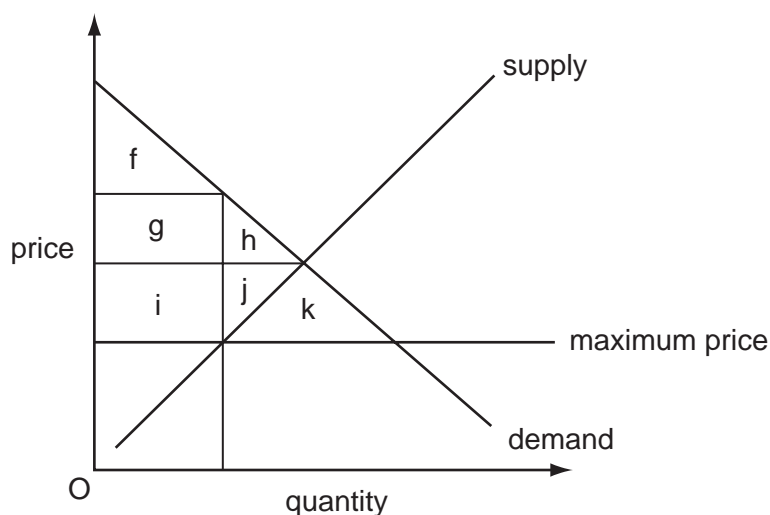


- 9 Domino Pizza, the largest US pizza chain, said that its profits had been reduced by price inflation on ingredients and by a reduction in consumers' disposable income.

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

- 10 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
- 11 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.