

تحليل اقتصاد جزئي

٢٠١ قصد

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فهرس المحتويات

- العرض والطلب وتوازن السوق
- مرونة الطلب والعرض
- عرض المنشأة وأشكال السوق
- الإنتاج و التكاليف في الاجل القصير و الطويل
- سلوك المستهلك باستخدام أسلوب المنفعة
- نظريات اللعبة

العرض والطلب وتوازن السوق

الفصل الأول

٢٠٢٢/٠٩/١٤

فهرس المحتوى

- ١- مفهوم الطلب والعرض.
- ٢- استخدام العرض والطلب لتفسير أسعار السوق.
- ٣- استخدام العرض والطلب في فهم تغيرات الأسعار.
- ٤- مرونة الطلب والعرض.

أولاً: مفهوم الطلب والعرض

• الطلب (DEMAND)

العلاقة بين عدة أسعار افتراضية لسلعة أو خدمة في السوق، وإجمالي عدد الوحدات التي يرغب المستهلكون في شرائها عند كل سعر افتراضي من هذه الأسعار. "جدول الطلب"

• العرض (SUPPLY)

العلاقة بين عدة أسعار افتراضية لسلعة أو خدمة في السوق، وإجمالي عدد الوحدات التي يرغب المنتجون في بيعها عند كل سعر افتراضي. "جدول العرض"

قانون الطلب و العرض

السوق	جيل	هانك	ديف	جيم	بيث	جنيفر	السعر (بالدولار)
١٤,٥	٠,٠	١٣,٠	١,٠	٠,٥	٠,٠	٠,٠	٧,٠٠
١٥,٠	٠,٠	١٣,٠	١,٥	٠,٥	٠,٠	٠,٠	٦,٥٠
١٦,٥	٠,٠	١٣,٠	٢,٥	١,٠	٠,٠	٠,٠	٦,٠٠
١٧,٠	٠,٠	١٣,٠	٣,٠	١,٠	٠,٠	٠,٠	٥,٥٠
١٧,٠	٠,٠	١٣,٠	٣,٠	١,٠	٠,٠	٠,٠	٥,٠٠
٢٠,٠	٠,٠	١٣,٠	٥,٠	٢,٠	٠,٠	٠,٠	٤,٥٠
٢٠,٠	٠,٠	١٣,٠	٥,٠	٢,٠	٠,٠	٠,٠	٤,٠٠
٢١,٥	٠,٠	١٣,٠	٥,٠	٢,٠	٠,٠	١,٥	٣,٥٠
٣٤,٥	٠,٠	١٣,٠	١٥,٠	٤,٠	٠,٠	٢,٥	٣,٠٠
٣٦,٠	٠,٠	١٣,٠	١٥,٠	٤,٠	٠,٠	٤,٠	٢,٥٠
٤٤,٠	٠,٠	١٣,٠	١٥,٠	٨,٠	٠,٠	٨,٠	٢,٠٠
٥٣,٠	٠,٠	١٣,٠	١٥,٠	٨,٠	٦,٣	١٠,٧	١,٥٠
٥٧,٠	٠,٠	١٣,٠	١٥,٠	٨,٠	٦,٣	١٤,٧	١,٠٠
٥٧,٠	٠,٠	١٣,٠	١٥,٠	٨,٠	٦,٣	١٤,٧	٠,٥٠
٥٧,٠	٠,٠	١٣,٠	١٥,٠	٨,٠	٦,٣	١٤,٧	٠,٠٠

السوق	المزارع جيم	فيل إير أب	كويك مارت	السعر (بالدولار)
٢٧٠,٠	٢٠,٠	٢٠٠,٠	٥٠,٠	٧,٠٠
٢٧٠,٠	٢٠,٠	٢٠٠,٠	٥٠,٠	٦,٥٠
٢٧٠,٠	٢٠,٠	٢٠٠,٠	٥٠,٠	٦,٠٠
٢٣٠,٠	٠,٠	١٨٠,٠	٥٠,٠	٥,٥٠
٢١٠,٠	٠,٠	١٦٠,٠	٥٠,٠	٥,٠٠
١٨٠,٠	٠,٠	١٣٠,٠	٥٠,٠	٤,٥٠
١٥٥,٠	٠,٠	١١٥,٠	٤٠,٠	٤,٠٠
١٣٠,٠	٠,٠	٩٥,٠	٣٥,٠	٣,٥٠
١١٠,٠	٠,٠	٨٥,٠	٢٥,٠	٣,٠٠
٣٦,٠	٠,٠	٢٦,٠	١٠,٠	٢,٥٠
١٠,٠	٠,٠	١٠,٠	٠,٠	٢,٠٠
٥,٠	٠,٠	٥,٠	٠,٠	١,٥٠
٠,٠	٠,٠	٠,٠	٠,٠	١,٠٠
٠,٠	٠,٠	٠,٠	٠,٠	٠,٥٠
٠,٠	٠,٠	٠,٠	٠,٠	٠,٠٠

استخدام العرض والطلب لتفسير السوق

ما هو الغرض الأساسي من استخدام العرض والطلب؟

		السعر (بالدولار)	العرض	الطلب	الفائض	العجز
		٧,٠٠	٢٧٠,٠	١٤,٥	٢٥٥,٥	٠,٠
		٦,٥٠	٢٧٠,٠	١٥,٠	٢٥٥,٠	٠,٠
		٦,٠٠	٢٧٠,٠	١٦,٥	٢٥٣,٥	٠,٠
		٥,٥٠	٢٣٠,٠	١٧,٠	٢١٣,٠	٠,٠
		٥,٠٠	٢١٠,٠	١٧,٠	١٩٣,٠	٠,٠
		٤,٥٠	١٨٠,٠	٢٠,٠	١٦٠,٠	٠,٠
		٤,٠٠	١٥٥,٠	٢٠,٠	١٣٥,٠	٠,٠
		٣,٥٠	١٣٠,٠	٢١,٥	١٠٨,٠	٠,٠
		٣,٠٠	١١٠,٠	٣٤,٥	٧٥,٥	٠,٠
		٢,٥٠	٣٦,٠	٣٦,٠	٠,٠	٠,٠
		٢,٠٠	١٠,٠	٤٤,٠	٠,٠	٣٤,٠
		١,٥٠	٥,٠	٥٣,٠	٠,٠	٤٨,٠
		١,٠٠	٠,٠	٥٧,٠	٠,٠	٥٧,٠
		٠,٥٠	٠,٠	٥٧,٠	٠,٠	٥٧,٠
		—	٠,٠	٥٧,٠	٠,٠	٥٧,٠

الفائض والعجز

• متى يحدث العجز او الفائض في الإنتاج؟

• ماذا يحدث عندما يكون السعر اقل من السعر التوازني؟

• ماذا يحدث عندما يكون السعر اعلى من السعر التوازني؟

أمثلة...

• منظمة أوبك (OPEC)

• قرار بتخفيض الإنتاج بمقدار ١٠٠ ألف برميل يوميا.

العوامل المؤثرة على الطلب والعرض

س/ ماهي العوامل المؤثرة على منحني الطلب والعرض؟

١- منحني الطلب؟

٢- منحني العرض؟

س٢ / وضع تأثير هذه العوامل بيانيا!

مرونة الطلب والعرض

If ...	It Is Called ...
$\frac{\% \text{ change in quantity}}{\% \text{ change in price}} = \infty$	Perfectly elastic
$\frac{\% \text{ change in quantity}}{\% \text{ change in price}} > 1$	Elastic
$\frac{\% \text{ change in quantity}}{\% \text{ change in price}} = 1$	Unitary
$\frac{\% \text{ change in quantity}}{\% \text{ change in price}} < 1$	Inelastic
$\frac{\% \text{ change in quantity}}{\% \text{ change in price}} = 0$	Perfectly inelastic

تمارين على المرونة

من الجدول السابق (شريحة رقم 9) احسب ما يلي

1- معامل مرونة الطلب عندما يتغير سعر السلعة من 6 دولار الى 6.5 دولار؟ اشرح!

2- معامل مرونة العرض عندما يتغير سعر السلعة من 6 دولار الى 6.5 دولار؟ اشرح!

عرض المنشأة واشكال السوق

انواع الاسواق وخصائص كل سوق:

1- سوق المنافسة الكاملة (Perfect Competition)

خصائص السوق ! مثال :

2- المنافسة الاحتكارية (Monopolistic Competition)

خصائص السوق ! مثال :

3- سوق احتكار القلة (Oligopoly)

خصائص السوق ! مثال :

4- سوق الاحتكار (Monopoly)

خصائص السوق ! مثال :

1- سوق المنافسة الكاملة (Perfect Competition)

يطلق على السوق سوق منافسة كاملة اذا تحققت الشروط التالية:

- 1- وجود اعداد كبيرة من المستهلكين و المنتجين.
- 2- المنشآت او الشركات تنتج سلع متجانسه.
- 3- المنشآت او الشركات تستطيع الدخول و الخروج من السوق. (لا توجد تحديات وصعوبات في الدخول للسوق)
- 4- توفر المعلومات للمنتج و المستهلك لاتخاذ قرار الانتاج و الشراء.

مثال:

2- المنافسة الاحتكارية (Monopolistic Competition)

يطلق على السوق سوق منافسه احتكارية اذا تحققت الشروط التالية:

- 1- وجود اعداد كبيرة من المستهلكين و المنتجين.
- 2- المنشآت او الشركات تنتج سلع غير متجانسه.
- 3- المنشآت او الشركات تستطيع الدخول و الخروج من السوق.
- 4- توفر المعلومات للمنتج و المستهلك لاتخاذ قرار الانتاج و الشراء.
- 5- المنتجون لا يحددون السعر (PRICE TAKERS)

مثال:

3- سوق احتكار القلة (Oligopoly)

يطلق على السوق سوق منافسه احتكارية اذا تحققت الشروط التالية:

- 1- وجود اعداد قليله من المنتجين 3-5 منتجين.
 - 2- المنشآت او الشركات تنتج سلع غير متجانسه.
 - 3- المنتجين يحددون السعر (PRICE MAKERS)
- مثال:

4- سوق الاحتكار (Monopoly)

يطلق على السوق سوق احتكاري اذا تحققت الشروط التالية:

1- وجود منتج واحد للسلعه و اعداد كبيره من المشترين.

2- المنتج يحدد السعر (PRICE MAKER)

مثال:

الإنتاج و التكاليف في الاجل القصير و الطويل

Production & Cost LR Vs. SR.

1-انواع التكاليف

2-الفرق بين التكاليف الطويلة والقصيرة الاجل!

3-دالة الانتاج في الاجل الطويل والاجل القصير!

الإنتاج و التكاليف في الاجل القصير و الطويل

Production Cost in LR Vs. SR.

انواع التكاليف :

الرمز	المسمى	التكلفة
FC	Fixed Cost	تكاليف ثابتة
VC	Variable Cost	تكاليف متغيرة
MC	Marginal Cost	تكاليف حدية
ATC	Average Total Cost	التكاليف الحدية المتوسطة
MR	Marginal Revenue	العائد الحدي
TR	Total Revenue	مجموع الارباح

1- Marginal revenue (MR): $MR = \Delta TR / \Delta Q$

2- Marginal cost (MC): $MC = \Delta TC / \Delta Q$.

3- Average cost (AC): $AV = TC / Q$

4- Variable cost (VC): $VC = \text{Cost Per Unit} * \text{Total Number of Units}$.

التكاليف المتغيرة ، الثابتة، والكلية

Variable, Fixed, and Total Costs

مثال: افترض صاحب منشأة لصناعة الحلويات.

توظيف العمالة، بناء مستودع، تشتري المكونات لصناعة الحلوة.

رأس مال المصنع : مليون ريال، راتب الموظفين 50 الف ريال سنويا، تكلفة انتاج الحلا ب 0.50 هلة.
افترض ما يلي:

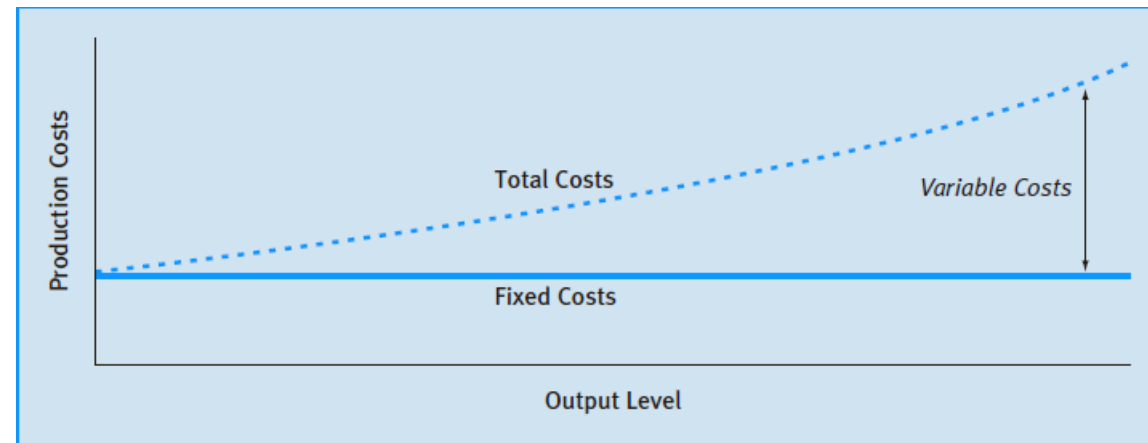
1- ان انتاج 1000 قطعة حلوة تحتاج 10 عمال.

2- ان انتاج 2000 قطعة حلوة تحتاج 20 عامل.

احسب مجموع التكاليف !

منحنى التكاليف

Cost Curves



تمرين Exercise

ملف اكسل مستقل

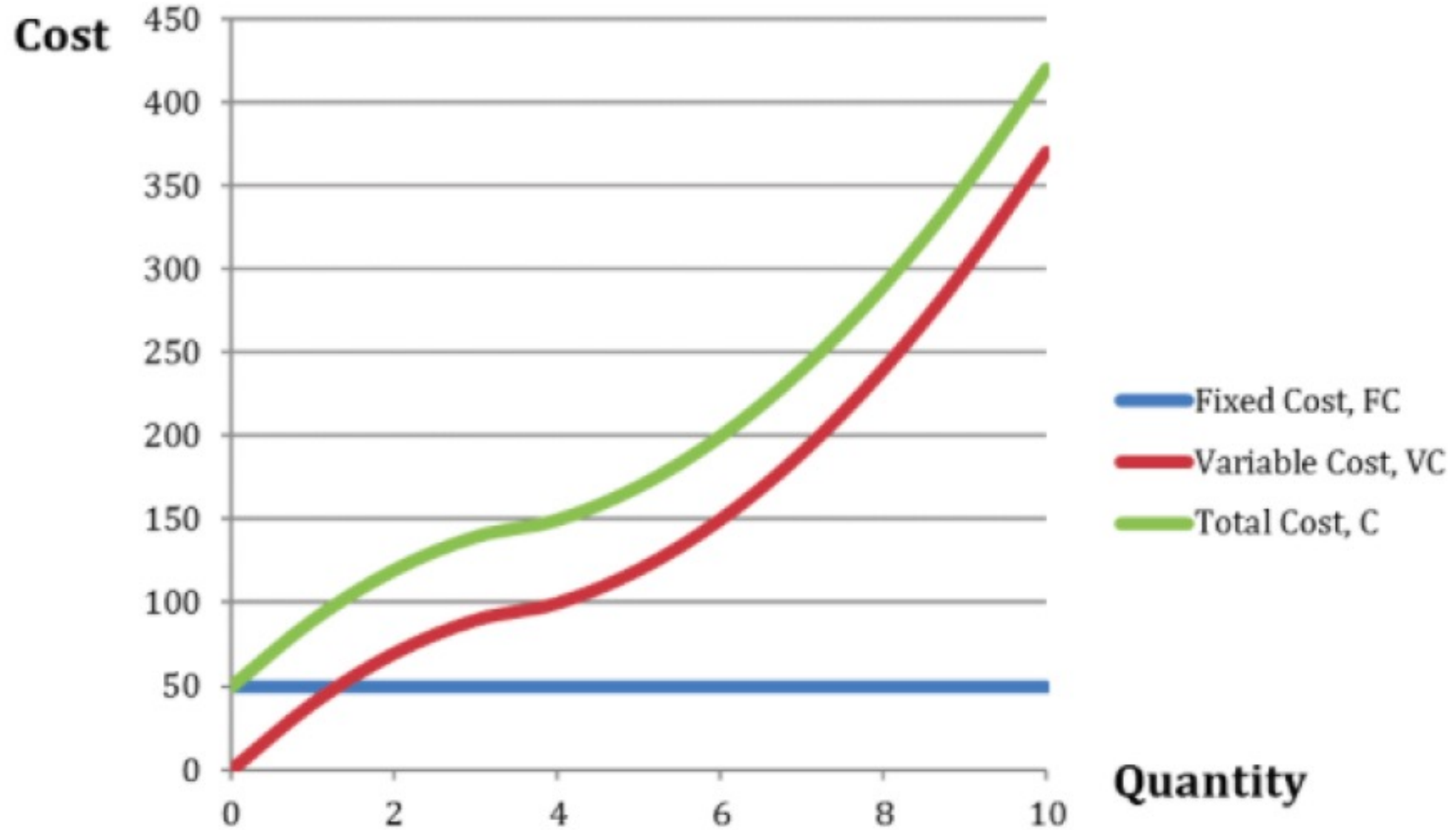
1- احسب مايلى:

1- التكاليف الثابتة 2- التكاليف المتغيرة

3- التكاليف الحرة 4- متوسط التكاليف الحدية

4- الارباح

2- وضح بيانيا التكاليف .



الإنتاج و التكاليف في الاجل القصير و الطويل

Production & Cost LR Vs. SR.

اولا: المنافسة الكاملة

انواع التكاليف لسوق المنافسة الكاملة.

الرسم البياني للتكاليف في الاجل الطويل والقصير لسوق المنافسة
الكاملة!

الإنتاج و التكاليف في الاجل القصير و الطويل

Production & Cost LR Vs. SR.

ثانيا: المنافسة الاحتكارية

انواع التكاليف لسوق المنافسة الاحتكارية

الرسم البياني للتكاليف في الاجل الطويل والقصير لسوق المنافسة الاحتكارية

!

الإنتاج و التكاليف في الاجل القصير و الطويل

Production & Cost LR Vs. SR.

ثالثاً: احتكار القلة

انواع التكاليف لسوق احتكار القلة.

الرسم البياني للتكاليف في الاجل الطويل والقصير لسوق احتكار القلة
!

الإنتاج و التكاليف في الاجل القصير و الطويل

Production & Cost LR Vs. SR.

رابعاً: احتكار كامل

انواع التكاليف لسوق احتكار كامل.

الرسم البياني للتكاليف في الاجل الطويل والقصير لسوق احتكار كامل!

الخلاصة.....

في نهاية المحاضرة تطرقنا الى:

انواع الاسواق وخصائصها

انواع التكاليف في الاجل القصير لكل من " المنافسة الكاملة، المنافسة الاحتكارية، احتكار قلة، احتكار كامل "

انواع التكاليف في الاجل الطويل لكل من " المنافسة الكاملة، المنافسة الاحتكارية، احتكار قلة، احتكار كامل "

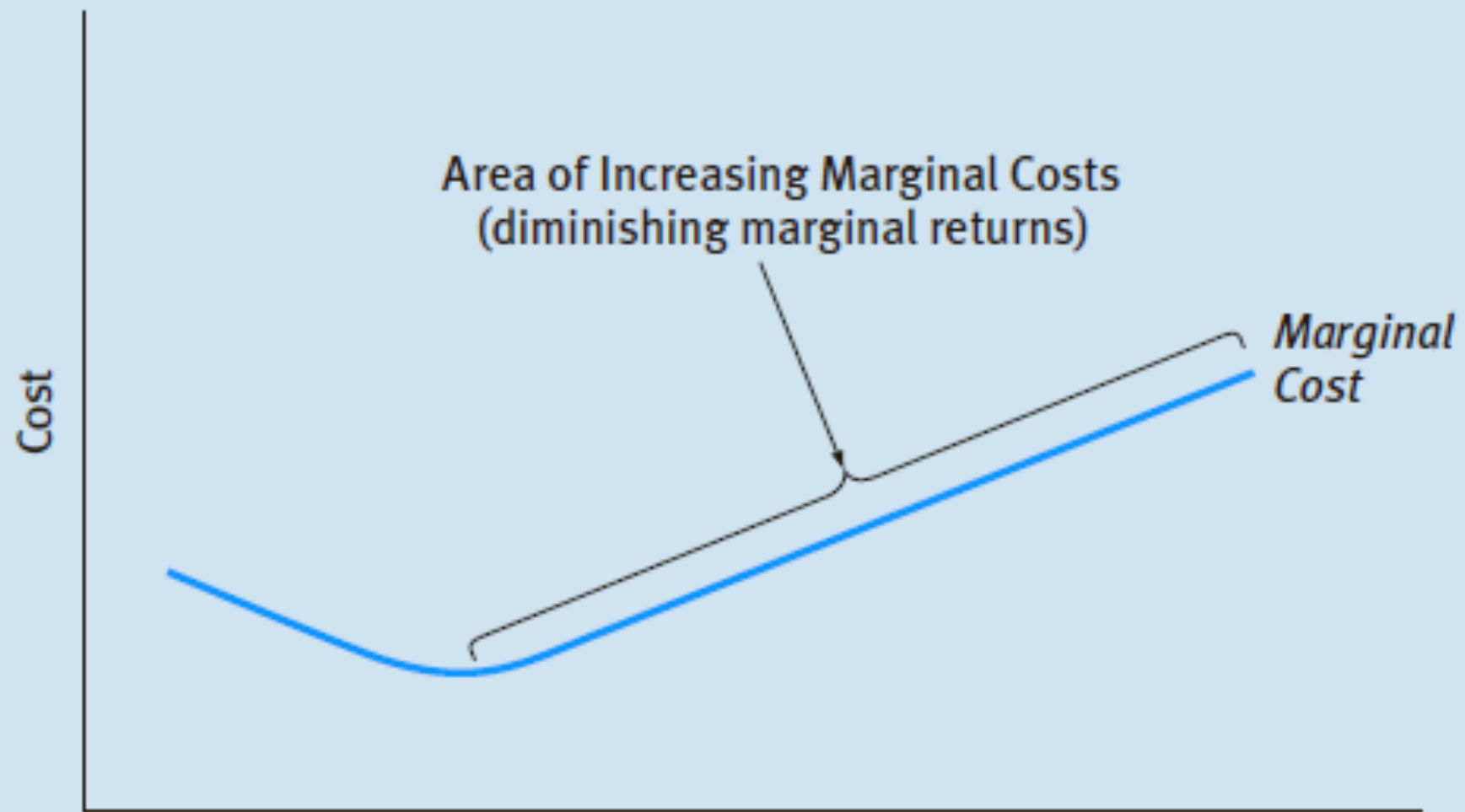
وفورات الحجم

Economies Of Scale & Scope

ماهي عناصر الانتاج!

ماهو الفرق بين الاجل الطويل و القصير ؟

زيادة مدخلات عناصر الانتاج ← لزيادة الانتاج او الواحدات الانتاجية

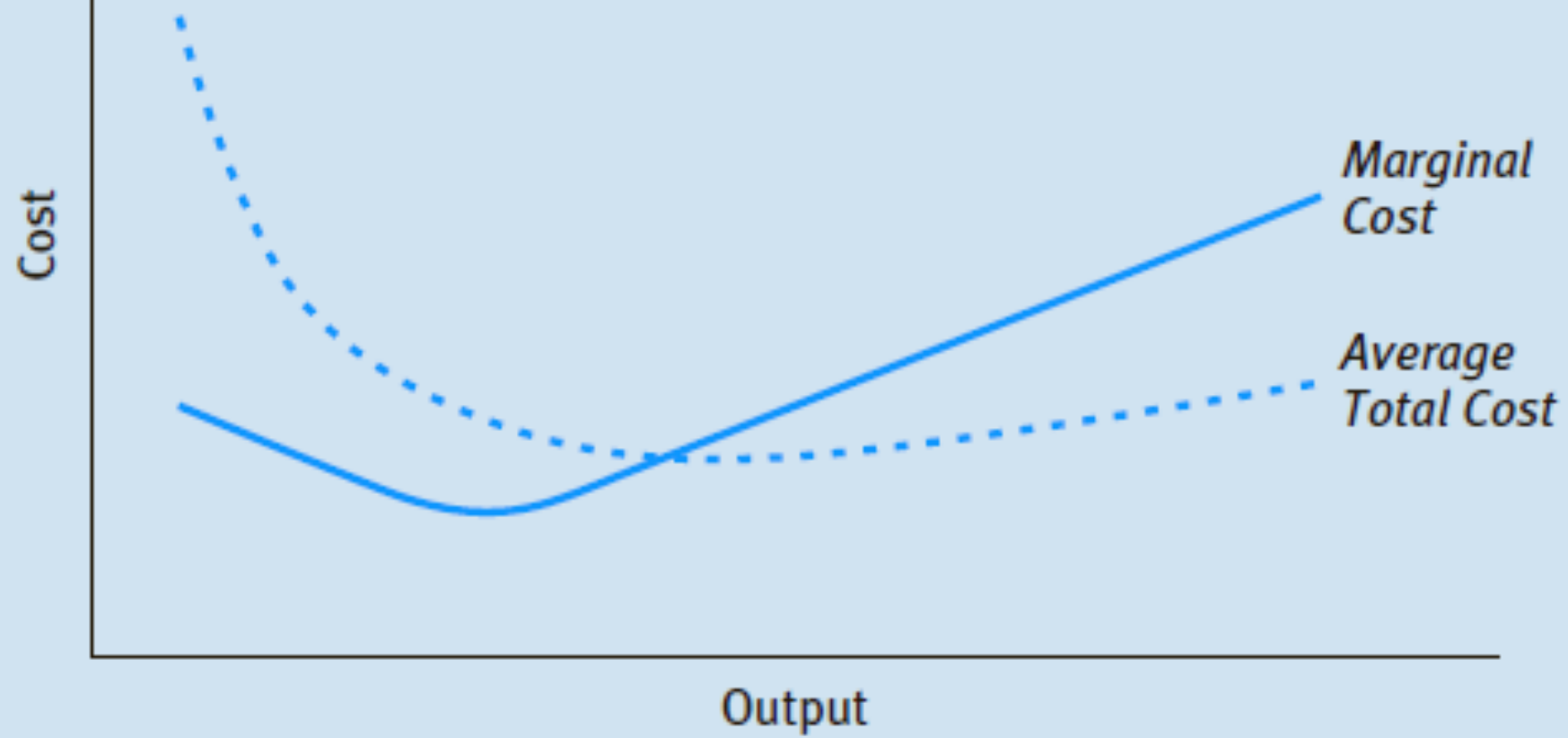


Law of diminishing marginal returns

"قانون تناقص الغلة" Law of diminishing marginal returns

التوسع في العملية الانتاجية " انتاج الوحدات " يؤدي الى انخفاض في الانتاجية الحدية.

وضح لماذا الانتاجية الحدية ينخفض بزيادة الانتاج؟



Long Run " الأجل الطويل "

عناصر الإنتاج فى الأجل الطويل!

انواع وفترات الحجم:

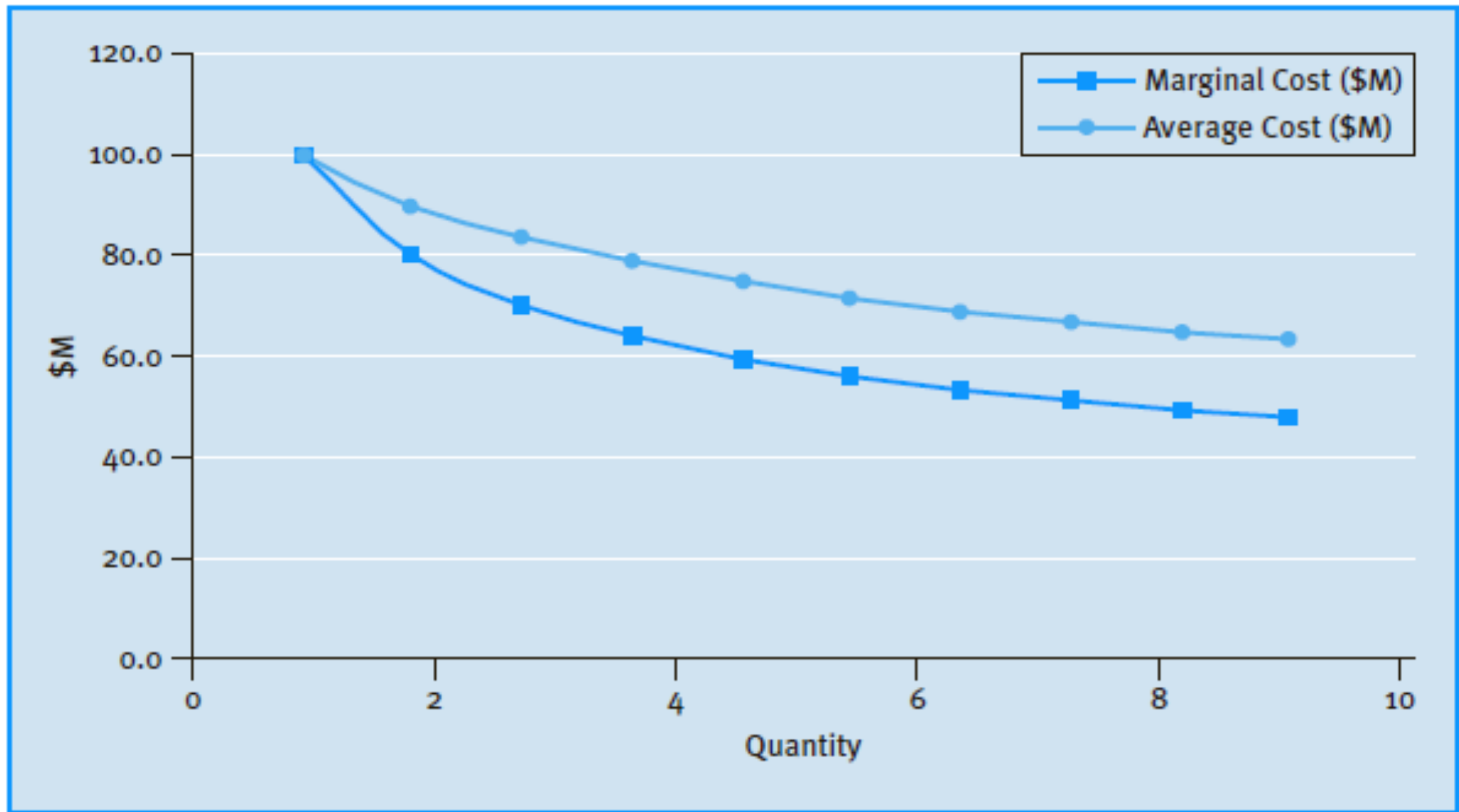
1- تناقص الغلة "Decreasing Return Of Scale"

2- ثبات الغلة "Constant Return Of Scale"

3- تزايد الغلة "Increasing Return Of Scale"

Quantity	Marginal Cost (\$M)	Total Cost (\$M)	Average Cost (\$M)
1	100.0	100.0	100.0
2	80.0	180.0	90.0
3	70.2	250.2	83.4
4	64.0	314.2	78.6
5	59.6	373.8	74.8
6	56.2	429.9	71.7
7	53.4	483.4	69.1
8	51.2	534.6	66.8
9	49.3	583.9	64.9
10	47.7	631.5	63.2

Airplane Manufacturing Costs



Airplane Manufacturing Learning Curve

وفرات الحجم "Economies of Scope" دمج الشركات او الشراكة

شركات الالبان!

$$Cost(Q_1, Q_2) < Cost(Q_1) + Cost(Q_2)$$

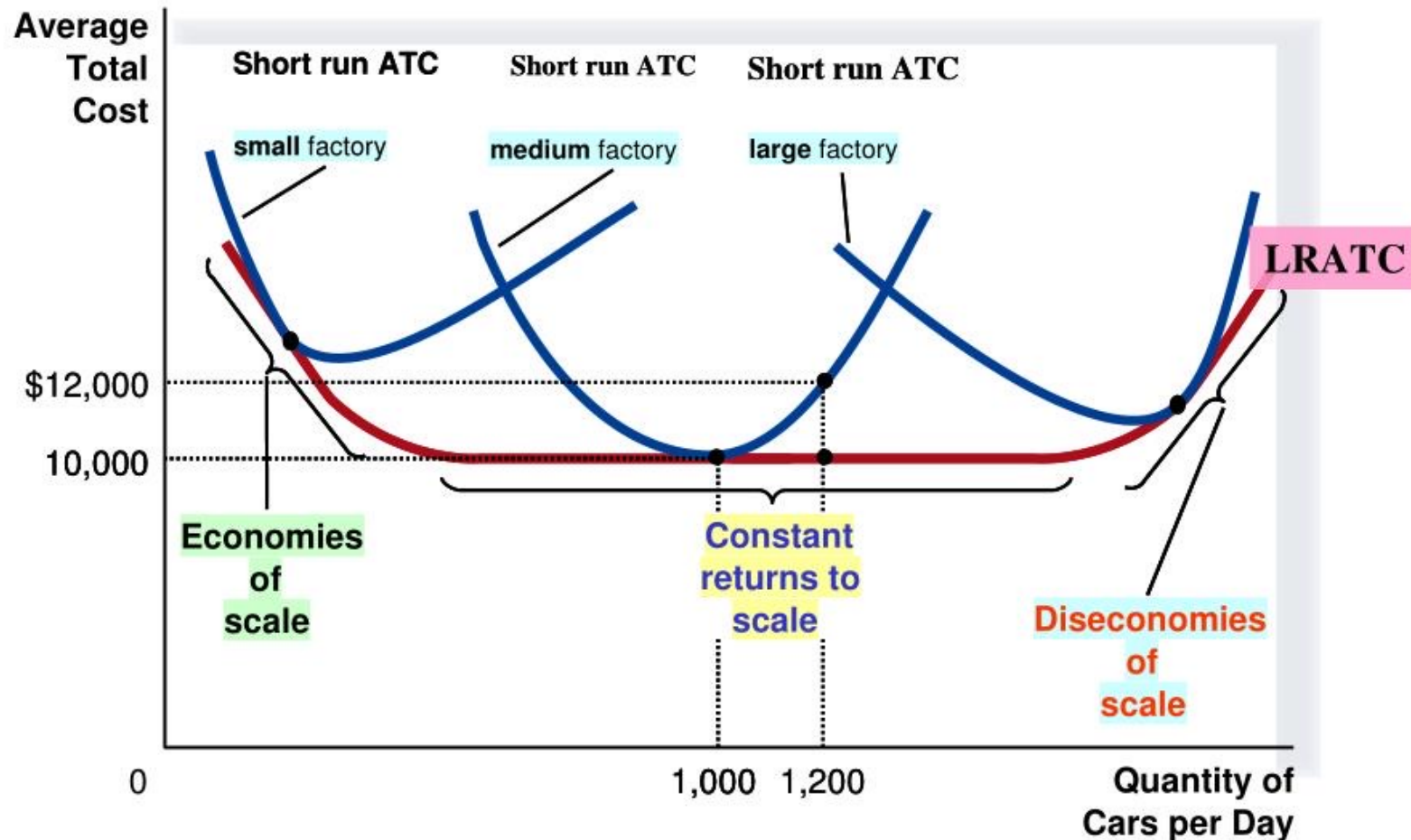
الاقتصادات التي لا تحقق وفورات الحجم

Diseconomies Of Scale

التكاليف المتوسطة تتزايد نتيجة زيادة الانتاج.

Long Run vs. Short Run ATC

- LRATC is always below or on short run ATC curve
 - you can be more efficient in long run!



Economies
Diseconomies
Of
Scale

Quantity	Marginal Cost (\$)	Sale Price (\$)	Marginal Return (\$)
1	10,000	20,000	10,000
2	11,000	20,000	9,000
3	12,000	20,000	8,000
4	13,000	20,000	7,000
5	14,000	20,000	6,000

Exercise

تمرین

التمييز السعري Price Discrimination

اسعار الاجهزة و الحواسب الالكترونية.

Dell, ASUS, HP, الخ.

* المستهلكين وتأثيرهم بالسعر

* كيف الشركة تستهدف تلبية جميع شرائح المجتمع "المستهلكين"

* كيف تحقق الشركة ارباح اعلى !

Price (\$)	Quantity	Revenue (\$)	MR (\$)	MC (\$)	Profit (\$)
7	1	7	7	1.50	5.50
6	2	12	5	1.50	9.00
5	3	15	3	1.50	10.50
4	4	16	1	1.50	10.00
3	5	15	-1	1.50	7.50
2	6	12	-3	1.50	3.00
1	7	7	-5	1.50	-3.50

التمييز السعري كيف يعمل؟

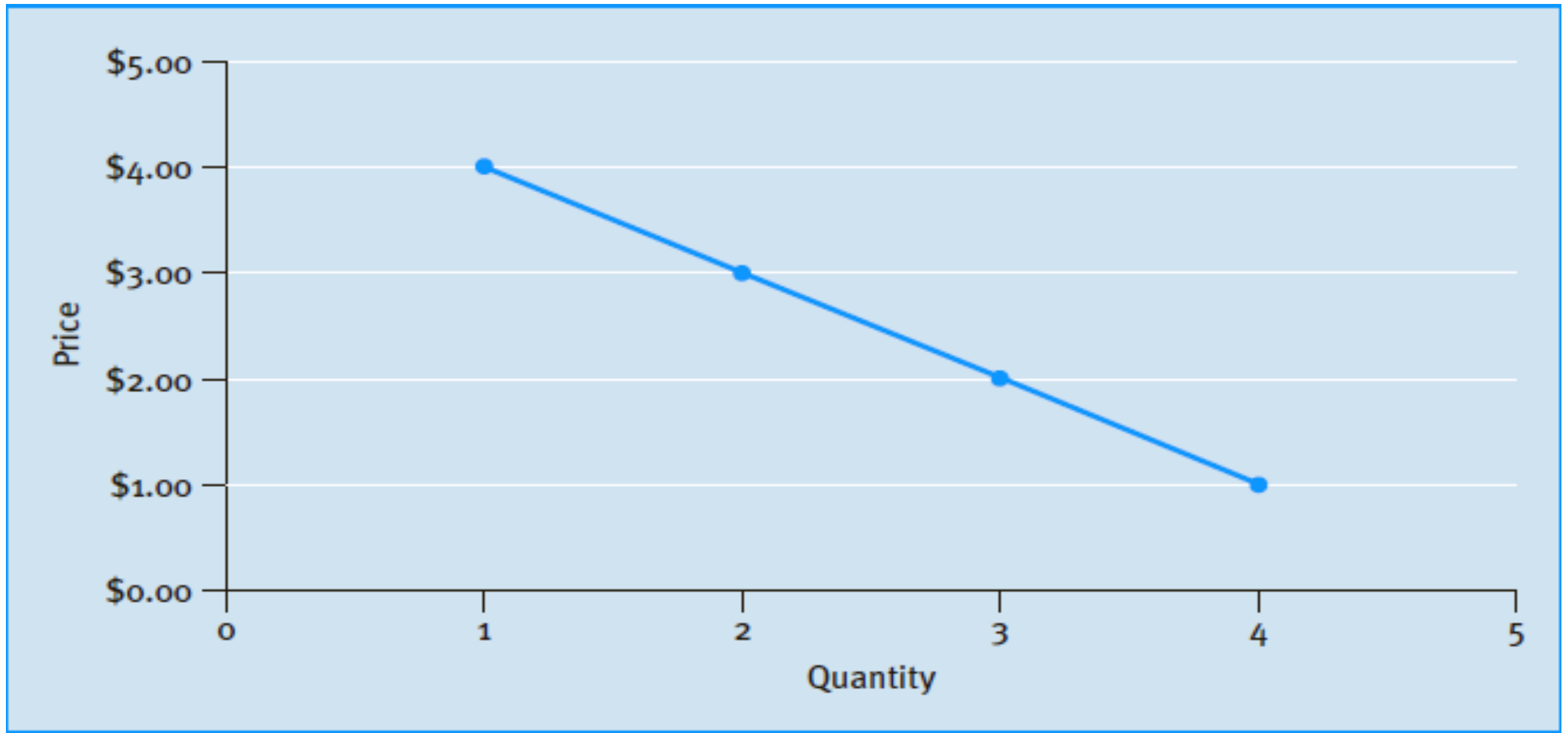
High-Value Consumers

Price (\$)	Quantity	Revenue (\$)	MR (\$)	MC (\$)	Total Profit (\$)
7	1	7	7	1.50	5.50
6	2	12	5	1.50	9
5	3	15	3	1.50	10.50

Low-Value Consumers

Price (\$)	Quantity	Revenue (\$)	MR (\$)	MC (\$)	Total Profit (\$)
4	1	4	4	1.50	2.50
3	2	6	2	1.50	3
2	3	6	0	1.50	1.50
1	4	4	(2)	1.50	(2)

وضح بيانيا؟



Demand Curve for Low-Value Consumers

التمييز السعري الغير مباشر Indirect Price Discrimination

ماذا يحدث في حالة ان المنتج لا يستطيع تحرير نوع المستهلك !

كيف يتم استهداف المستهلكين ؟

مثال!

Software Version	Home Users (\$)	Commercial Users (\$)
Full-featured version	175	500
Disabled version	150	200

Strategy	Implementation	Total Profit
1. Sell only to commercial users at a single high price.	Price full-featured version at \$500; do not sell home version.	\$500
2. Sell to all users at a single low price.	Price full-featured version at \$175.	$\$175 + \$175 = \$350$
3. Price discriminate: price high to the commercial users; price low to the home users.	Price disabled version at \$150; price full-featured version at \$449.	$\$150 + \$449 = \$599$

سلوك المستهلك

Consumer Behavior

المنفعة " Utility " :

المنفعة هي مقياس تفضيل مجموعة من السلع والخدمات.

او مقياس مدى رضاك او سعادتك من شراء او استهلاكك من سلعه او خدمة ما.

مثال!

Utility & Marginal utility

المنفعة و المنفعة الحدية

المنفعة الحدية " Marginal Utility :

هي المنفعة العائدة من استهلاك وحدة إضافية من السلع والخدمات.

$$MU = \frac{\text{Total Utility}}{\text{Change in the number of unit}}$$

مثال!

Types Of Marginal Utility

انواع المنفعة الحدية

منفعة حدية إيجابية "Positive Marginal Utility"

منفعة حدية سلبية "Negative Marginal Utility"

منفعة حدية صفرية "Zero Marginal Utility"

قانون تناقص المنفعة

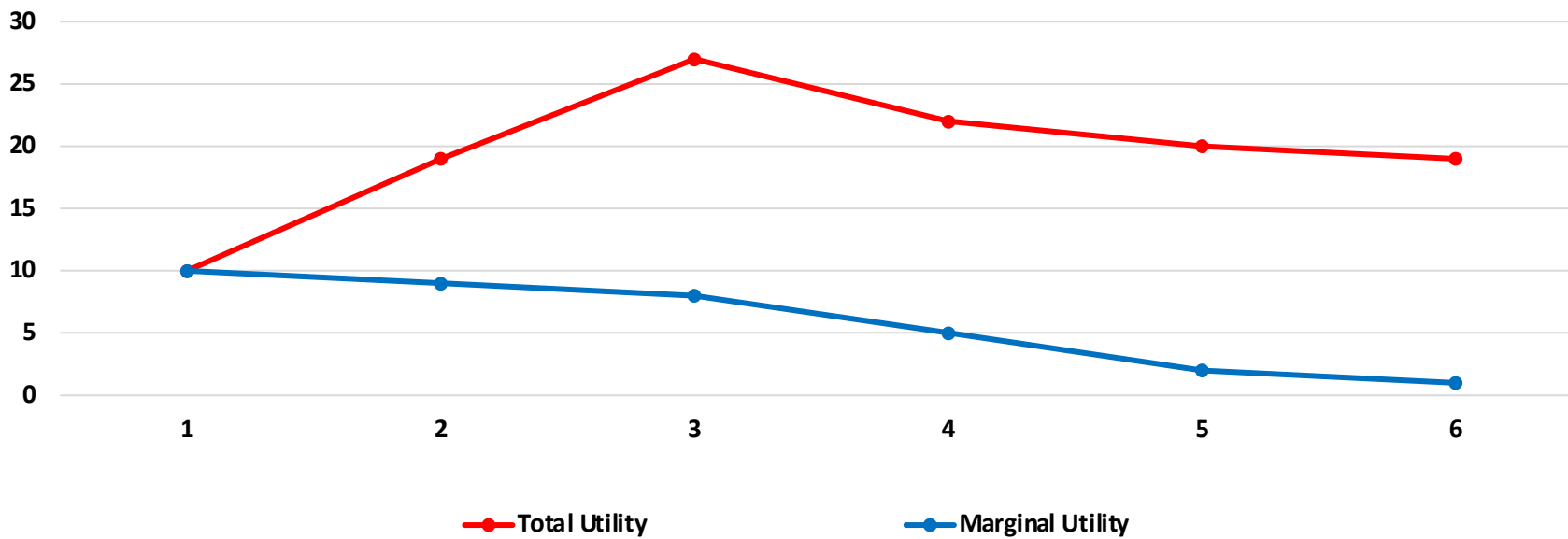
The Law of Diminishing Marginal Utility

LDMU:

That the additional utility gained from an increase in consumption decreases with each subsequent increase in the level of consumption.

تمرین “Exercise”

Units	Total Utility	Marginal Utility
1	10	10
2	19	9
3	27	8
4	22	5
5	20	2
6	19	1



Graph Showing Total Utility and Marginal Utility

تمرین "Exercise 2"

Units	Total Utility (TU)	Marginal Utility (MU)
1	10	
2	18	
3	24	
4	28	
5	30	
6	30	
7	28	

Units	Total Utility	Marginal Utility
1	10	10
2	18	8
3	24	6
4	28	4
5	30	2
6	30	0
7	28	-2

Marginal Utility, Maximum Utility, Utility Of Money

$$MU = \frac{\textit{Total Utility}}{\textit{Change in the number of unit}}$$

$$MU_m = \frac{MU}{p}$$

Assuming the following

Having two goods, X and Y. good price for X is SAR 1, and the good price for Y is SAR2.

The consumer's income is SAR 10.

- 1- Complete the table
- 2- Determine the Consumer's Equilibrium
- 3- Determine MU

Units	Total Utility	Marginal Utility	$\frac{MU_x}{P_x}$	Units	Total Utility	Marginal Utility	$\frac{MU_y}{y}$
1	10	10	10	1	24	24	12
<u>2</u>	<u>18</u>	<u>8</u>	<u>8</u>	2	44	20	10
3	25	7	7	3	62	18	9
4	31	6	6	<u>4</u>	<u>78</u>	<u>16</u>	<u>8</u>
5	36	5	5	5	90	12	6
6	40	4	4	6	96	6	3
7	43	3	3	7	100	4	2



اختيار المستهلك Consumer Choice

Agenda

- Budget Constraint
- Utility Maximization Problem (UPM)
- Learning By Doing

Budget Constraint

قيود الميزانية

The **budget constraint** is the set of bundles that the consumer can afford, given the price of each good and her income.

Example:

The budget set for good x (food) and y (clothing) is

$$p_x x + p_y y \leq I.$$

where p_x is the price of each unit of food;

p_y is the price of each unit of clothing;

I is the consumer's available income to spend on food and clothing.

Budget Constraint

The budget set says that the total SAR the consumer spends on food, $p_x x$, plus the total SAR she spends on clothing, $p_y y$, cannot exceed her available income, I .

If p_x =SAR 10 and p_y =SAR 0, and I =SAR 400,her budget constraint is

$$10x + 20y \leq 400.$$

Budget Constraint

Bundles (x, y) that satisfy: $p_x x + p_y y < I$

- the consumer does not use all her income.

- $p_x x + p_y y = I$

- the consumer spends all her income.

- We refer to $p_x x + p_y y = I$ as the ***budget line***.

How do you get the vertical and horizontal intercepts?

1- START WITH THE BUDGET LINE

$$p_x x + p_y y = I$$

2- SOLVE IT FOR y:

$$p_y y = I - p_x x$$

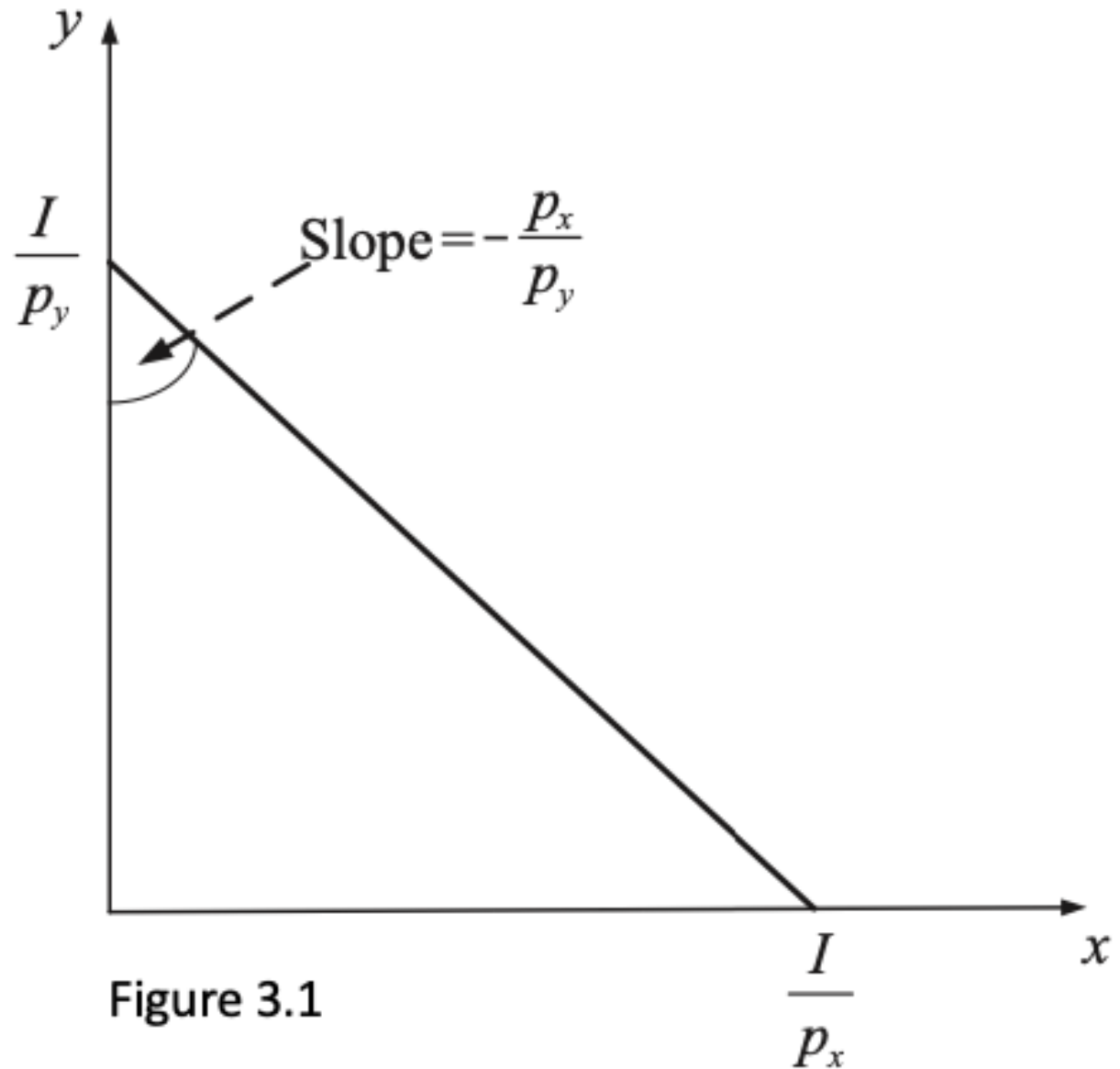
3- Divide both sides by p_y ;

$$y = \frac{I}{p_y} - \frac{p_x}{p_y} x$$

4- Setting $y = 0$, and solving for x we find the horizontal intercept at

$$p_x x + p_y 0 = I, \quad x = \frac{I}{p_x}$$

Graph of a Budget Line



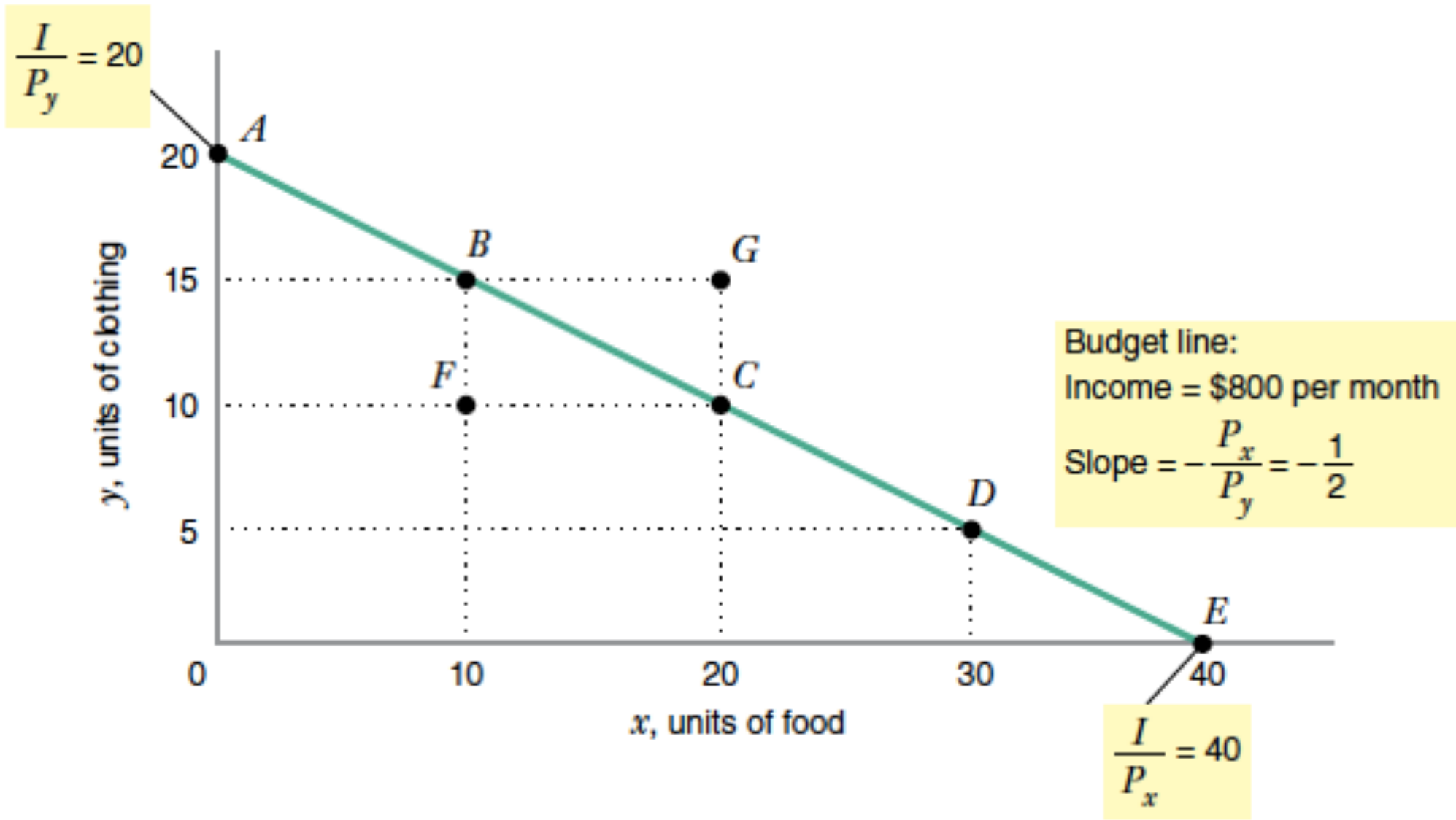
Exercise

Sultan has an income of $I = \text{SAR } 800$ per month, the price of food is $P_x = \text{SAR } 20$

per unit, and the price of clothing is $P_y = \text{SAR } 40$ per unit.

Find the following:

- 1- The vertical and horizontal intercepts?
- 2- Find the slope
- 3- Plot the budget line



The slope of the budget line tells us that

how many units of the good on the vertical axis a consumer must give up to obtain an additional unit of the good on the horizontal axis.

Think about Sultan moving from budget B to C ?

HOW DOES A CHANGE IN INCOME AFFECT THE BUDGET LINE?

Suppose Sultn's income rises from $I_1 = \text{SAR } 800$ per month to $I_2 = \text{SAR } 1,000$ per month, with the prices $P_x = \text{SAR } 20$ and $P_y = \text{SAR } 40$ unchanged.

Solution

So, Sultan buys only clothing, he can now purchase $\frac{I_2}{P_y} = \frac{1,000}{40}$
 $= 25 \text{ units}$ of clothing, corresponding to the vertical intercept of the new budget line. The extra SAR 200 of income allows him to buy an extra 5 units of y,

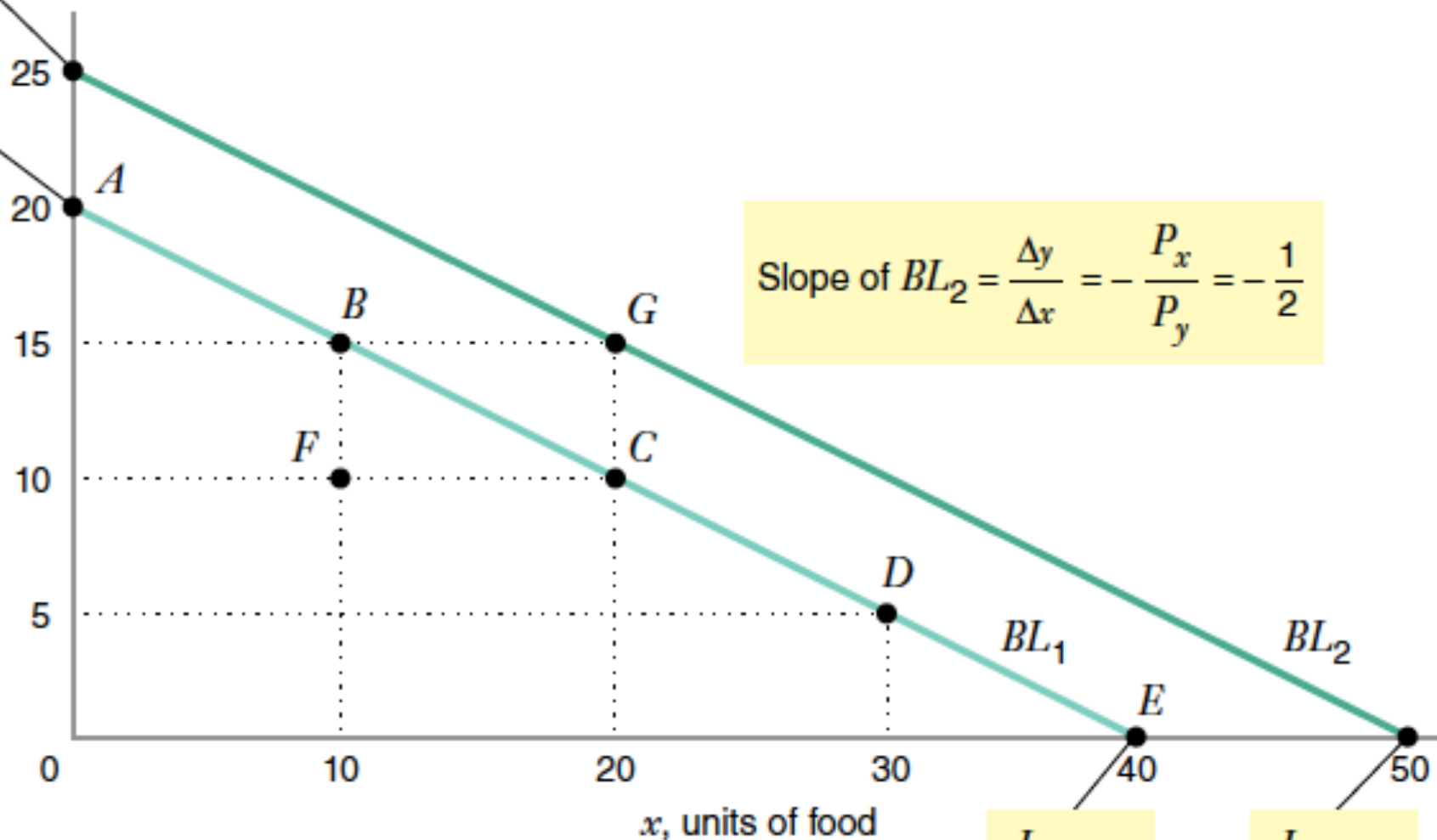
since $P_y = \text{SAR } 40$.

If he buys only food, he could purchase $\frac{I_2}{P_x} = \frac{1,000}{20} = 50 \text{ units}$, corresponding to the horizontal intercept on the new budget line.

$$\frac{I_2}{P_y} = 25$$

$$\frac{I_1}{P_y} = 20$$

y , units of clothing



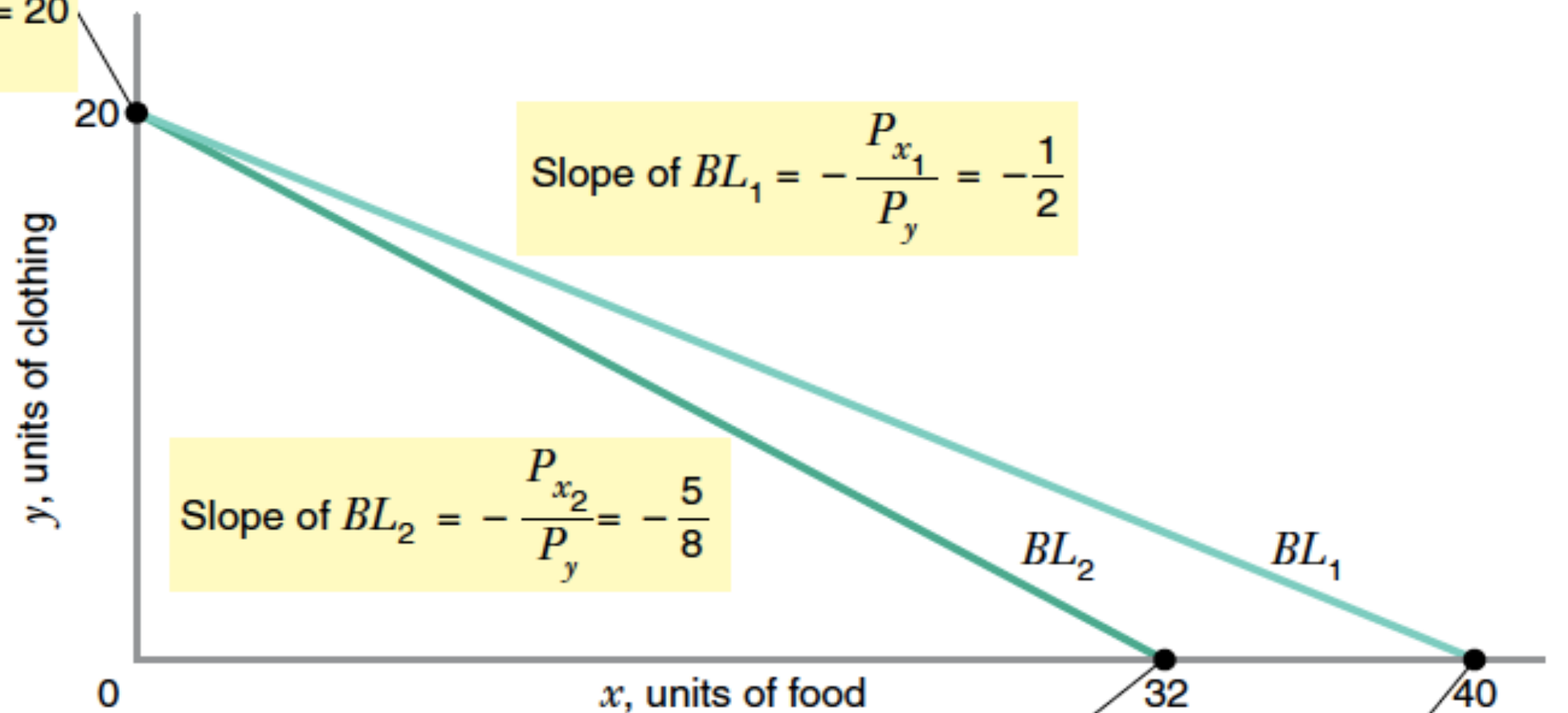
$$\frac{I_1}{P_x} = 40$$

$$\frac{I_2}{P_x} = 50$$

HOW DOES A CHANGE IN PRICE AFFECT THE BUDGET LINE?

How does Sultan's budget line change if the price of food rises from $P_{x1} = SAR\ 20$ to $P_{x2} = SAR\ 25$ per unit, while income and the price of clothing are unchanged?

$$\frac{I}{P_y} = \frac{800}{40} = 20$$



$$\frac{I}{P_{x_2}} = \frac{800}{25} = 32$$

$$\frac{I}{P_{x_1}} = \frac{800}{20} = 40$$

Optimal Choice: Maximizing Utility with a Given Budget

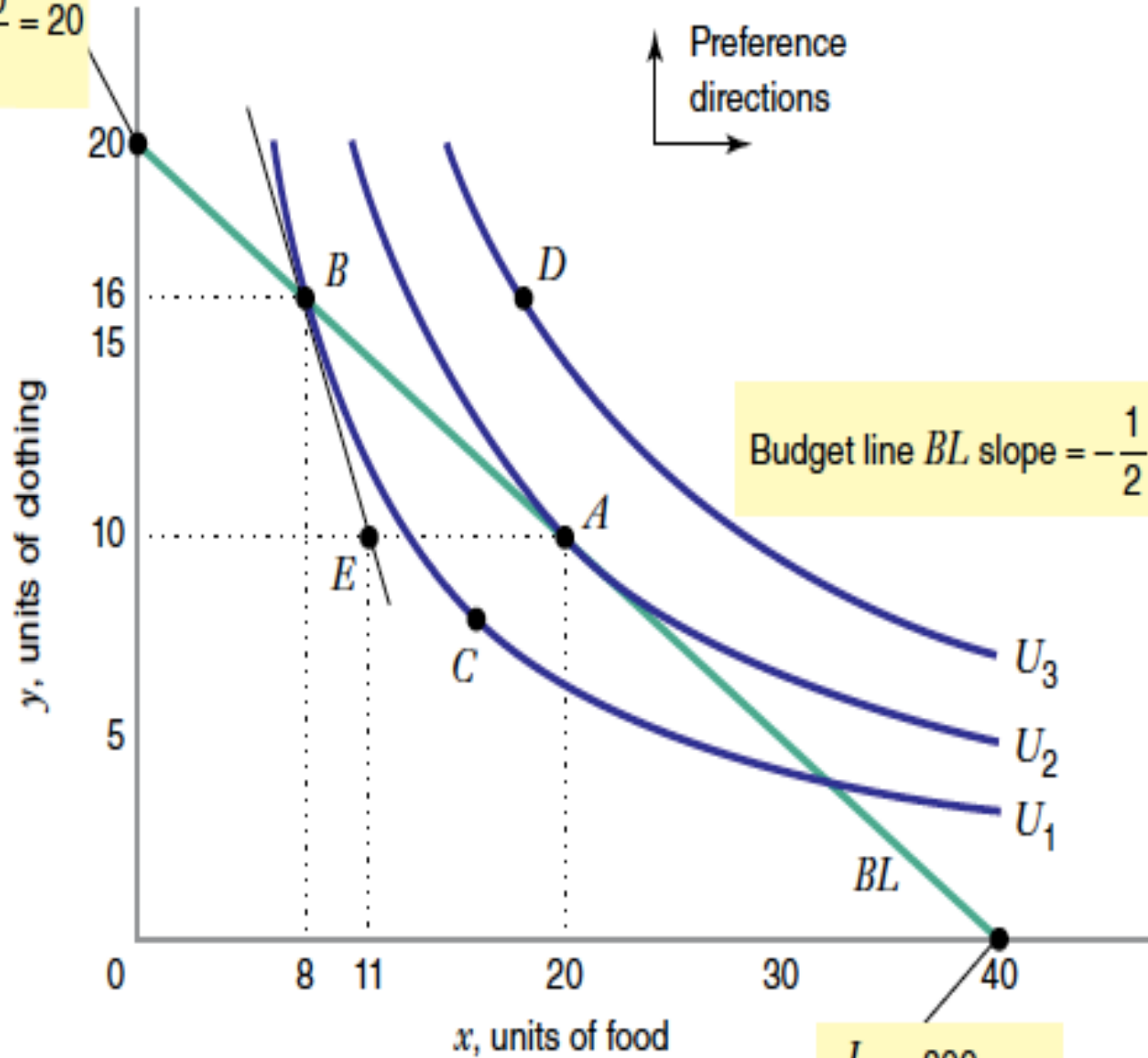
Utility Maximization :

1- Consumer choice of a basket of goods that (1) maximizes satisfaction (utility) while (2) allowing him to live within his budget constraint.

OR

2- The process by which the consumer chooses utility- maximizing bundles, that are bundles that maximize her utility among all of those she can afford.

$$\frac{I}{P_y} = \frac{800}{40} = 20$$



$$\frac{I}{P_x} = \frac{800}{20} = 40$$

Optimal
Choice:
Maximizing Utility
with a Given
Budget

Note that :an optimal consumption basket must be located on the budget line.

Mathematically,

$$\frac{MU_x}{Mu_y} = \frac{p_x}{p_y}, \text{ equivalent, } \frac{Mu_x}{p_x} = \frac{Mu_y}{p_y}$$

Learning By doing

Sultan purchases food (measured by x) and clothing (measured by y) and has the utility function $U(x, y) = xy$. His

marginal utilities are $MU_x = y$ and $MU_y = x$. He has a

monthly income of SAR 800. The price of food is $P_x = \text{SAR } 20$,

and the price of clothing is $P_y = \text{SAR } 40$.

Problem Find Sultan's optimal consumption bundle.

Learning By doing 2 “In class”

Sultan purchases food (measured by x) and clothing (measured by y) and has the utility function $U(x, y) = xy + 10x$. His

marginal utilities are $MU_x = ??$ and $MU_y = ??$. He has a

monthly income of SAR 800. The price of food is $P_x = \text{SAR } 20$,

and the price of clothing is $P_y = \text{SAR } 40$.

Problem Find Sultan's optimal consumption bundle.

Credit “5 credit”

David is considering his purchases of food (x) and clothing (y). He has the utility function $U(x, y) = xy + 10x$, with marginal utilities $MU_x = y + 10$ and $MU_y = x$. His income is $I = 10$. He faces a price of food $P_x = \$1$ and a price of clothing $P_y = \$2$.

SPECIAL PREFERENCES

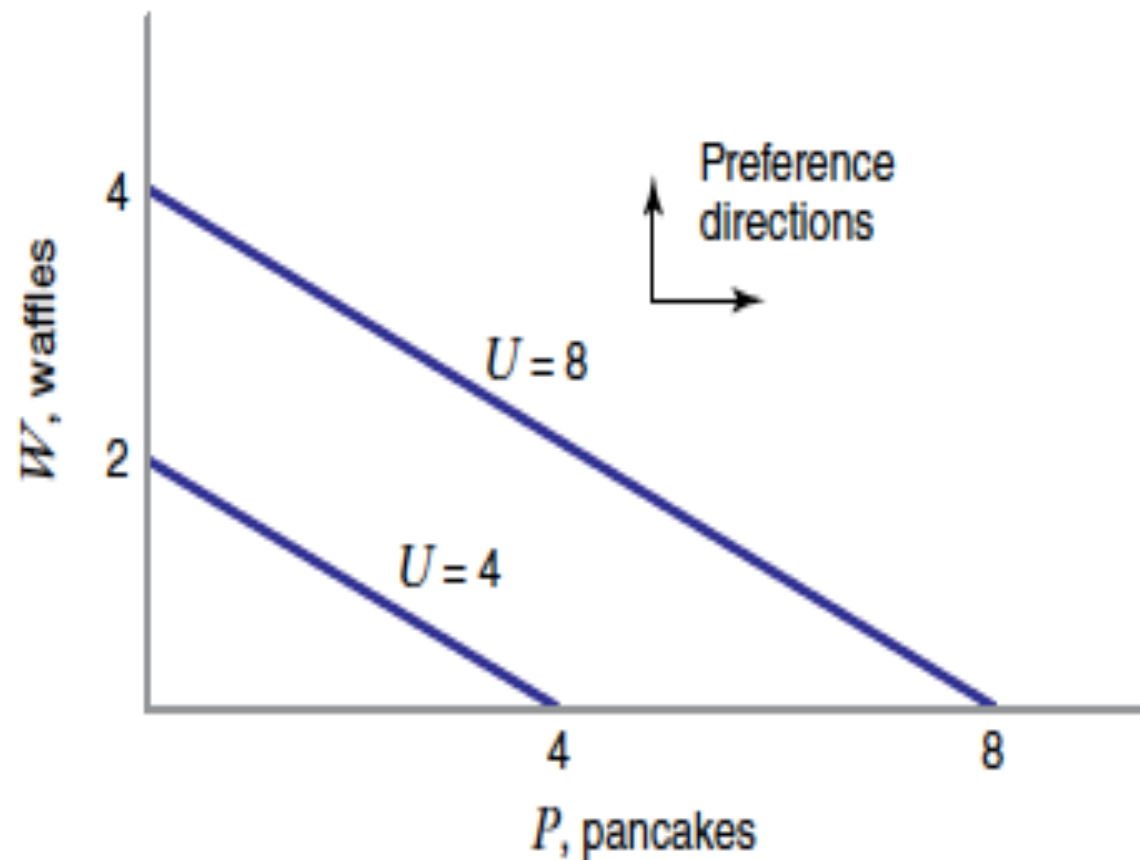
1-PERFECT SUBSTITUTES

In some cases, a consumer might view two commodities as **perfect substitutes** for one another.

Two goods are perfect substitutes when the marginal rate of substitution of one for the other is a constant.

FIGURE 3.13 Indifference Curves with Perfect Substitutes

A consumer with the utility function $U = P + 2W$ always views two pancakes as a perfect substitute for one waffle. $MRS_{P,W} = 1/2$, and so indifference curves are straight lines with a slope of $-1/2$.



2-PERFECT COMPLEMENTS

In some cases, consumers might be completely unwilling to substitute one good for another.

Ex: Shoes...

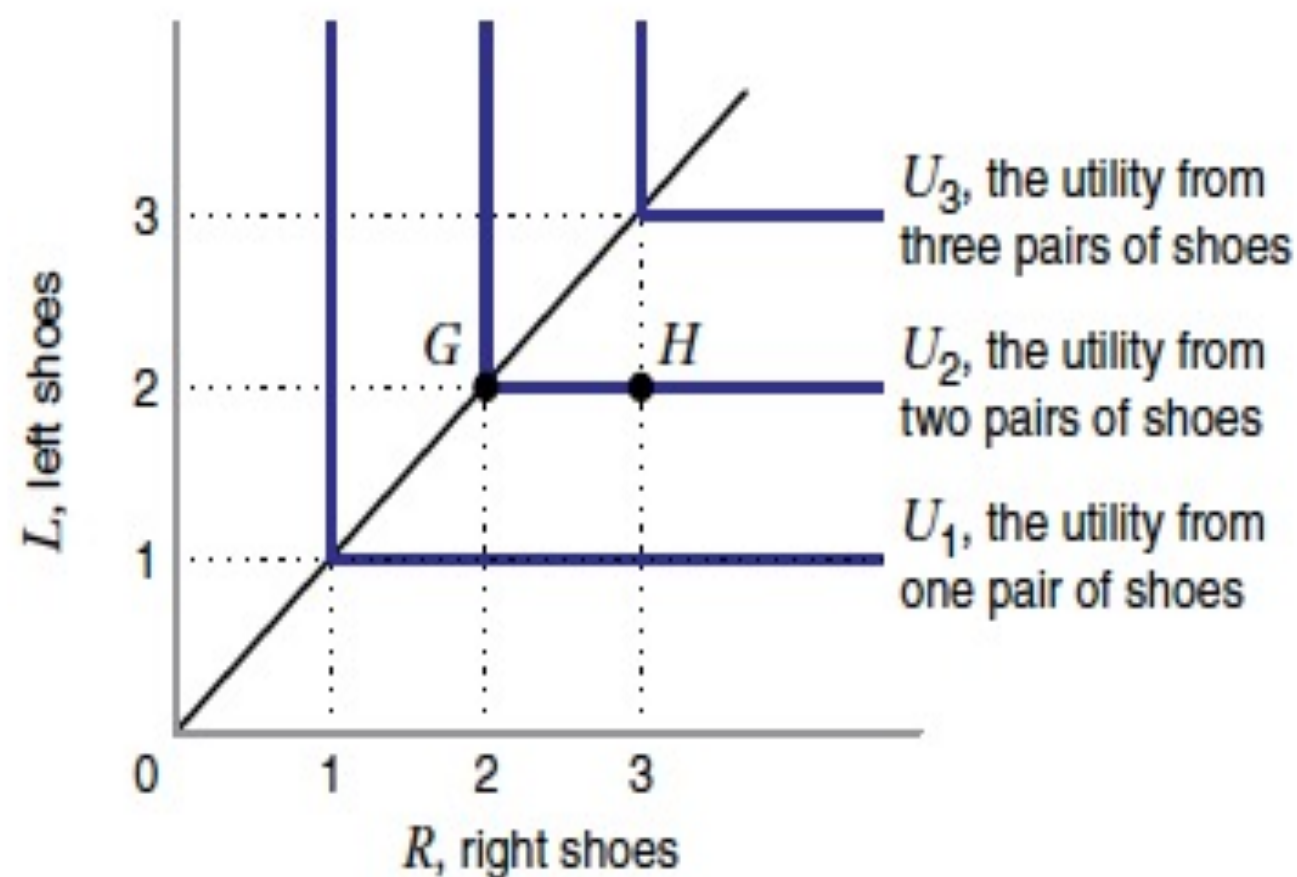
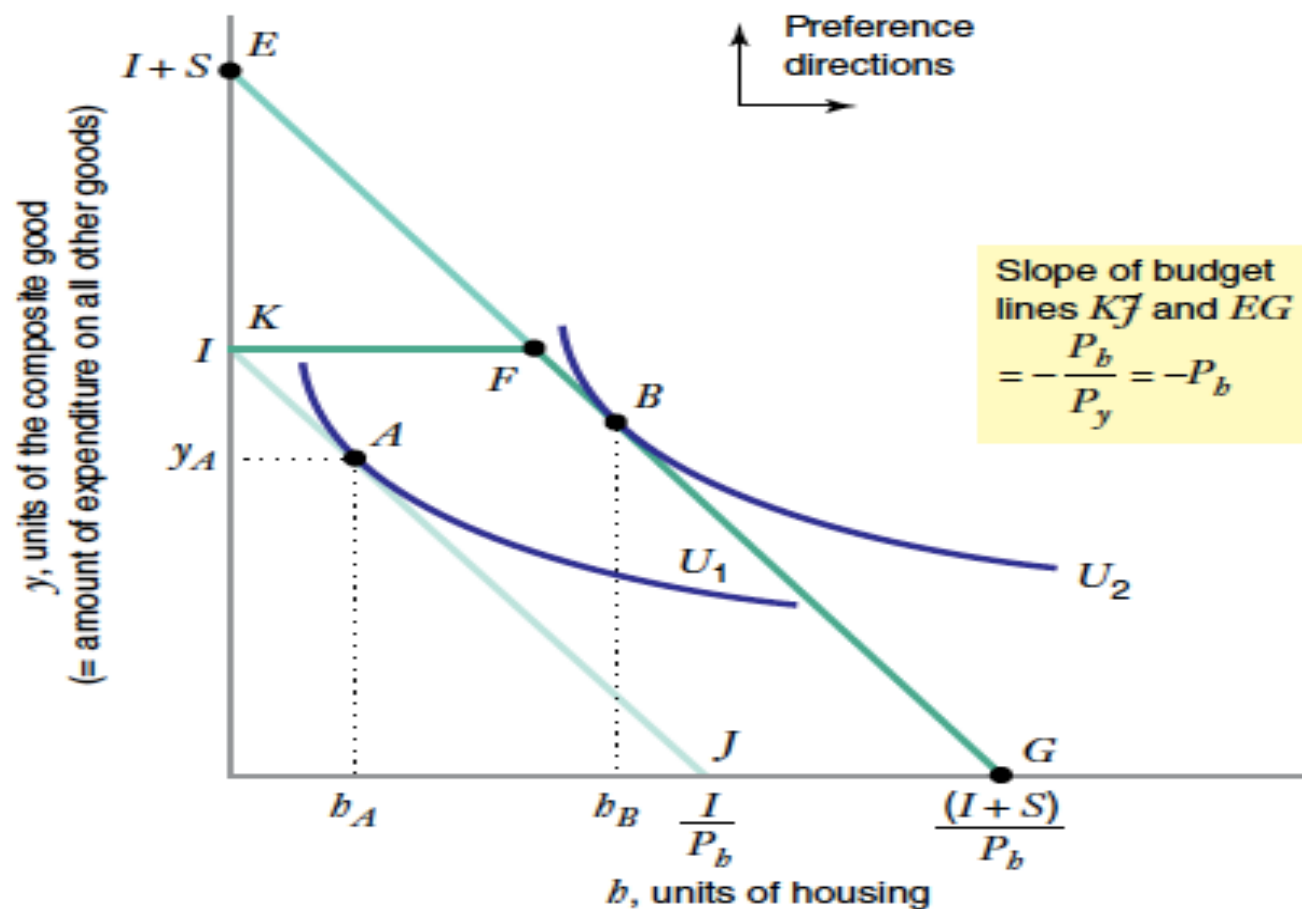


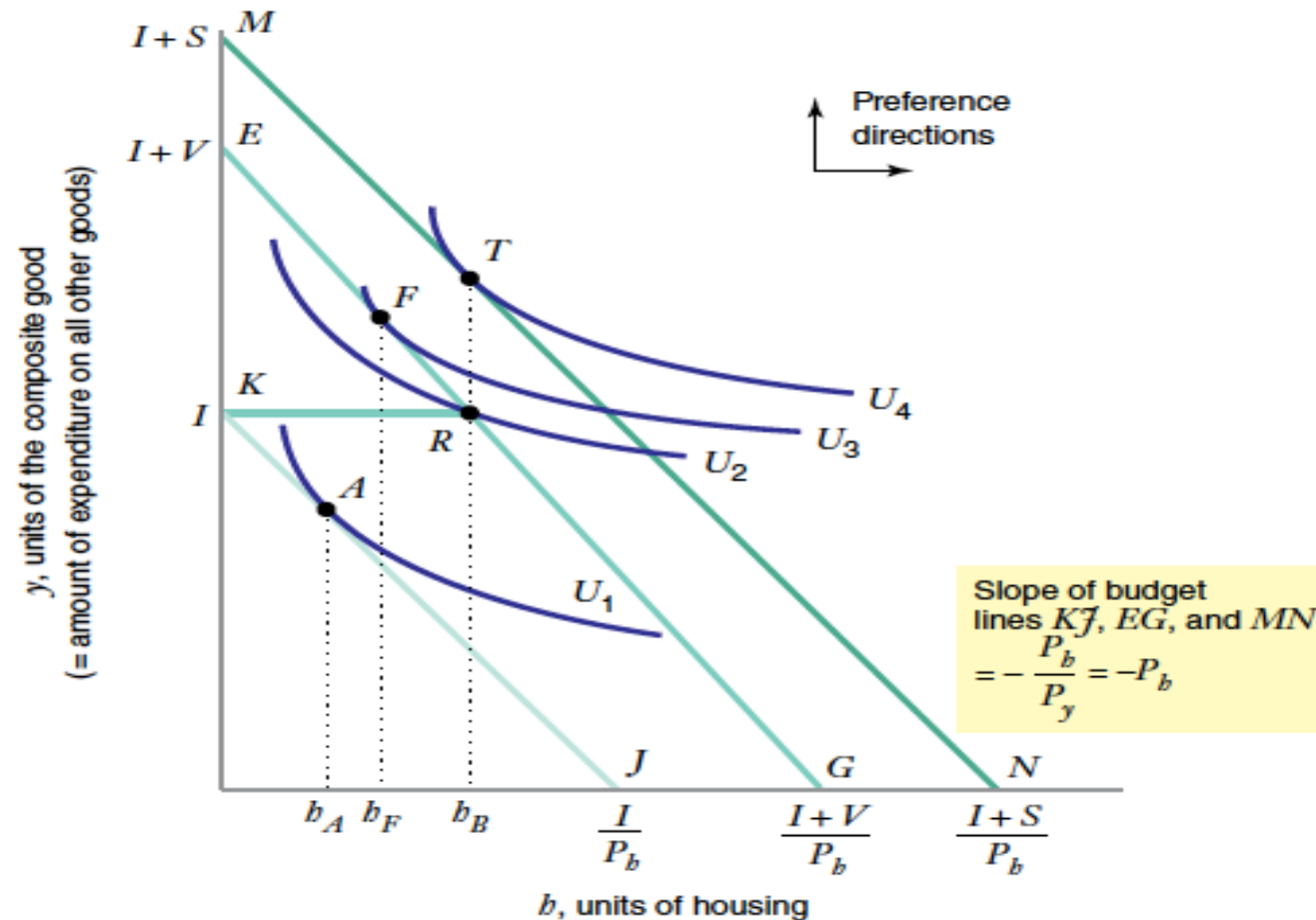
FIGURE 3.14 Indifference Curves with Perfect Complements

The consumer wants exactly one left shoe for every right shoe. For example, his utility at basket G , with two left shoes and two right shoes, is not increased by moving to basket H , containing two left shoes and three right shoes.

Subsidy and Voucher



Subsidy and Voucher



Agenda

Lagrange Method to Solve the UPM

Expenditure Minimization Problem

Learning By Doing

Types Of Function

MAXIMIZING UTILITY

Maximizing Utility USING LAGRANGE MULTIPLIERS

We now show how to solve the consumer choice problem using a Lagrange multiplier.

What is the Lagrange Multiplier ?

In mathematical optimization,

the method of Lagrange multipliers is a strategy for finding the **local maxima** and **minima of a function** subject to **equality constraints, i.e., BUDGET CONSTRAINT)**

$$\text{Max } u(x, y) \quad s. t \quad G(x, y) \leq 0$$

Learning By Doing in class

Solving the Consumer Choice Problem with Lagrange Multipliers

Sultan purchases food (measured by x) and clothing (measured by y). His preferences are described by a Cobb–Douglas utility function

$U(x, y) = xy$, with $MU_x = y$ and $MU_y = x$. We also know the prices of the two goods and the monthly income: $p_x = SAR\ 20$, $P_y = SAR\ 40$, $I = SAR\ 800$.

Learning By Doing 2

Solving the Consumer Choice Problem with Lagrange Multipliers

Sultan purchases food (measured by x) and clothing (measured by y). His preferences are described by a Cobb–Douglas utility function

$U(x, y) = xy + 10x$, with $MU_x = ???$ and $MU_y = ???$. We also know the prices of the two goods and the monthly income: $p_x = SAR\ 20$, $P_y = SAR\ 40$, and $I = SAR\ 800$.

CHANGE IN THE PRICE OF A GOOD: SUBSTITUTION EFFECT AND INCOME EFFECT

Solving the Consumer Choice Problem with Lagrange Multipliers

Sultan purchases food (measured by x) and clothing (measured by y). His preferences are described by a Cobb–Douglas utility function

$U(x, y) = xy$, with $MU_x = y$ and $MU_y = x$. We also know the prices of the two goods and the monthly income: $p_x = SAR\ 20$, $P_y = SAR\ 80$, $I = SAR\ 800$.

CHANGE IN THE PRICE OF A GOOD: SUBSTITUTION EFFECT AND INCOME EFFECT

Sultan purchases food (measured by x) and clothing (measured by y). His preferences are described by a Cobb–Douglas utility function

$U(x, y) = xy$, with $MU_x = y$ and $MU_y = x$. We also know the prices of the two goods and the monthly income:
 $p_x = SAR\ 20$, $P_y = SAR\ 40$, $I = SAR\ 1400$

Types of Function

1) Cobb-Douglas Function

$$U(x, y) = x^2 y$$

2) Leontief

$$U(x, y) = \min(x, y)$$

3) Linear

$$u(x, y) = 10x + xy + 2x$$

Cost Minimization Function

- Isocost Lines and isoquant
- Cost-Minimization Problem
- Input Demands
- Cost Functions
- Type of Costs
- Average and Marginal Cost
- Economies of Scale, Scope, and Experience

Isocost Lines

An isocost line:

is the set of input combinations that yield the same total cost for the firm.

An **Isocost** line is analogous to a budget line from the theory of consumer choice.

That is, the combinations of L and W for which

$$TC = wL + rK$$

, where

$w > 0$ is the price of every unit of labor (wage per hour);

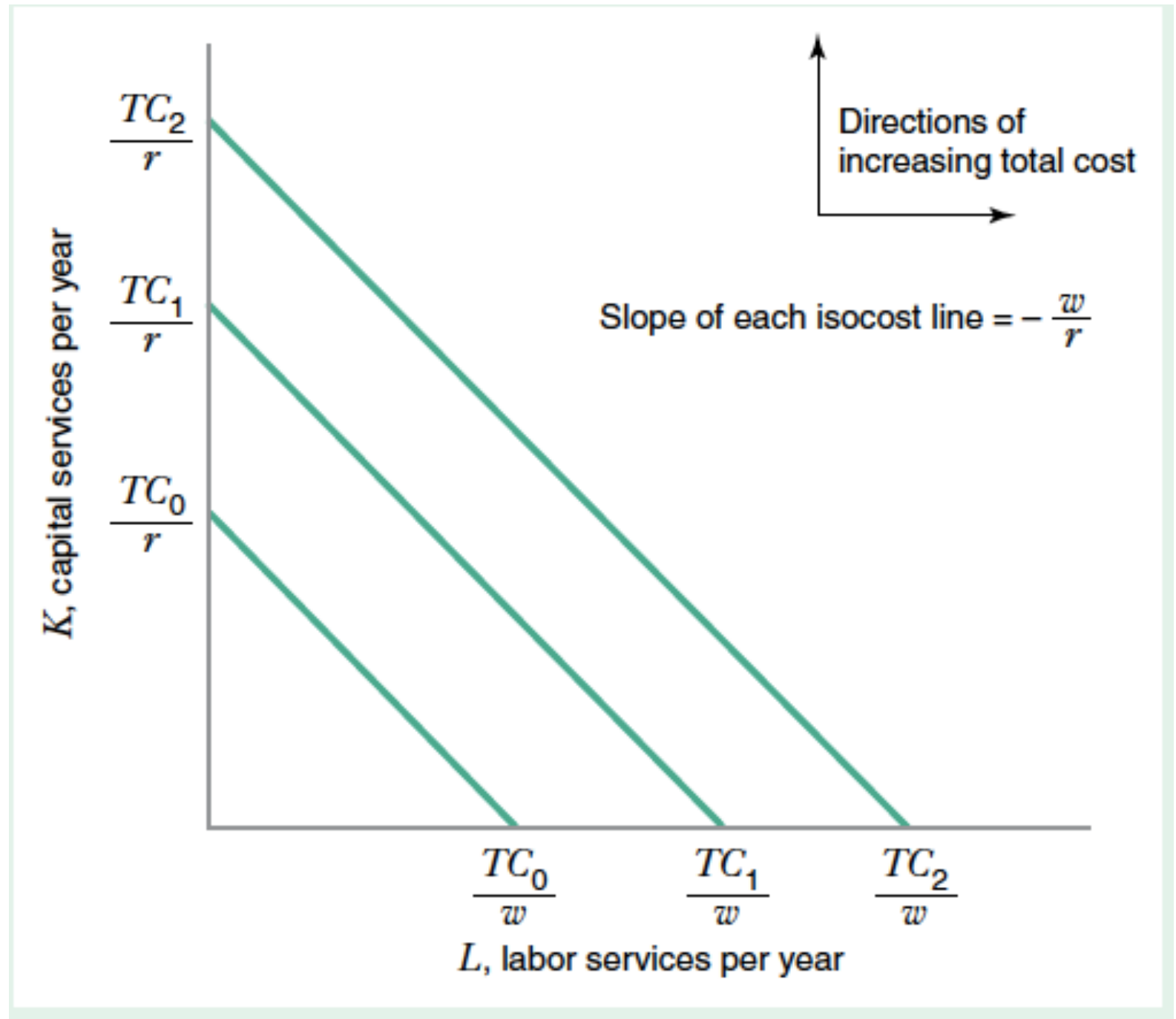
$r > 0$ is the cost of each unit of capital (interest rate);

TC is a given total cost that the firm incurs.

Isocost Lines

As we move to the northeast in the isocost map, isocost lines correspond to higher levels of total cost.

All isocost lines have the same slope.

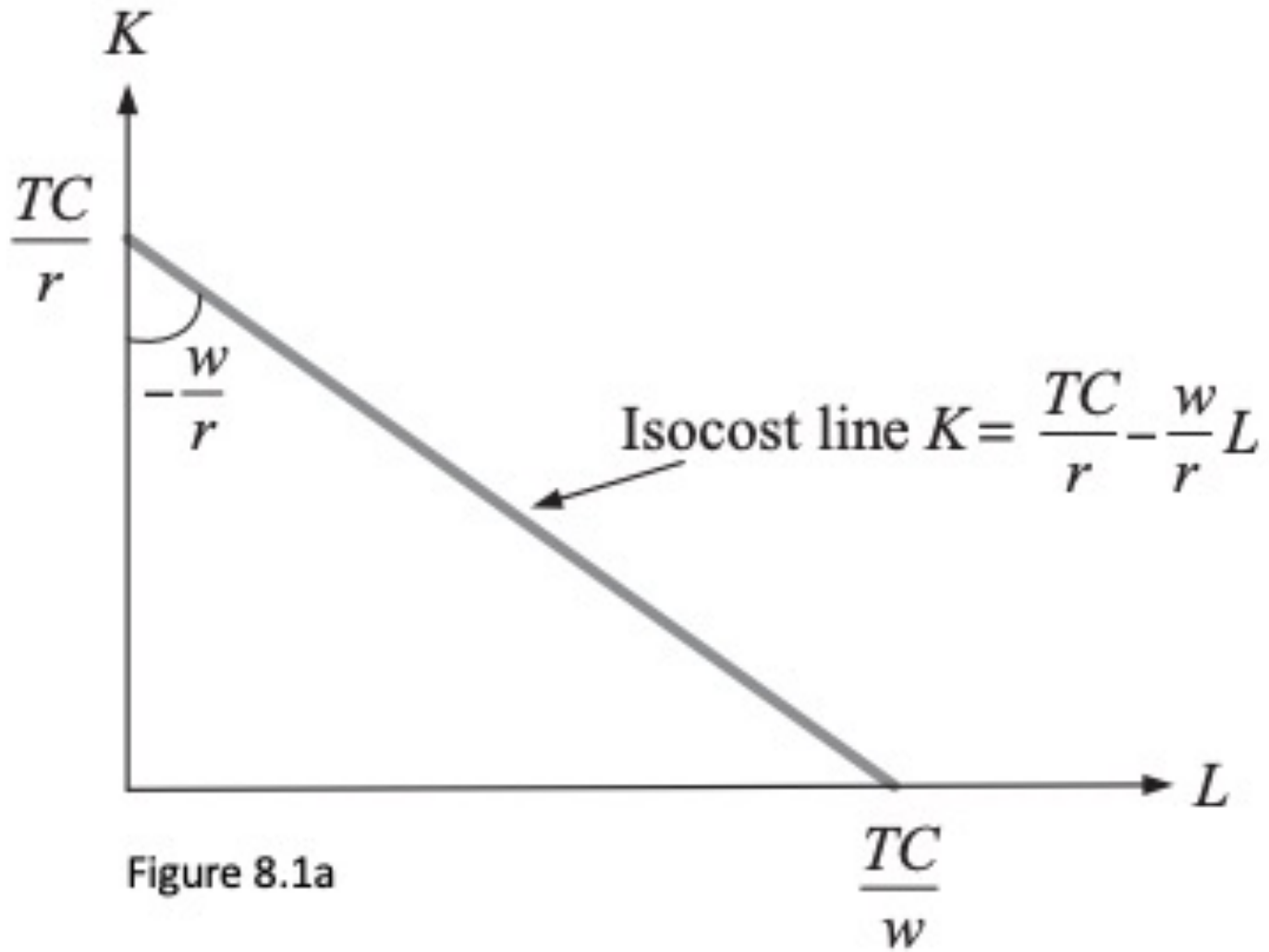


Consider, for example, a case in which $w = \text{SAR}10$ per labor-hour, $r = \text{SAR } 20$ per machine hour, and $\text{TC} = \text{SAR } 1$ million per year.

What is the isocost line ?

The SAR 1 million isocost line is described by the equation

$1,000,000 = 10L + 20K$, which can be rewritten as $K = 1,000,000/20 - (10/20)L$.



Wages
increase

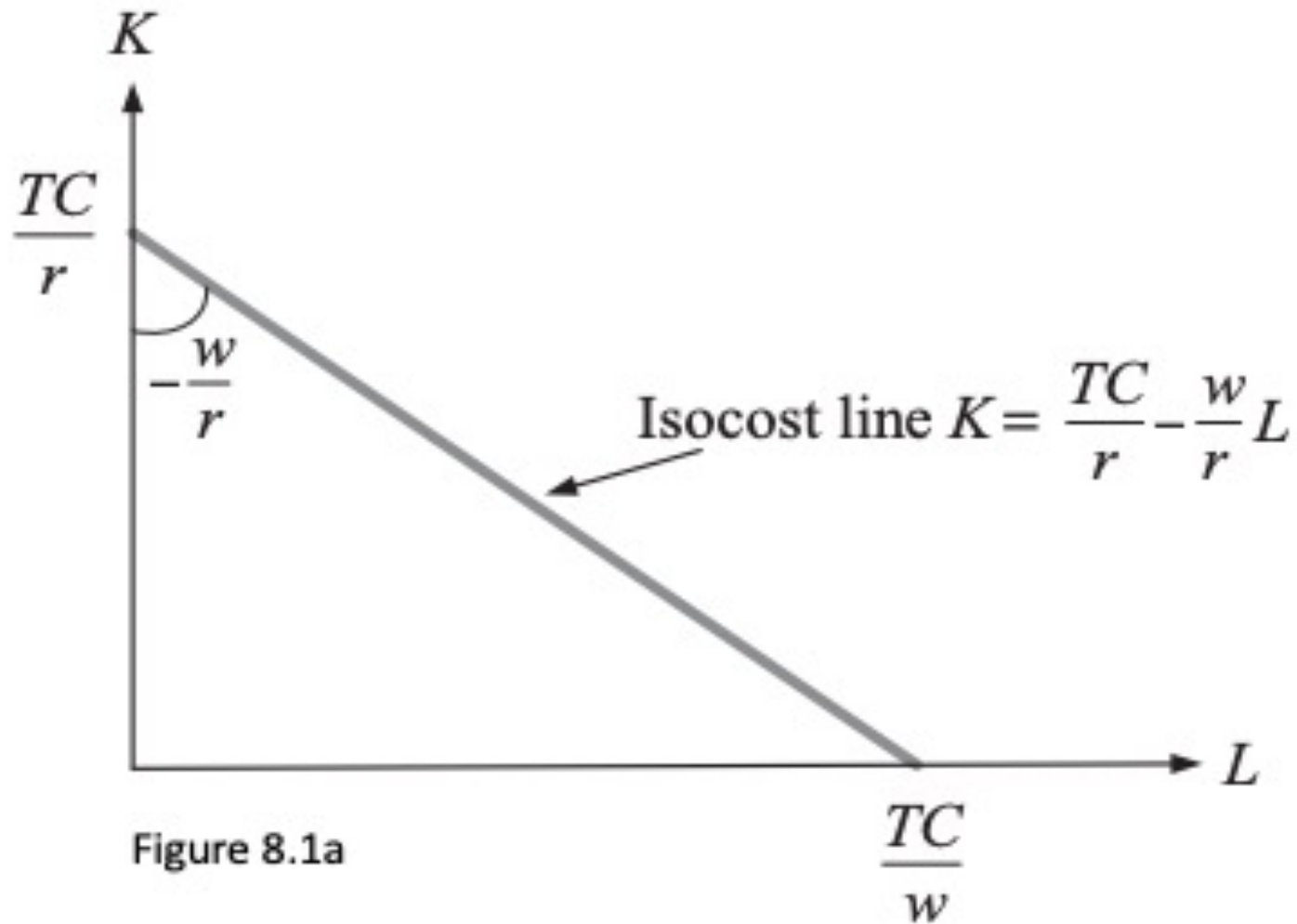
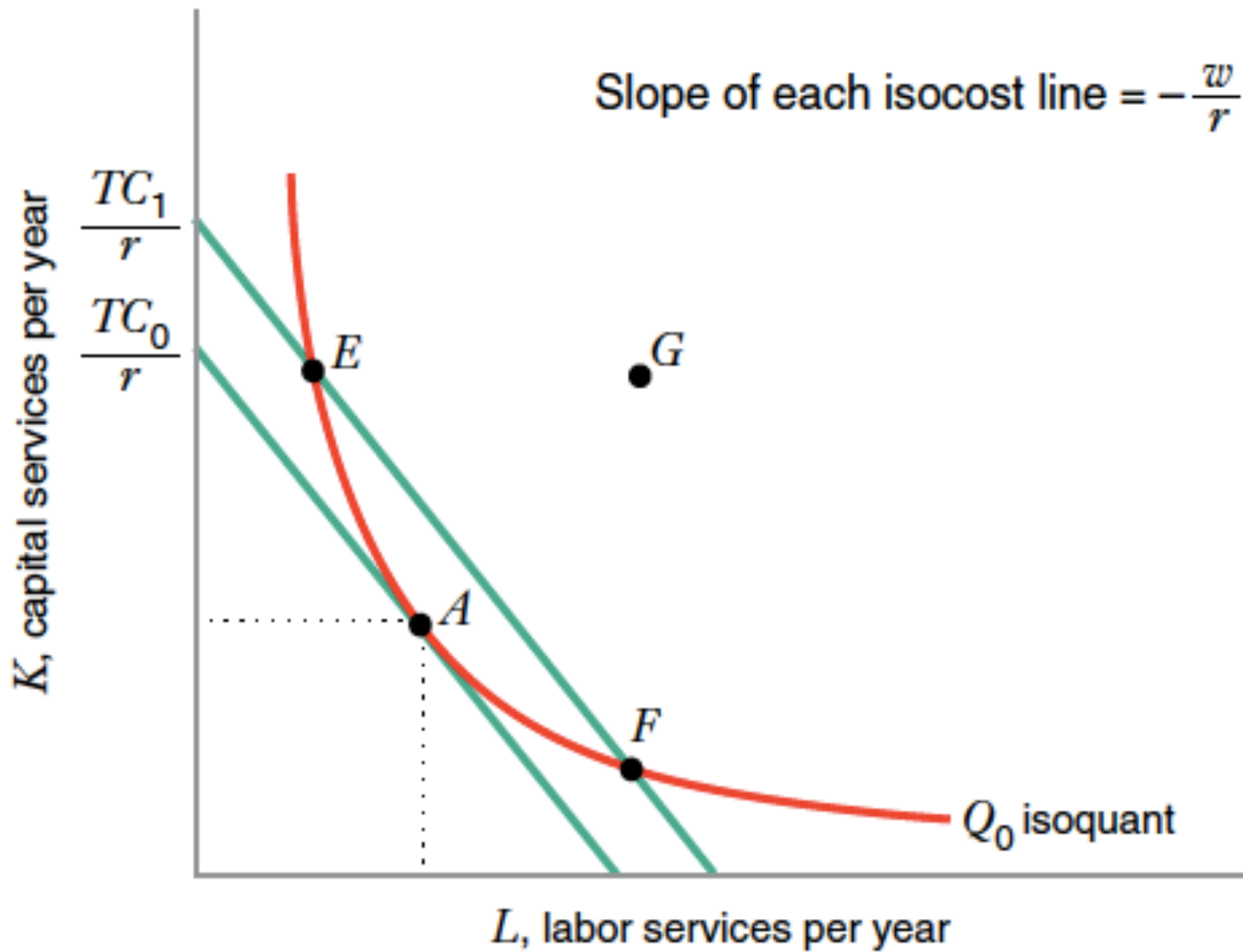


Figure 8.1a

Interest Rate Increases



Isocount

The cost-minimizing condition

The slope of isoquant = Slope of isocost line

$$-MRTS_{L,K} = -\frac{w}{r}$$

$$\frac{MP_L}{MP_K} = \frac{w}{r}$$

let's consider a specific example. Suppose that the firm's production function is of the form $Q = 50 \sqrt{LK}$. For this production function, the equations of the marginal products of labor and capital *are* $MP_L = 25 \sqrt{\frac{K}{L}}$ and $MP_K = 25 \sqrt{\frac{L}{K}}$.

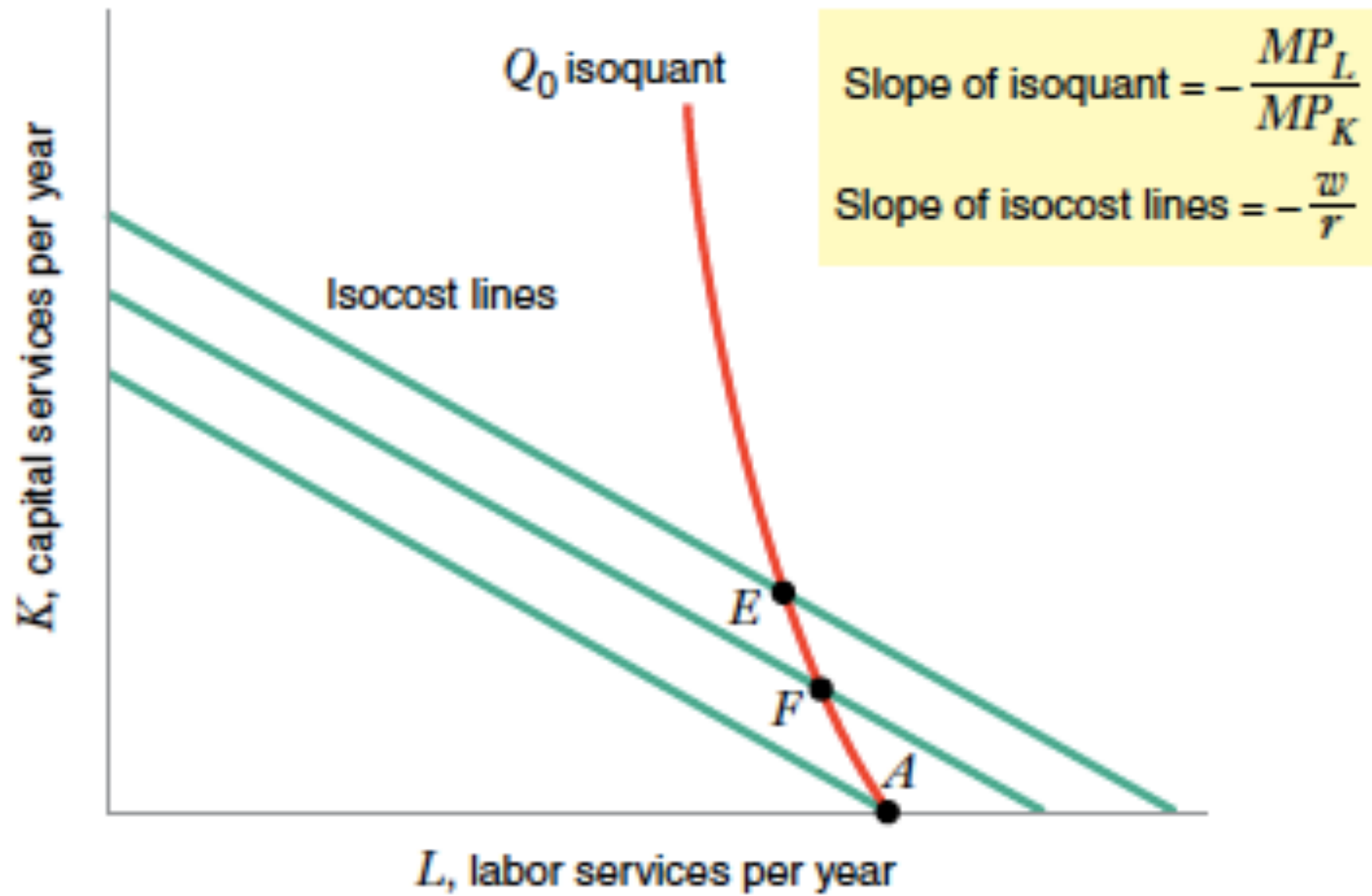
Suppose, too, that the price of labor w is SAR 5 per unit and the price of capital r is SAR 20 per unit.

What is the cost minimizing input combination if the firm wants to produce 1,000 units per year?

A Corner Solution

We did not have a tangency between a budget line and an indifference curve.

The same idea in this chapter, we can also have corner point solutions to the cost-minimization problem.



Learning By doing

Suppose that we have the linear production function $Q = 10L + 2K$. For this production function, $MP_L = 10$ and $MP_K = 2$. Suppose, too, that the price of labor w is SAR 5 per unit and that the price of capital services r is SAR 2 per unit. *Find the optimal input combination* given that the firm wishes to produce 200 units of output.

the optimal input combination is a corner point solution at which $K = 0$.

The following argument tells us that we must have a corner point solution. We know that when inputs are

perfect substitutes, $MRTS_{L,K} = \frac{MP_L}{MP_K}$ is constant along an isoquant; in this particular example, it is equal to 5. But $\frac{w}{r} = 2.5$, so there is no point that can satisfy

$\frac{MP_L}{MP_K} = \frac{w}{r}$. This tells us that we cannot have an interior solution.

Learning By Doing 2

let's consider a specific example.

Suppose that the firm's production function is of the form $Q = 2L + 8K$. Suppose, too, that the price of labor w is SAR 40 per unit and the price of capital r is SAR 10 per unit, $q = 100$

A Corner Solution

The firm increases its purchases of capital as much as possible, leading to a corner solution where the firm only purchases capital but no labor ($L = 0$).

Inserting $L=0$ into the output target of the,

$100=2L+8K$, and solving for k ,

$K=12.5$ units

Summary

$$Q(l, k) = (0, 12.5)$$

Learning By Doing

Consider a firm with Cobb-Douglas production function

$$q = L^{1/2} K^{1/2}$$

Finding input demands, K,L?

Comparative Statics with input demands

Increasing in q

Increasing in w

Increasing in r

Cost-Minimization Problem

The cost-minimization problem (CMP) can be represented as

$$\min_{l,k} TC = wL + rK \quad s.t \quad Q = f(l, k)$$

The problem ask the firm:

Choose the input combination that minimizes your total cost TC, reaching an output level of 100 units.

Recap

مراجعة

- The price system: demand and supply, Elasticities.
- Analysis of Consumer Behavior.
- Production and Cost Theory.
- Pricing and market structures: perfect competition, monopoly, monopolistic competition, oligopoly.
- Theory of Distribution.
- Introduction to welfare theory.

Introduction to welfare theory

Normative Analysis (NA) Analysis that typically focuses on issues of social welfare, examining what will enhance or detract from the common good.

The process of making recommendations about what action should be taken or taking a particular viewpoint on a topic.

Social Welfare Theory

Normative studies might examine how to achieve a goal that some people consider socially desirable.

Example:

1-Policy makers want to make housing more affordable to low-income families.

2- Government finds it desirable to reduce pollution. Introducing taxes on emissions or strictly limiting the emissions from factories and automobiles

The Kingdom Of Saudi Arabia

General Organization for Social Insurance (GOSI)

Programs support workers or their families in cases of disability, retirement, and death.

Key Programs:

- Widows, Divorced women, People with disabilities, The Elderly, Orphans, Children of unknown parentage
- Unemployed persons, The poor and the needy, AND Those affected by disasters and pandemics



المؤسسة العامة للتقاعد
Public Pension Agency



المؤسسة العامة للتأمينات الاجتماعية
General Organization for Social Insurance

Example

The Ministry of Human Resources and Social Development said that the decision to raise the minimum wage calculation for Saudis from SAR 3,000 (\$800) to SAR 4,000 (\$1,066) applies to all existing and new workers in the Saudi labor market (2022)

Deadweight Loss (DWL)

The term “**deadweight loss**” refers to the economic loss incurred due to inefficient market conditions, i.e., demand and supply are out of equilibrium.

In other words, deadweight loss indicates that the economic **welfare of society is not at its optimum level.**

Deadweight Loss (DWL)

A Production externality

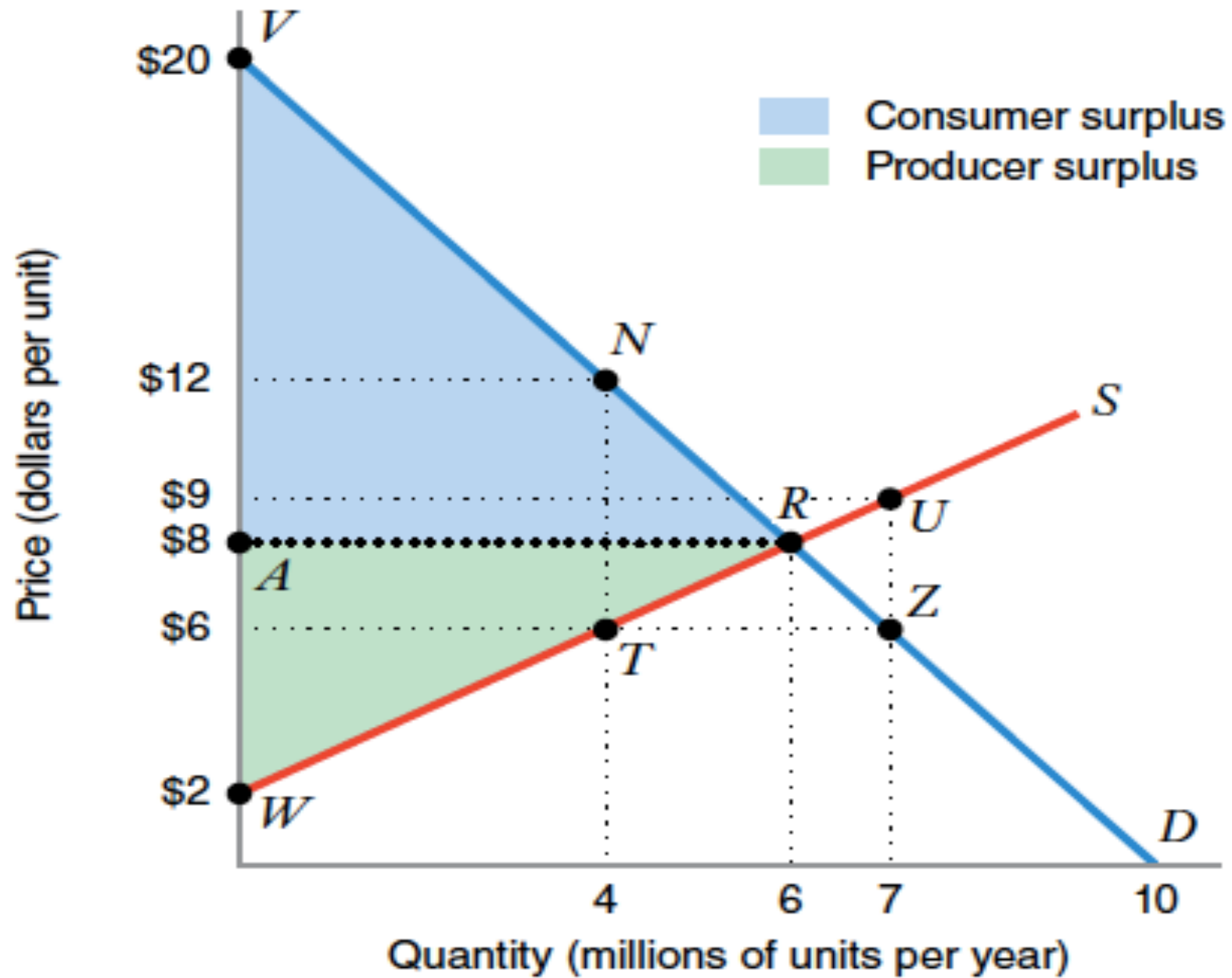
will be present if a producer pollutes the environment.

Pollution creates a social cost that might be ignored by a producer absent government Intervention.

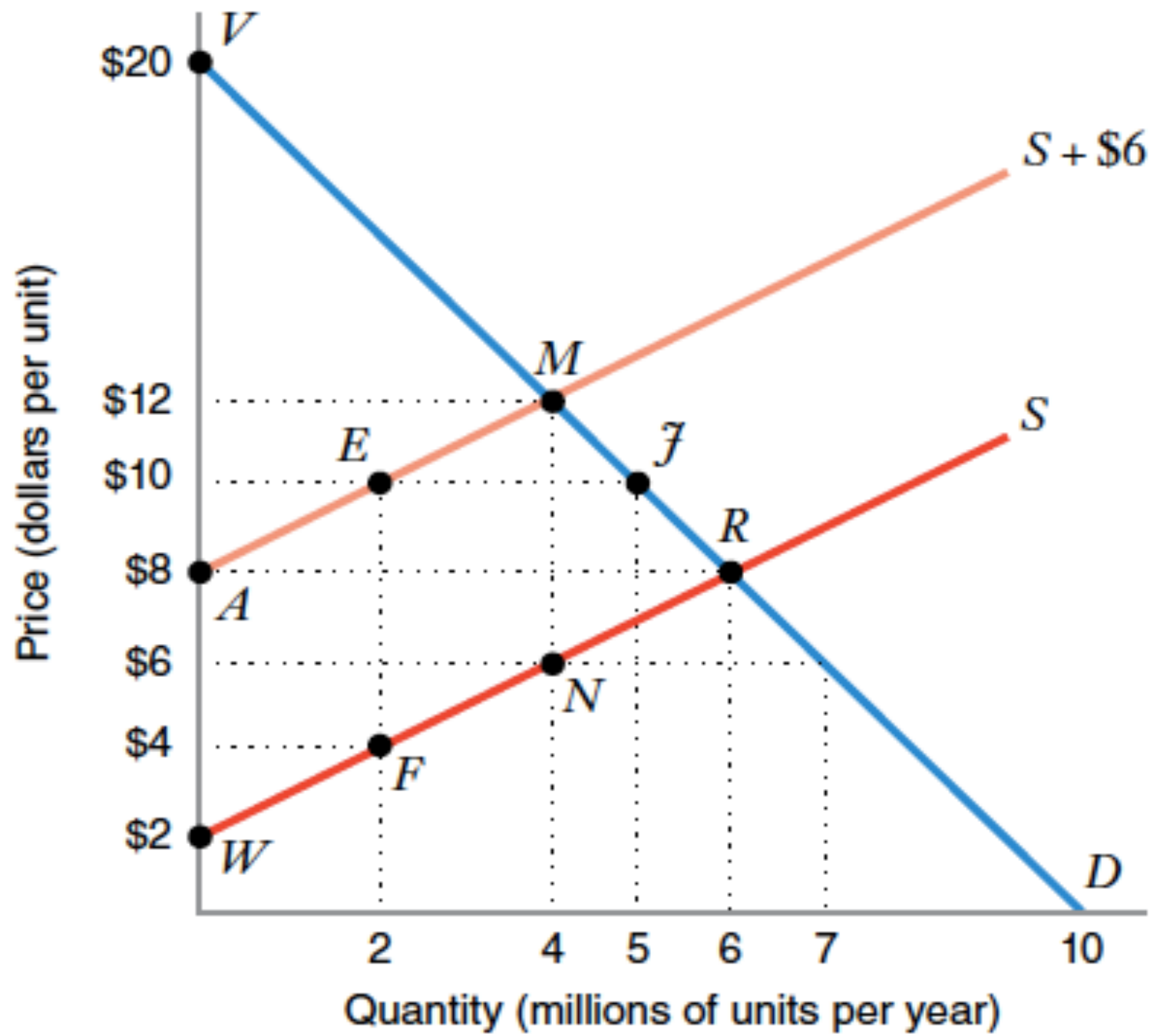
A consumption externality

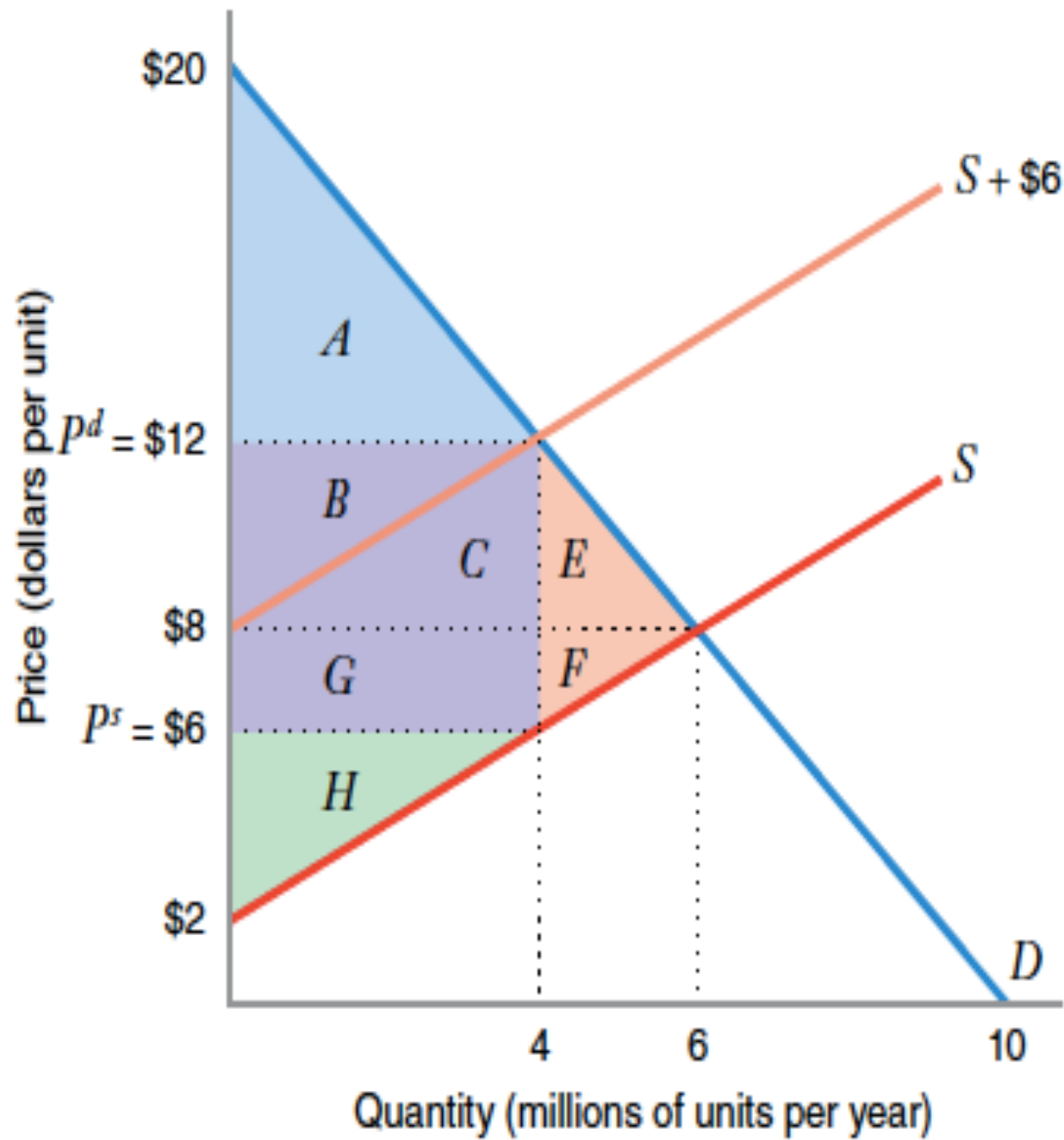
exists when the action of an individual consumer imposes costs on or leads to benefits for, other consumers

The Role Of Government “Policy Makers”



Example:
Tax





Area	Size (dollars/year)
A	\$16 million
B	8 million
C	8 million
E	4 million
F	2 million
G	8 million
H	8 million

	With No Tax	With Tax	Impact of Tax
Consumer surplus	$A + B + C + E$ (\$36 million)	A (\$16 million)	$-B - C - E$ (-\$20 million)
Producer surplus	$F + G + H$ (\$18 million)	H (\$8 million)	$-F - G$ (-\$10 million)
Government receipts from tax	zero	$B + C + G$ (\$24 million)	$B + C + G$ (\$24 million)
Net benefits (consumer surplus + producer surplus + government receipts)	$A + B + C + E + F + G + H$ (\$54 million)	$A + B + C + G + H$ (\$48 million)	$-E - F$ (-\$6 million)
Deadweight loss	zero	$E + F$ (\$6 million)	$E + F$ (\$6 million)

Summary

	Consumer Surplus	Producer Surplus	Tax Receipts	Deadweight Loss	Net Economic Benefit
With No Tax	\$36 million	\$18 million	0	0	<i>Potential: \$54 million Actual: \$54 million</i>
With Tax	\$16 million	\$8 million	\$24 million	\$6 million	<i>Potential: \$54 million Actual: \$48 million</i>

LEARNING- BY-DOING EXERCISE

In this exercise, we determine the equilibrium prices and quantities in Figure 10.3, using algebra. The demand and supply curves in Figure 10.3 are as follows:

$$Q^d = 10 - 0.5P^d$$

$$Q^s = \begin{cases} -2 + P^s, & \text{when } P^s \geq 2 \\ 0, & \text{when } P^s < 2 \end{cases}$$

where Q^d is the quantity demanded when the price consumers pay is P^d , and Q^s is the quantity supplied when the price producers receive is P^s . The last line of the supply equation indicates that nothing will be supplied if the price producers receive is less than \$2 per unit. Thus, for prices between zero and \$2, the supply curve lies on the vertical axis.

(a) With no tax, what are the equilibrium price and quantity?

(b) Suppose the government imposes an excise tax of \$6 per unit. What will the new equilibrium quantity be? What price will buyers pay? What price will sellers receive?

Example: Subsidy

As in Learning-By-Doing Exercise 10.1, the demand and supply curves are

$$Q^d = 10 - 0.5 P^d$$

$$Q^s = \begin{cases} -2 + P^s, & \text{when } P^s \geq 2 \\ 0, & \text{when } P^s < 2 \end{cases}$$

where Q^d is the quantity demanded when the price consumers pay is P^d , and Q^s is the quantity supplied when the price producers receive is P^s .

Problem

Suppose the government provides a subsidy of \$3 per unit. Find the equilibrium quantity, the price buyers pay, and the price sellers receive.

اللعبة الاستراتيجية

Strategic Game
