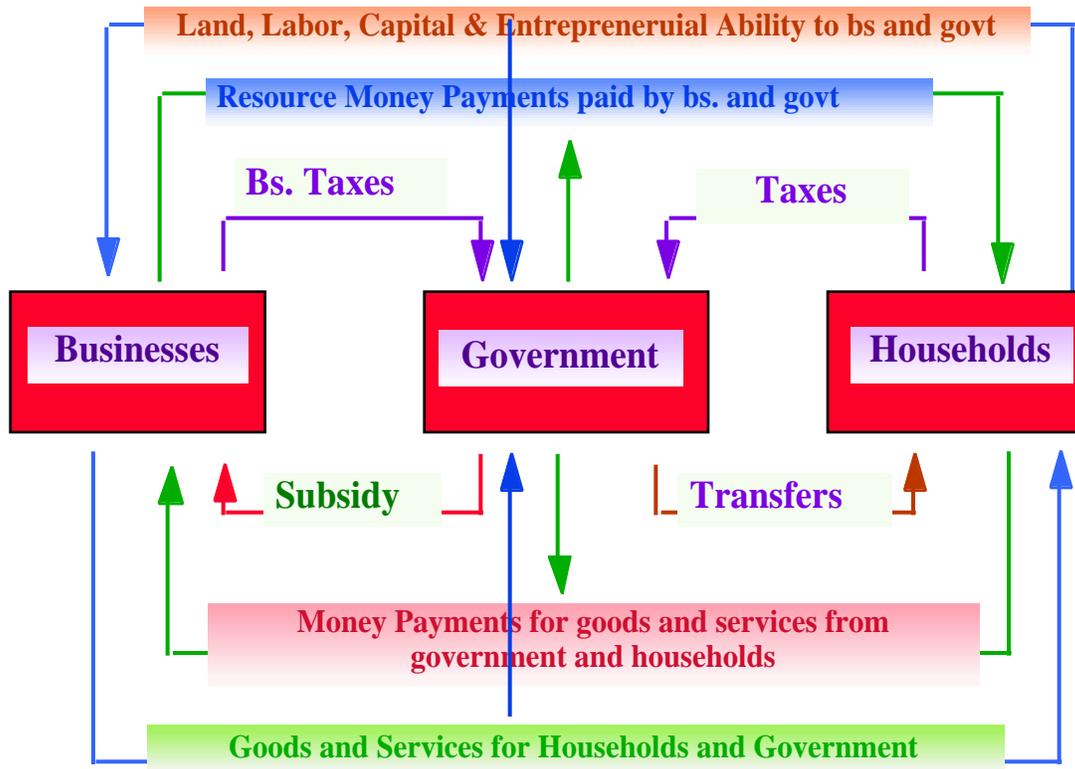
Often, government will provide these g/s since private sector may tend to underallocate resources for their production

Medical care and public housing are examples.

- Allocation of resources to public and quasipublic goods—government spending, taxing policies, and manipulating interest rates are the ways government can shift resource use.

**Stabilization**—helping the private economy achieve full employment of resources and stable prices.

**Circular Flow adding government to the picture.**



**• The government flows suggest ways that the government can stabilize the economy:**

To stimulate the economy, increase government spending and/or reduce taxes; increase transfers and subsidies.

To fight inflation, raise taxes and/or reduce spending; decrease transfers and subsidies.

**Government Finance**

- Government Purchases are exhaustive since they use resources directly and are part of the domestic output.
- Transfer payments are nonexhaustive since they do not use resource and hence, do not produce any output.
- Government purchases have been declined from 22% to 17% of domestic production since 1960 and transfer payments now equal about 10% of domestic production. Purchases and transfer (total government spending) is now about 28 % of US output.

**• Federal Finance:**

Expenditures: figure 5-8 on p. 86—39% goes to pensions and income security; national defense 16%, health 19% and interest on public debt, 14%.

Revenues: figure 5-8 p. 86—82% of revenue comes from personal income tax and payroll tax., while 10% of revenue comes from corporate tax.

• **Personal Income Tax** is a progressive tax (those with higher incomes pay a larger percentage of their income. Higher rates are applied in bracket to higher incomes. The marginal tax rate is the rate at which the tax is paid on each additional unit of taxable income. Average tax rates give a better picture of the tax burden; it is the total tax paid divided by the total taxable income.

**Federal Personal Income Rates, 2000  
for married couple filing a joint return**

(1)Total Taxable Income	(2)Marginal tax %	(3)Total Tax paid on highest income bracket	(4)Average Tax % 3÷1
\$1 to \$43,850	15.0	\$6578	15.0
\$43851 to \$105,950	28	\$28,966	22.6
\$105,951 to \$161,450	31	\$41,141	25.5
\$161,451 to \$288,350	36	\$86,555	30.1
Over \$271,050	39.6		

• **Payroll tax** is the social security contribution based on wages and salaries. Two compulsory Federal programs are financed: social security and Medicare. The payroll tax is assessed on both workers and employer equally. In 2000, the rate was 7.65% on first \$76,200 or earnings and 1.45% on all additional earnings.

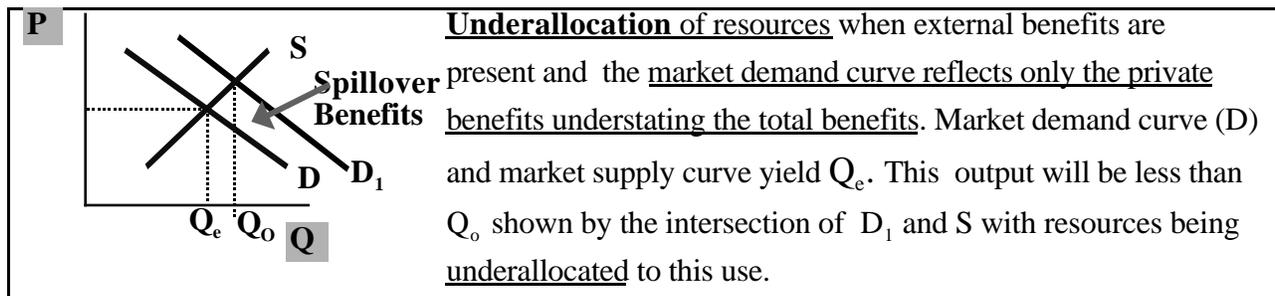
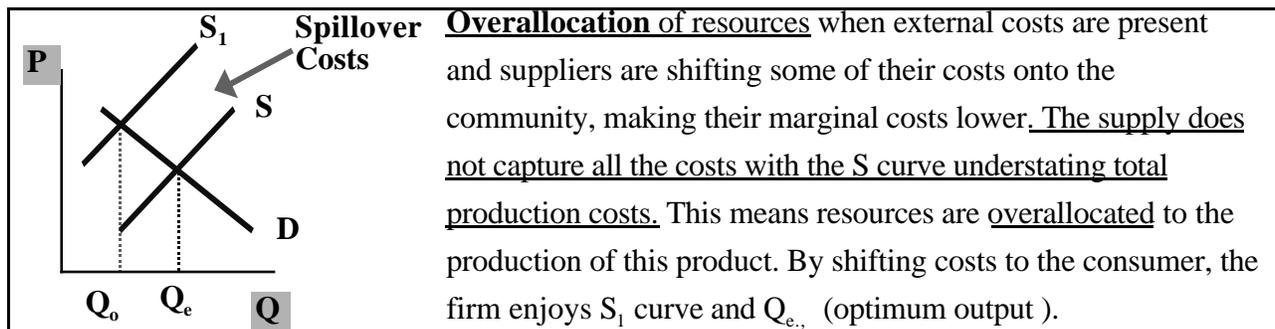
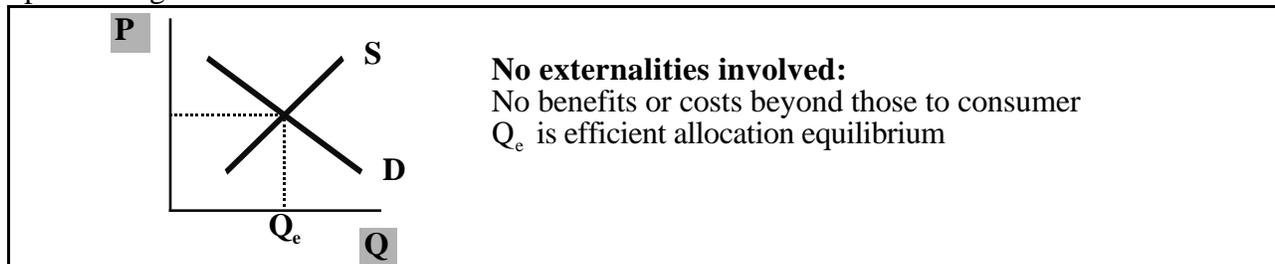
• **Corporate Income Tax** is levied on a corporation's profit. The rate is 35% for most corporations.

• **Sales and excise taxes** on commodities or on purchases such as alcoholic beverages, tobacco, and gasoline. The Federal government does not levy a general sales tax.

**AP Microeconomics**  
**Chapter 30 p. 592-599**

**Market Failures —Caused by either externalities (spillover) or information problems**

- **Externalities failures:** (cost or benefit accruing to an individual or group—third party—which is external to the market transaction)
  - Failure of the market to bring about the allocation of resources that best satisfies the wants of society
  - Results in either over- or underallocation of resources dedicated to the production of a particular good or service



**Correcting for Spillovers or Externalities:**

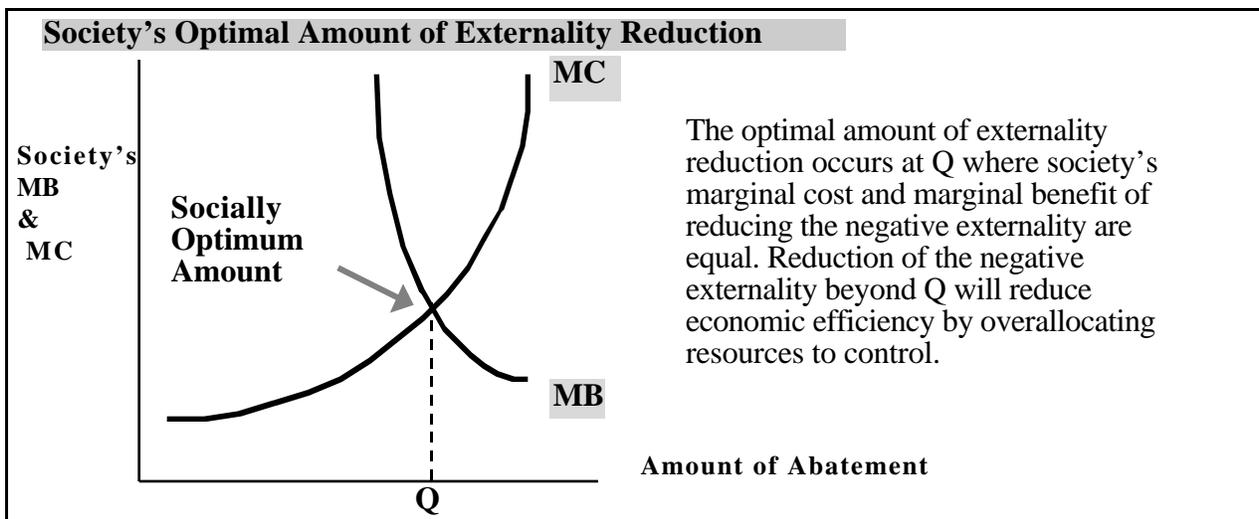
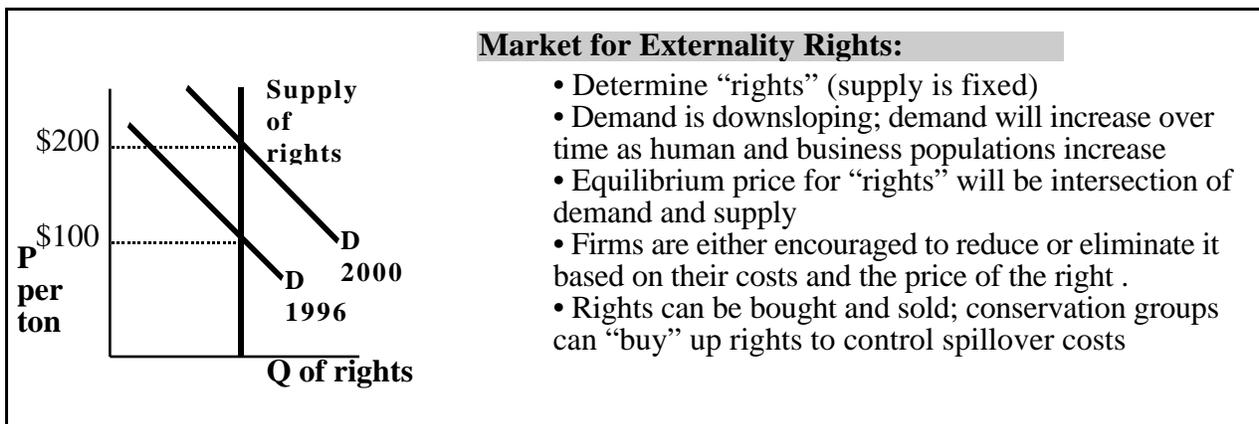
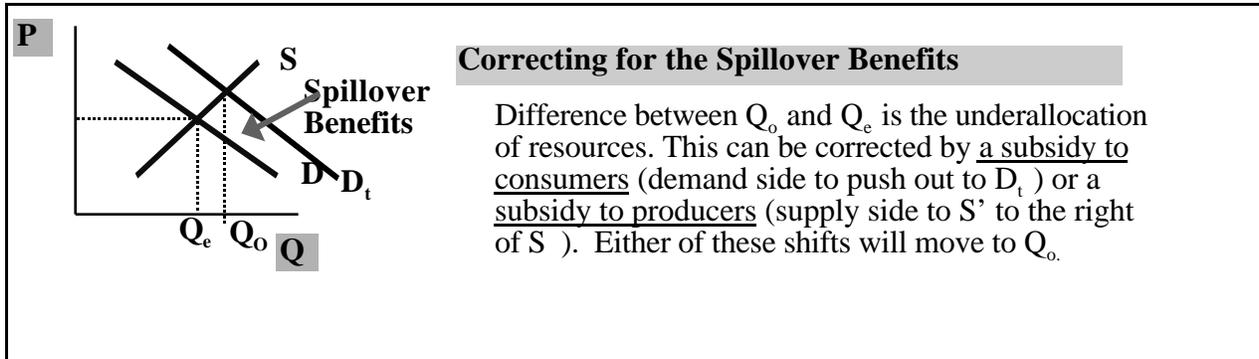
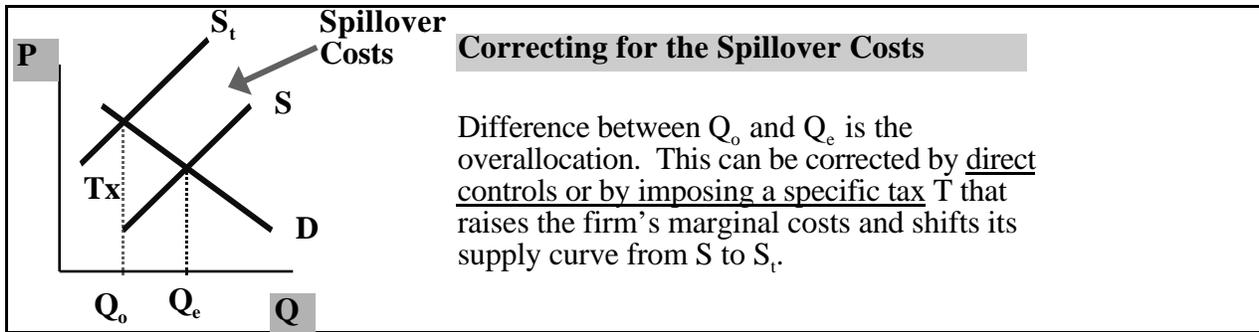
**Individual bargaining: Coase Theorem** — government role is to encourage bargaining; property rights must be defined; a compelling incentive emerges for the parties to find ways to solve failure since both have opportunity costs.

**Liability rules and lawsuits:** government role is to establish framework of laws which define property rights and protect them from damage done by other parties; private lawsuits are judged from that framework

**Direct controls:** legislation that sets limits on activity (clean air acts, etc.); raises the private marginal costs of producing

**Specific taxes:** producers must decide to pay tax or expend funds to develop substitutes

**Subsidies and Government Provision:** payments to buyers, to producers, or the government provides the product



<b>Problem</b>	<b>Resource allocation</b>	<b>Ways to Correct</b>
<b>Spillover Costs</b> <b>Negative Externalities</b>	Overallocation of Resources	Individual Bargaining Liability rules and lawsuits Tax on Producers Direct Controls Market for Externality rights
<b>Spillover Benefits</b> <b>Positive Externalities</b>	Underallocation of Resources	Individual Bargaining Subsidy to consumer Subsidy to producer Government Provision

### **Think About This!**

Read “Solid-Waste Disposal and Recycling”, 599-601. Relate the law of conservation of matter and energy to the solid waste disposal problem.

Read “Global Warning” p. 601-602. What is the “tragedy of the commons” as it relates to pollution?

### Information failure

**Market Failure** occurs because of **asymmetric information-unequal knowledge** possessed by the parties to a market transaction. **Buyers and sellers do not have identical information about price, quality, or some other aspect of good or service.**

**Sellers' side:** Gasoline market — legal system of weights and measures  
Licensing of doctors — qualifying tests and licensing

#### **Buyers' Side:**

Moral Hazard Problem — tendency of one party to a contract to alter behavior, after the contract is signed, in ways that could be costly to the other party

- Divorce Insurance example
- Car Insurance and your “cautious” behavior?
- Medical Malpractice insurance and doctor behavior?
- Guaranteed contracts for professional athletes?
- Unemployment Compensation and employee behavior?
- FDIC insurance and risky loans?

Adverse Selection Problem — information known by the first party to a contract is not known by the second and as a result, the second party incurs major costs.

- Those in poorest health want the best medical insurance
- A person hiring an arsonist wants to buy fire insurance

Workplace Safety — lack of knowledge on job safety

- Workplace Safety has a cost
- Unsafe workplaces will need to pay high wages to attract workers

#### **Government can intervene by:**

- ...Providing workers with safety information
- ...Mandate that employers give workers good information
- ...Establish standards and force firms to abide
- ...Firms offer warranties
- ...Franchise operations promote standards
- ...Consumer Reports and Mobil Travel Guide provide information
- ...Credit Unions provide financial information to sellers

**AP Microeconomics**  
**Chapter 31 p. 618-620**

**Apportioning the Tax Burden**

• **The benefits-received principle** holds that government should assess taxes on individuals according to the amount of benefits they received, regardless of their income. Gasoline tax is the best example since the tax collected goes directly into the fund to finance highway construction and repair. Two problems arise—how to determine who really benefits and this principle cannot be applied to income redistribution programs.

• **The ability-to-pay principle** holds that people should be taxed according to their income or wealth regardless of the benefits received from government. Those with higher income have a diminishing marginal utility for the goods they buy since their incomes allow them to buy more things to satisfy their wants. A low-income buyer places a higher utility on each good he purchases since he has less to spend. Problems—what is fair?—a larger tax total or a higher rate on higher income levels?

• **Taxes are classified as progressive, proportional or regressive** depending on the relationship between tax rates and taxpayer incomes.

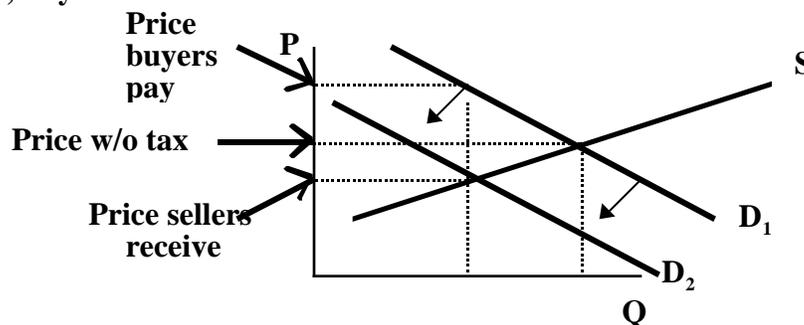
Type	Definition	Applications
<b>Progressive</b>	<ul style="list-style-type: none"> <li>• Average rate increases as income increases</li> <li>• Claims a larger absolute amounts AND a larger percentage of income as income rises</li> <li>• Bears down most heavily on the rich</li> </ul>	<b>Personal Federal Income Tax</b> Marginal Tax rates between 15 and 39.6 % Tax deductions like home mortgage and bond interest exemption erode progressiveness of the tax
<b>Proportional</b>	<ul style="list-style-type: none"> <li>• Average rate remains the same regardless of the size of income</li> </ul>	<b>Corporate Income Tax</b> flat rate of 35% some argue that this tax is passed to consumer making it regressive
<b>Regressive</b>	<ul style="list-style-type: none"> <li>• Average rate declines as income increases</li> <li>• Takes smaller and smaller proportion of income as income increases</li> <li>• May or may not take a larger absolute amount of income as income expands</li> </ul>	<b>Sales Taxes</b> Larger portion of poor person's income exposed to tax; rich can avoid by saving some income <b>Payroll Taxes</b> Apply to only a fixed absolute amount of income SS tax—7.65% of \$76,200 Excludes non-wage income <b>Real Property Tax</b> Poor spend a larger portion of their income for housing Owners of rental property “pass” tax onto tenants

## Taxes

When government imposes a tax on a good, who pays the tax? The way the burden of a tax is distributed is the **incidence** of the tax. The true tax incidence seldom falls entirely on the party on whom the government levies the tax. In many instances, someone else collects the tax and sends the proceeds to the government.

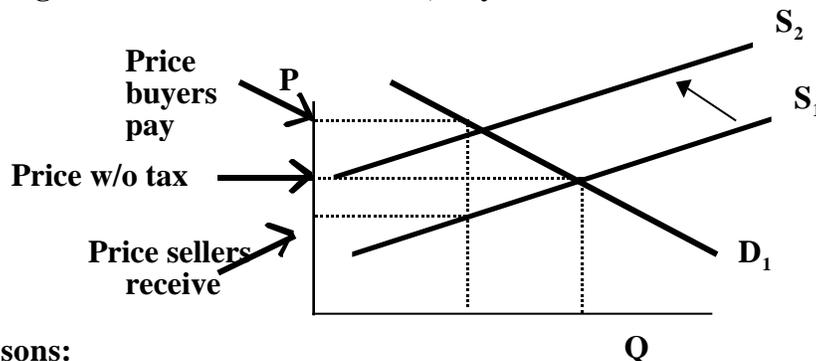
### How taxes on buyers affect market outcomes?

What if a tax is imposed on the buyer ice cream cones? Demand Curve shifts down and equilibrium quantity falls. The price sellers receive is reduced. The price buyers pay (including the tax) rises to an amount greater than the equilibrium price. **Even though the tax is levied on buyers, buyers and sellers share the burden.**



### How taxes on Sellers Affect market Outcomes

What if a tax is imposed on the seller of ice cream cones? Supply Curve shifts up and equilibrium price increases while equilibrium quantity falls. The price sellers receive after paying the tax is reduced. The price buyers pay rises to an amount greater than the equilibrium price. **Even though the tax is levied on sellers, buyers and sellers share the burden.**



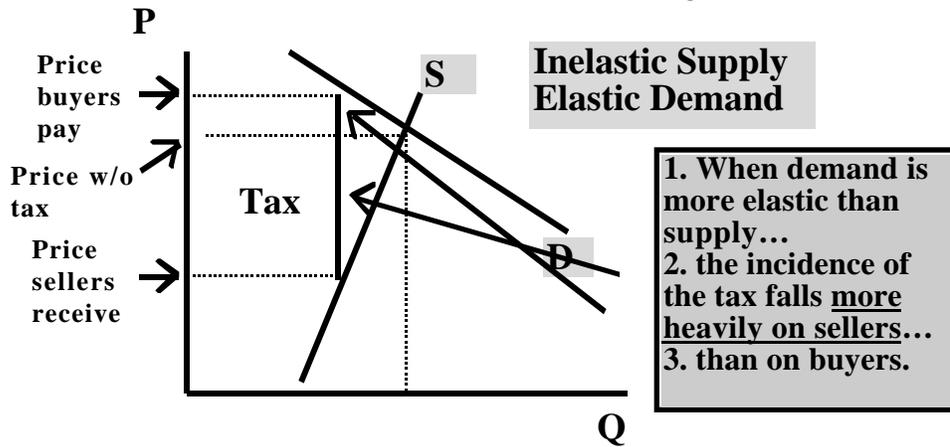
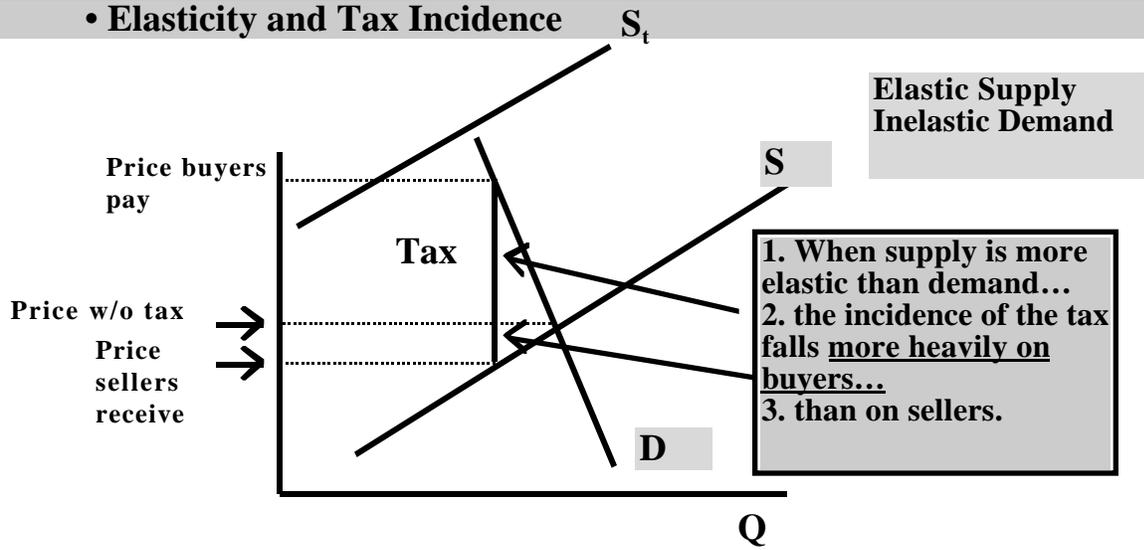
#### Two lessons:

- Taxes discourage market activity. When a good is taxed, the quantity of the good sold is smaller in the new equilibrium.
- Buyers and sellers share the burden of taxes. In the new equilibrium, buyers pay more for the good, and sellers receive less.

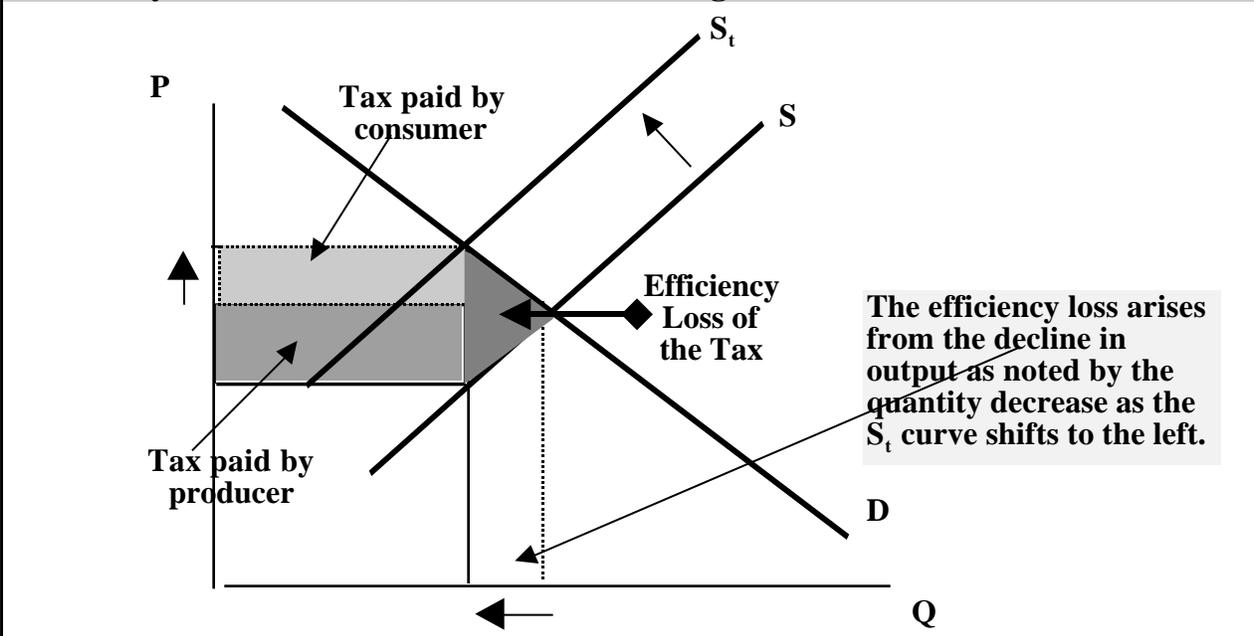
#### Qualifications:

Government may wish to use progressive taxes to redistribute income or use an excise tax to reduce negative externalities such as too much drinking of alcohol.

• Elasticity and Tax Incidence



Efficiency Loss of a tax (also called deadweight loss)



## The probable incidence of taxes

Type of Tax	Probable Incidence
Personal Income Tax	The <b>household or individual</b> on which it is levied
Corporate Income Tax	Some argument: <b>firm</b> on which it is levied tax is shifted in whole or part to the <b>consumer</b>
Sales Tax	<b>Consumer</b> who buy taxed products
Specific Excise Tax	<b>Consumers &amp; producers</b> each share depending on their elasticities
Property Tax	<b>Owners</b> in the case of land and owner-occupied residences; <b>Tenants</b> in the case of rental property <b>Consumers</b> in the case of business property

### American Tax Structure

- **Federal tax structure:** income tax is progressive though the payroll tax is regressive.
- **State and Local structure:** property tax and sales tax is largely regressive; state income tax less progressive than Federal

**Combined Tax System:** the American Tax Structure is deemed to be **slightly progressive**, only slightly redistributing income from the wealthy to the poor. Transfer payments (welfare, social security payments) do much more to reduce income inequality.

### Think About This!

Read about “The Issue of Freedom” on pages 626 and think about relationship between individual freedom and the size of government.