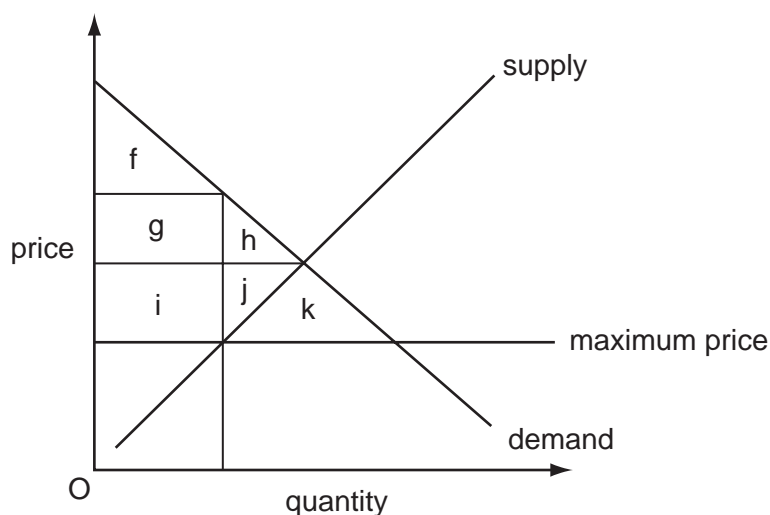


- 10** Domino Pizza, the largest US pizza chain, said that its profits had been reduced by price inflation on ingredients and by a reduction in consumers' disposable income.

How would these changes affect the demand and supply curve for its products?

	demand	supply
A	move to the left	move to the left
B	move to the left	move to the right
C	move to the right	move to the left
D	move to the right	move to the right

- 11** Which area in the diagram represents the amount of consumer surplus that would occur in a market if a government enforced an effective maximum price?



- A** f only
B f + g + h only
C f + g + i only
D f + g + h + i + j + k
- 12** Rising demand for oil from China and other countries is leading to concerns that there may be a world shortage of oil.

How should a change in the price of oil prevent such a shortage developing?

- A** Price should fall to reduce demand and encourage a search for more oil.
B Price should fall to reduce supply and encourage a reduction in fuel use.
C Price should rise to reduce demand and encourage a search for alternative fuels.
D Price should rise to reduce supply and encourage a switch to alternative fuels.