

Firm i's profit:

$$\pi_i = [a - (q_i + q_j) - c] q_i$$

Objective of firm \rightarrow maximize profit.

it must choose a strategy s.t.

$$U_i(s_i^*, s_j^*) > U_i(s_i, s_j^*) \rightarrow \text{for } i^{\text{th}} \text{ player}$$

(condition for Nash eqⁿ)

\downarrow
what I'm playing is best
strategy for me given the other
player is also playing his best strategy.

obj: Max $U_i(s_i, s_j^*)$ Strategies \rightarrow quantity but his payoff
Payoff : Profit is the profit obtained

Max. $[a - (q_i + q_j^*) - c] q_i = \pi_i$
 i believes j is playing optimal strategy $\Rightarrow q_j = q_j^*$

To find q_i^* ,

$$\frac{\partial \pi_i}{\partial q_i} = 0 \Rightarrow (a - (q_i + q_j^* - c)) - \cancel{a} q_i = 0$$

$$\Rightarrow q_i^* = \frac{a - c - q_j^*}{2} \quad \text{--- (1)}$$

similarly, $\frac{\partial \pi_j}{\partial q_j} = 0$

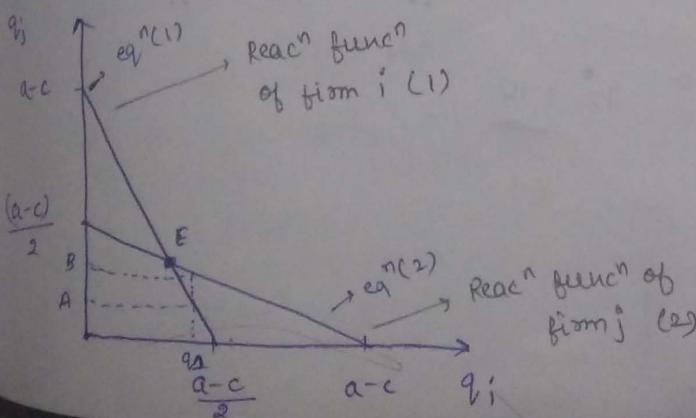
$$q_j^* = \frac{a - c - q_i^*}{2} \quad \text{--- (2)}$$

Reaction func's

from eqⁿ (1) & (2),

$$\frac{dq_i}{dq_j} < 0 \quad \text{If } i^{\text{th}} \text{ firm } \uparrow \text{o/p, } \rightarrow \text{strategic dependence}$$

reaction func's:



Through this model, we get to know:

If i^{th} firm increases its O/P by some value, how by how much scale I (j^{th} firm) should change its O/P.

Firm 1 believes if \hat{q}_1 produces $q_1 \rightarrow 2$ will produce A
 but Firm 2 $\dots \quad \dots \quad \rightarrow \quad \dots \quad B$ } mismatch of Perception

Market will clear when perception of both is same \rightarrow point E.

↓
no deviation

$E \rightarrow$ best strategy by both $i \neq j$

$$\begin{array}{rcl} 2q_i & = & a - c - q_j \\ \underline{-2q_i} & = & \underline{-2a} \underline{+} \underline{2c} \underline{+} \underline{4q_j} \\ 0 & = & -a + c + 3q_j \end{array}$$

→ both i & j have equal share in market

Point E \rightarrow Nash eq^m point.

$$Q. \quad P = 30 - Q, \text{ no cost of prodn}$$

Find q_1^* , q_2^*

$$\pi_1 = (30 - (q_1 + q_2^*)) q_1$$

$$= 30q_1 - q_1^2 - q_2^* q_1$$

$$\frac{\partial \pi_1}{\partial q_1} = 30 - 2q_1 - q_2^* = 0 \quad \Rightarrow \quad 2q_1 = 30 - q_2^*$$

$$2q_2 = 30 - q_1^*$$

$$2q_2 = 60 - 4q_1$$

$$q_1^* = \frac{30}{3} = 10, \quad q_2^* = 10$$

06-11-19 (1 class missing)

Last class : 2. Bertrand Model of Prices
 → what will happen if firms are engaged in price competition?
 (earlier → discussed quantity)

Case-I 2 firms (i, j) → Differentiated Products

$$q_i = a - p_i + b p_j$$

Here, $\frac{\partial q_i}{\partial p_i} < 0$, $\frac{\partial q_i}{\partial p_j} > 0$, $b > 0$

↑
law of demand

In this setup,

$$\begin{aligned}\pi_i &= TR - TC \\ &= p_i q_i - \underbrace{c q_i}_{\text{assumption}} \\ &= [a - p_i + b p_j] p_i - c q_i\end{aligned}$$

The strategies are prices (variable)

$$\pi_i(p_i, p_j^*) = [a - p_i + b p_j^*] [p_i - c]$$

↓
Firm i believes
that firm j is playing
best strategy

$$\frac{\partial \pi_i}{\partial p_i} = 0 \Rightarrow a - p_i + b p_j^* - p_i + c = 0$$

$$\Rightarrow p_i^* = \frac{a + b p_j^* + c}{2}$$

similarly, $\frac{\partial \pi_j}{\partial p_j} = 0 \Rightarrow p_j^* = \frac{a + b p_i^* + c}{2}$ — ②

Solving both eq's simultaneously, we get:

$$\begin{aligned}b^2 p_i^* &= ba + b^2 p_j^* + bc \\ -2b p_i^* &= -2a + 2b p_j^* - 2c \\ 0 &= a(2+b) + b(b-2) p_j^* + (b+2)c\end{aligned}$$

$$b(2-b) p_j^* = (2+b)(a+c) \Rightarrow p_j^* = \frac{(a+c)}{b(2-b)} = p_i^*$$

in scale

mismatch
of
Perception

(1 class missing)
Last class : 2. Bertrand Model of Prices
What will happen if firms are engaged in price competition?
earlier → discussed
Assume 2 firms (i, j) → Differentiated products
 $q_i = a - p_i + b p_j$ (quantity)

Here, $\frac{\partial q_i}{\partial p_i} < 0$, $\frac{\partial q_i}{\partial p_j} > 0$, $b > 0$
↑
Law of demand

In this setup,

$$\begin{aligned}\pi_i &= TR - TC \\ &= p_i q_i - c q_i \\ &= [a - p_i + b p_j] p_i - c q_i\end{aligned}$$

The strategies are prices (variable)

$$\pi_i(p_i, p_j^*) = [a - p_i + b p_j^*] [p_i - c]$$

↓

Firm i believes
that firm j is playing
best strategy

$$\begin{aligned}\frac{\partial \pi_i}{\partial p_i} = 0 &\Rightarrow a - p_i + b p_j^* - p_i + c = 0 \\ &\Rightarrow p_i^* = \frac{a + b p_j^* + c}{2} \quad \text{--- (1)}\end{aligned}$$

$$\text{similarly, } \frac{\partial \pi_j}{\partial p_j} = 0 \Rightarrow p_j^* = \frac{a + b p_i^* + c}{2} \quad \text{--- (2)}$$

Solving both eq's simultaneously, we get:

$$b^2 p_i^* = ba + b^2 p_j^* + bc$$

$$-2b p_i^* = -2a + 4b p_j^* + 2c$$

$$0 = a(2+b) + b(b-2)p_j^* + (b+2)c$$

$$b(2-b)p_j^* = (2+b)(a+c)$$

$$p_j^* = \frac{(a+c)}{b(2-b)} = p_i^*$$

For p_i^* & p_j^* to be positive,

$$b < 2$$

Always, $p_i^* \neq 0$ & $p_j^* \neq 0$

p_i^* & p_j^* depends on degree of substitute b .

$b = 0.1$ → As $b \uparrow$, prices are more different.

$$b = 1.5$$

(more differentiated goods are, more difference in price)

Case II: 2 firms i and j are producing identical goods q_i & q_j

and charge p_i & p_j .

$$q_i = f(p_i, p_j)$$

→ demand faced by i^{th} firm

$$\text{if } p_i = p_j, \frac{1}{2} D(p_i)$$

will be half.

$$\text{if } p_i > p_j, 0 \rightarrow \text{selling at higher price, demand} = 0$$

$$\text{if } p_i < p_j, D(p_i) \rightarrow \text{"lower", full demand}$$

Firm will try to supply goods as much as possible.

The situation will be like a Price War.

Price War:

$$\text{if } p_i^* > p_j^* > c$$

i^{th} firm won't face any demand in this case.

so, it will try to make its price

$$p_i^* = p_j^* - \epsilon_0 > c$$

$$4.99$$

Based on this, j^{th} firm will also ↑ price:

$$p_j^* = p_i^* - \epsilon_1$$

	1	2
10	5	
4.9	4.8	
4.7	4.6	

How long will they go?

They will go on till price = cost
per unit per unit

$$p_i^* = p_j^* = c$$

→ Bertrand Paradox (In oligopoly, behaving like)
Perfect competition

collusion v/s cheating
 If firms form a cartel, they get π .
 But we don't see much cartels happening?
 What is obstructing them?

Market demand $P = 8 - Q$; $Q = q_1 + q_2$
 cost of i th firm $C_i = 4q_i$

If 2 firms are colluding: Profit will be distributed equally.
 $\pi = (8 - Q)Q - 4Q$

$$\frac{\partial \pi}{\partial Q} = 0 \Rightarrow 8 - Q - Q - 4 = 0 \\ \Rightarrow Q = 2 \\ P = 6$$

		π	Q	P	
		2	1	6	will share this way
Firm 1	2	2	1	6	
	1	1	0	6	

1 firm thinks it'll cheat.

It will sell at $P = 5$.

Firm 1 thinks to charge $P = 5$

Demand of firm 2 = 0 (Firm 2 will sell 0 at p)

$$\Rightarrow 5 = 8 - Q$$

$$\Rightarrow Q = 3$$

$$\pi = 3 \times 5 - 4 \times 3 = \underline{3}$$

getting a higher profit when he is cheating

similarly, Firm 2 can also cheat
 If transformed into game

		cheat	Not cheat
Not Agree / cheat	1	(1.5, 1.5)	(0, 2)
	2	(0, 3)	(2, 2)
Agree / Not cheat			

When both cheat:

$$S = 8 - Q$$

$$1.5 \times 3 =$$

$$Q = 3$$

$$q_1 = q_2 = 1.5$$

$$\text{OP } \pi = \underset{\text{does } S}{5 \times \frac{3}{2}} - 12 = 3$$

$$\cancel{\pi_1 = (1.5) \times 3 - 12} = 3$$

$$\pi_1 = 1.5$$

cheating & cheating \rightarrow is the Nash eqⁿ

: lack of trust makes us go to inferior soln

$$(1.5, 1.5)$$

\downarrow
same as Prisoner

\rightarrow If this game continues:

Q. suppose, if after sometime both firms decide to collude again?
why can't they do it? (after knowing they are getting $\pi \uparrow$)

If the game is played for finite period ($n=10, 20, \dots$)

still, they don't collude because each year, they'll think like this

1, 2, . . . , $\overset{10}{\text{---}}$ in 10th year, both firms know that they won't be in business from next year, they'll try to cheat.

similarly, in $(n-1)^{\text{th}}$ year also, they'll ~~try to~~ think in the same way. So, they'll again cheat & so on...

Since firms will cheat in last round regardless of what went before, they'll consider $(n-1)$ round(s) again independently & cheat

Q. what can be done to make them agree?

many years they are doing business,
• If players don't know how ~~many~~ ^{many} years they are doing business, they can collude.

Today's Class:

3. Follower Leader Model (Stackelberg)

Ashok Leyland Trucks are followers of Tata?
or Xiaomi iPhone?

There is a topper & rest follows

\hookrightarrow 1st entering the market.

- This model was given by Stackelberg
- suppose there are 2 firms 1 and 2 in the market and firm 1 gets to choose quantity first in the market (Leader).
 - The leader enjoys a first-mover advantage.
 - Firm 2 is follower
 - there is a strategic dependence b/w both the firms
 - Firm 1 will try to cover whole market.
 - This kind of games are solved through: Backward Induction
- Backward Induction:
- Firm 2: $\pi_2 = [a - q_1 - q_2] q_2 - cq_2; P = a - Q, Q = q_1 + q_2$
- $$\frac{\partial \pi_2}{\partial q_2} = 0 \Rightarrow a - 2q_2 - q_1 - c = 0 \quad \text{--- (1)}$$
- $$\Rightarrow q_2 = \frac{a - q_1 - c}{2} \Rightarrow \frac{\partial q_2}{\partial q_1} < 0$$
- $\frac{\partial \pi_2}{\partial q_2} = \frac{\partial \pi_2}{\partial q_1}$ ↓
This is how firm 2 will react given firm 1 is the leader.
- Firm 1 knows this fact how firm 2 will move as he has more experience in market. It'll use this fact to maximize its profit
 - Since firm 1 is an early entrant in the market, it knows how firm 2 is going to react.
 - Firm 1's objective: maximize π_1

$$\pi_1 = [a - (q_1 + q_2)] q_1 - cq_1$$

But it'll also consider Firm 2's reaction & incorporate it in its own strategy.

$$\pi_1 = \left\{ a - q_1 - \frac{a - q_1 - c}{2} \right\} q_1 - cq_1$$

$$\frac{d\pi_1}{dq_1} = 0 \Rightarrow a - 2q_1 - \frac{a}{2} + \frac{c}{2} + q_1 - c = 0$$

$$q_1^* = \frac{a - c}{2} \quad \text{--- (2)}$$

First leader will operate, then follower will sell for rest of demand.

Applying ② in ① :

$$q_2^* = \frac{a - c - \frac{a-c}{2}}{2}$$

$$\Rightarrow q_2^* = \frac{a-c}{4}$$

$$\Rightarrow q_2^* < q_1^* \rightarrow \text{o/p of follower} < \text{o/p of leader}$$

$$P = a - (q_1 + q_2)$$

$$= a - \left[\frac{3a - 3c}{4} \right]$$

$$P = \frac{a+3c}{4}$$

$$\begin{aligned}\pi_1 &= \left(\frac{a+3c}{4} \right) \left(\frac{a-c}{2} \right) - c \left(\frac{a-c}{2} \right) \\ &= \frac{1}{8} [a^2 - ac + 3ac - 3c^2] - \frac{1}{2} [ac - c^2] \\ &= \frac{1}{8} (a^2 + 2ac - 3c^2) - \frac{1}{8} (4ac - 4c^2) \\ &= \frac{1}{8} (a^2 - 2ac + c^2) = \frac{(a-c)^2}{8}\end{aligned}$$

$$\begin{aligned}\pi_2 &= \frac{1}{8} (a^2 + 2ac - 3c^2) - \frac{1}{2} (ac - c^2) \left(\frac{a+3c}{4} \right) \left(\frac{a-c}{4} \right) - c \left(\frac{a-c}{4} \right) \\ &= \frac{1}{8} (a^2 + 2ac - 3c^2) - \frac{2ac + 2c^2}{8} - \frac{1}{8} (a^2 + c^2) = \frac{1}{2} (\pi_1)\end{aligned}$$

$$\boxed{\pi_1 = \frac{(a-c)^2}{8} \quad \pi_2 = \frac{(a-c)^2}{16}}$$

International Market

Subsequently, many outside products are being manufactured in India (mfg)

How?

Before 1991 → economy was closed

After 1991 → Liberalization, Privatization and Globalization



eventually opened economy in India

- Can a domestic grown firm compete with foreign firms? No, they're more superior tech.
- To protect its own goods from imported one, govt imposed a ~~tariff~~
tariff on imported goods
- Selling price will ↑ outside
 But it also obstructs firms to come to India.
- so, tariff rates had been brought down by govt.
 1990 → 85% → tariff rate
 2018 → 9.23% → on advice of World Trade Organization
 ↓
 India got membership in 1995
- But what about domestic firms?
- WTO would have to give some incentive to India to join it
 ↓
 (+ tariff rates)
- Contingent Protection Measures
- ↓
Anti-dumping (89%)
 ex. Product X:
 in US → sold at F.P.
 exported to India → F.O.
 If P < F.O.: Product is called dumped.
 People producing X in India are affected due to this, govt can ask for this measure.
 Due to this, tariff will ↑ on X good.
 - ↓
Counter-vailing (5%)
 ex. X is exporting at ₹5. to India.
 But his cost of prod' is 12. US govt tells to export at 5 & it'll compensate to prevail in India market. (Export subsidy).
 Indian govt. can apply this measure.
 - ↓
Safeguard (61%)
 ex. Diwali lights: most used are Chinese. Due to this, domestic people are not getting chance.
 So, govt. can request to ↑ tariff on these products.
- Currently, India is largest filer of Anti-dumping
- India is very strategically filing these to compensate the traditional tariff.
- US knows it'll face anti-dumping if it sells product at P ↓. But why does it still do it? What are the loopholes in this measure?

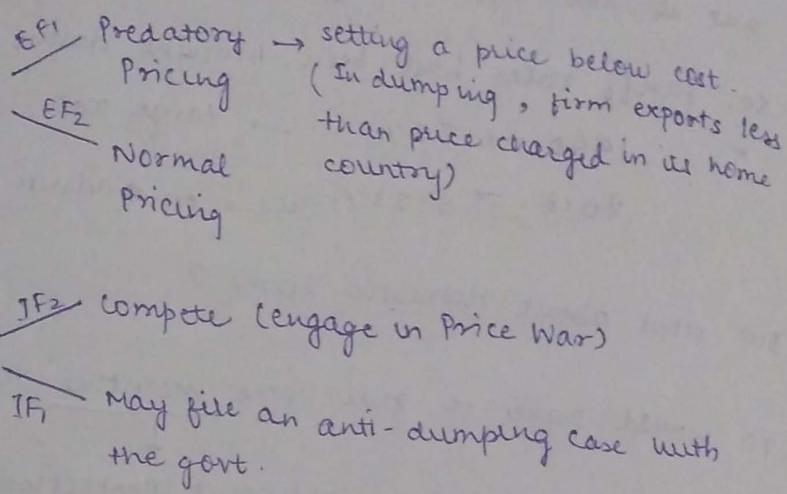
11/11/19

Game representation

1) Players : Exporting Firm
Importing Firm

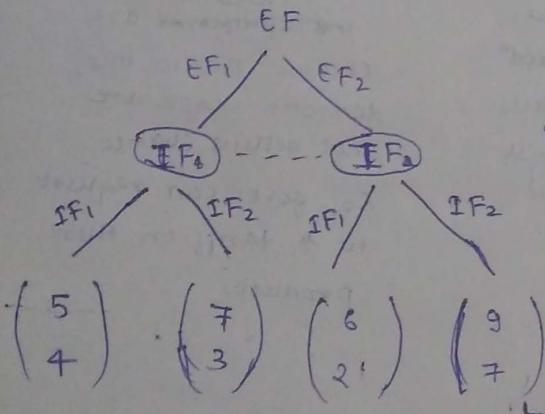
2) Payoff : Market share/
Profit

3) strategies : Exporting
firm



Players are playing strategies

→ This will be a sequential game → EF will make 1st move



We know P at which good is sold in India
but we mostly think it is less but
it has to be proved by court of law
SO, IF doesn't know which strategy is
EF using ⇒ singleton set

↓
India files case
will get
compensation

local market
can never
compete with
EF

filing a
false case.
Diff will be
larger than
in 1st case

g will be slightly
greater than h .
[Had g not been exporting,
 h would have a complete
market share]

china has exported
goods in January.

In Aug. → I file case

In Dec. → I win

I get compensation
from Aug.

What about Jan-Aug?

↓
china has taken revenue
in this term so Payoff (EF) ≈ Payoff (IF)

Predatory pricing :

Initially when launched : Predatory price is charged.

consumer surplus is ↑

once you get habitual of product : Normal pricing is charged.

→ Nash eq^m :

	IF ₁	IF ₂
EF ₁	(5, 4)	(7, 3)
EF ₂	(6, 2)	(9, 7)

EF₂ & IF₂ : Nash eq^m

Q. If IF₂ & EF₂ is Nash eq^m, why still India files so many anti-dumping cases? Why in realistic world still there are so many " " ?

Ans. Because to come to point (9, 7), govt. has to find optimal Anti-dumping duty



It may be possible if this duty is not optimal → E.F. can still conquer the market ; Not fair

If govt. gives a credible threat
↳ credible

⇒ E.F. will do Normal Pricing & Nash eq^m can be achieved.

In real world, the threat is not that robust / credible.

Macroeconomics

1. Aggregate DD →

2. Aggregate supply (ss)

$$1 \quad \text{II} \quad \dots \quad \overbrace{\dots}^{\text{XX}} \quad 1 \quad 2 \quad 2+7+\dots+11 \rightarrow \text{This is Market DD.}$$

2 7

→ ~~Everyone~~ Everyone has some no. of transactions

T → no. of transactions
in any economy

P → price of a transaction

PT → total price of transaction

$$PT = VM^S \quad \begin{matrix} \xrightarrow{\text{Velocity}} \\ \text{of money} \end{matrix}$$

↑ total money supplied

(money circulated in economy)

~~total money supplied is used in transaction~~

- What I'm giving to a person, he can use it in another transaction

↑

so ↑ past added

T : total no. of transactions in an economy

P : price of a typical transaction

M^S : quantity of money supplied

V : velocity of money [Rate at which money circulates in an economy]

↓
Rate at which a note exchanges hands.

If in an economy, if price level ↑ \Rightarrow more price is paid in each transacⁿ, exchanged
velocity ↑ .
~~more is paid~~ more rapidly

100 loafs of bread are sold in a given year at Rs. 20 / loaf.

$$PT = 20 \times 100$$

$$= 2000$$

$$MS = 1000$$

$$PT = VMS$$

$$\boxed{V=2}$$

\Downarrow ~~Re 1 is circulated 2 times~~

For Rs. 2000 of transactions per year, with money supplied = Rs. 1000,
each Rupee has to exchange hands 2 times a year

, since T is very difficult to measure; T is substituted with total o/p of an economy.

$\begin{matrix} 2 \text{ services} \\ \text{no. of goods produced} \\ \text{in an economy} \end{matrix}$

$$PY = VMS$$

$T \approx Y \Rightarrow T = f(Y)$: if more no. of transacⁿ : O/p will be more.

\Downarrow so, T can be replaced by Y .

Quantity theory of Money.

$$\Rightarrow \frac{MS}{P} = \frac{1}{V} Y$$

P: aggregate Price level.

In any year, M^S by RBI is fixed.

so, I can find relation blw P & Y.

Suppose V is also const.

so, $P(\uparrow) \Rightarrow Y(\downarrow)$

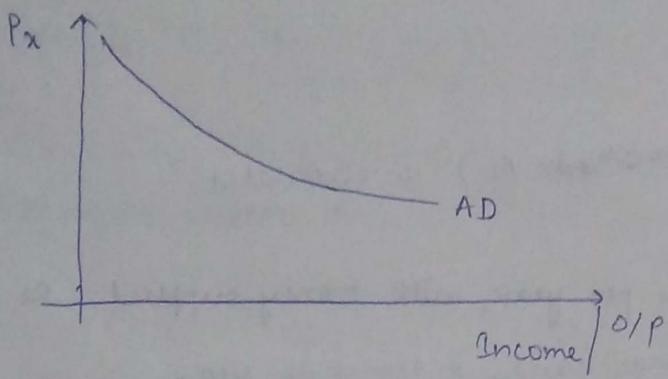
Q. If 1000 items are sold, why not sum it up? Why $P \propto \frac{1}{Y}$ is proved?
Why to discuss this all?

Ans. micro \rightarrow Individual level

macro \rightarrow A group of diff. classes

To talk about macro \Rightarrow we did all this.

Aggregate DD Curve :



Aggregate Supply

2 situations :

- Long Run
- Short Run

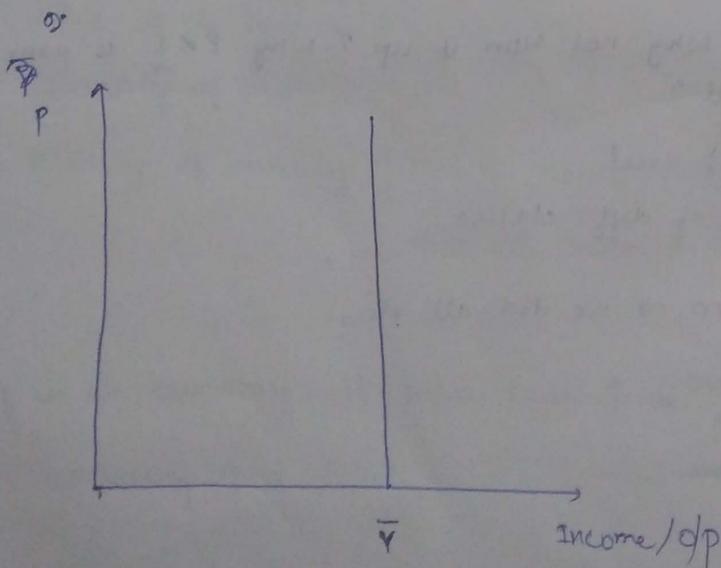
① Long - Run

$$\bar{Y} = f(\bar{K}, \bar{L}) \rightarrow \text{Production func"}$$

In Macro : in long Run, Capital & labor are fixed & total o/p is fixed

| Reason

- entire resources are exhausted \Rightarrow its o/p is not going to change
- you are at your maximum point



Prices are flexible here.

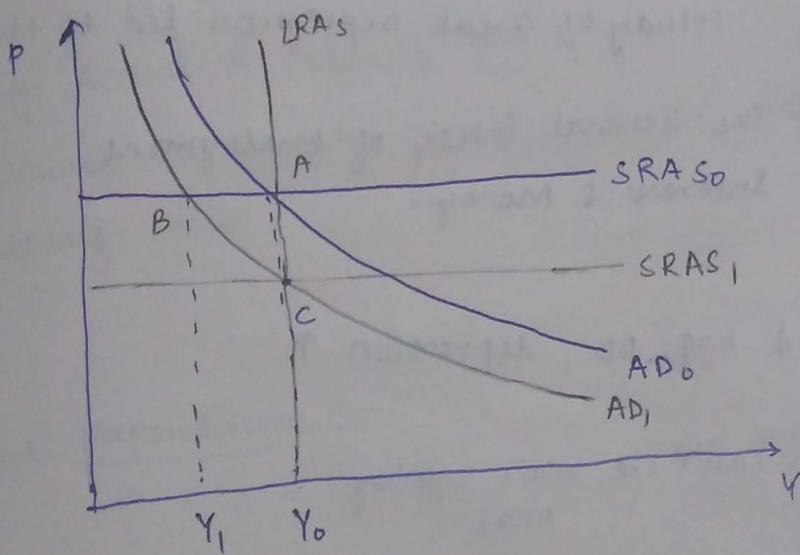
② short-run

prices are sticky



Ex. High inflation is occurring. You go to a restaurant today and after some days. Menu card won't have change in prices immediately. It'll change after lot of time
→ Prices are adjusted at slow rate (slow to adjust)

Q. How to move from Short-Run to Long-Run?



$$\text{Aggregate DD: } \frac{M_S}{P} = \left(\frac{1}{V}\right)^Y$$

short-run: P not changed (sticky)
If $M_S \downarrow$: Aggregate DD will \downarrow : At same P , Y has \downarrow
 \downarrow O/P has $\downarrow \Rightarrow$ Employment $\downarrow \Rightarrow$ People won't buy goods

economy will move from A to B.

In long run \rightarrow shift from B to C.

(They know permanent change, so, they will change price)

$SRAS_1 \rightarrow$ new short run price.

13-11-19
2008 → Recession

World's GDP ↓ by 1%.

1929 → The Great Depression

World's GDP ↓ by 15%.

Keynesian Economics

Macro

↳ Keynesian Economics (study of Great Depression led to this)

↳ Book: The General Theory of Employment, Interest & Money.



Idea: Whenever there is ↓ Agg. DD, depression ↑

Once low income ⇒ Firm can't \Rightarrow won't employ
sell more

$$\text{Income / O/p / GDP} = C + I + G + (X - M)$$

C → Total consumption expenditure

I → Investments

↳ Pvt.

↳ Public

G → Total expenditure by govt.

X - M → Exports - Imports

Data analysed has shown that: [uniform across all countries]

C → 60%.

→ India: economy has ↓ \rightarrow Reason C has dropped down for the first time.

→ we'll study tools of Keynesian Economics :

1. Goods Market (How Y is affected)

2. Goods & Money Market ($Y + \text{Money from bank (stock)}$)

simple Keynesian Model

2 kinds of things an economy has :

→ Actual expenditure

→ Planned " "

Q. Why Actual \neq Planned ?

Ans. Because Firms sales don't meet the expectations & they end up adding stock.

planned Expenditure :

$$E = C + I + G$$

(Not adding Trade part to avoid complications)

$$C = C(Y - T)$$

Y : Income

$$= a + b(Y - T)$$

T : Taxes

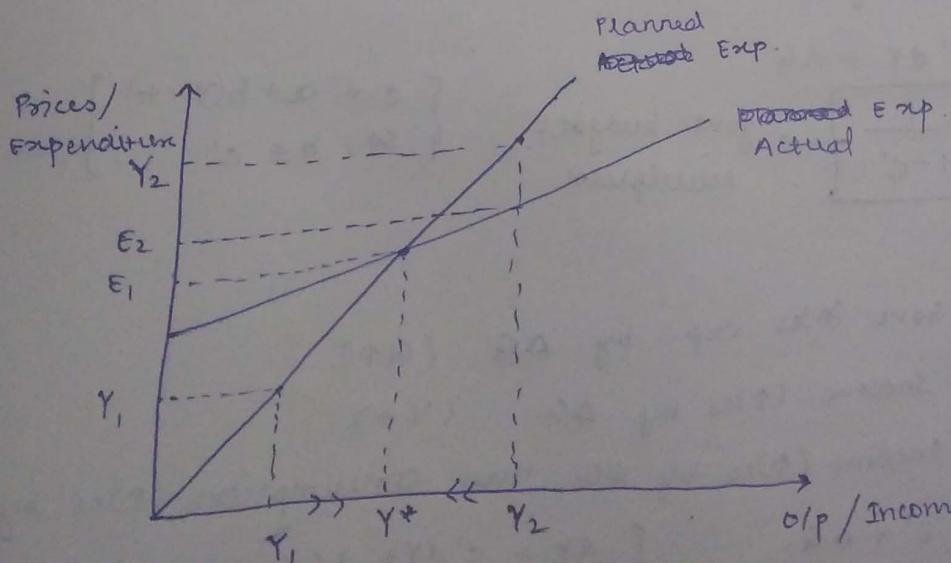
$Y - T$: Personal Disposable Income

↳ slope: how much consumption change by changing $Y - T$

↳ intercept: even if Y is 0, I'll consume something

$$0 < b \leq 1$$

b : Marginal Propensity to Consume (MPC)



Keynesian Cross

Suppose,

Economy is producing at Y_2 level.

Actual \neq Planned : stocks → employ → economy goes
will less from Y_2 to Y^*
accumulate

Y_1 : Actual $>$ Planned : firms → employ → go from
can't meet more Y_1 to Y^*
expectation

→ govt. makes many policies based on this premise.

Q. How govt. expenditure depends on this?

Ans. If the govt. decides that it is launching a scheme,
invest in any kind of fiscal Policy, then
undertaken by govt.

$$Y = C + I + G$$

$$Y = C(Y-T) + I + G$$

As $G \uparrow$, Y also \uparrow

Taking T & I const. (since we're to find relation b/w Y & G)

$$Y = C(Y-T) + \bar{I} + G$$

On differentiating,

$$dY = C' dY + dG$$

$$\boxed{\frac{dY}{dG} = \frac{1}{1-C'}}$$

govt. budget
multiplier

$$\left\{ \begin{array}{l} C = a + b(Y-T) \\ \text{so, } b = c' \end{array} \right.$$

Initial Round : Govt. (\uparrow)es exp. by ΔG ($G \uparrow$)

First Round : Income (\uparrow)es by ΔG ($Y \uparrow$)

Second Round : Income (\uparrow)es by ΔG , then consumption (\uparrow)es by

$$c' \times \Delta G \quad \left[\frac{dY}{dG} = \frac{C' dY + dG}{dG} \right] \quad (C \uparrow)$$

consumption

Third Round: $C_f \rightarrow$ Expenditure \uparrow
 \rightarrow Firms will employ more
 produce \Rightarrow Income $\uparrow \rightarrow$ Consumption
 will \uparrow by $c' \times (c' \times \Delta G)$

Ex. 2 Govt. Investment of ₹ 100 Crores in 2013

$$Y_0 = C(Y - T) + I + G$$

\rightarrow so, $Y_0 (\uparrow)$ as by 100 Crores (Y_1) in 2013

If $Y (\uparrow)$ from Y_0 to Y_1 , then consumption will also (\uparrow)

\rightarrow consump \uparrow (\uparrow) as by MPC (c') in 2013

$$\text{New consump} = c' \times \Delta G$$

\rightarrow Income (\uparrow) as from Y_1 to Y_2 by $c' \times \Delta G$ in 2014

\rightarrow when income has (\uparrow)ed to Y_2 , in 2014
 consumption (\uparrow)es by $c' \times (c' \times \Delta G)$

so, (\uparrow) in Y is :

$$dY = dG + c' dG + (c')^2 dG + (c')^3 dG + \dots$$

$$= dG (1 + c' + (c')^2 + \dots)$$

$$dY = dG \left[\frac{1}{1-c'} \right] \quad \rightarrow \text{govt. budget multiplier}$$