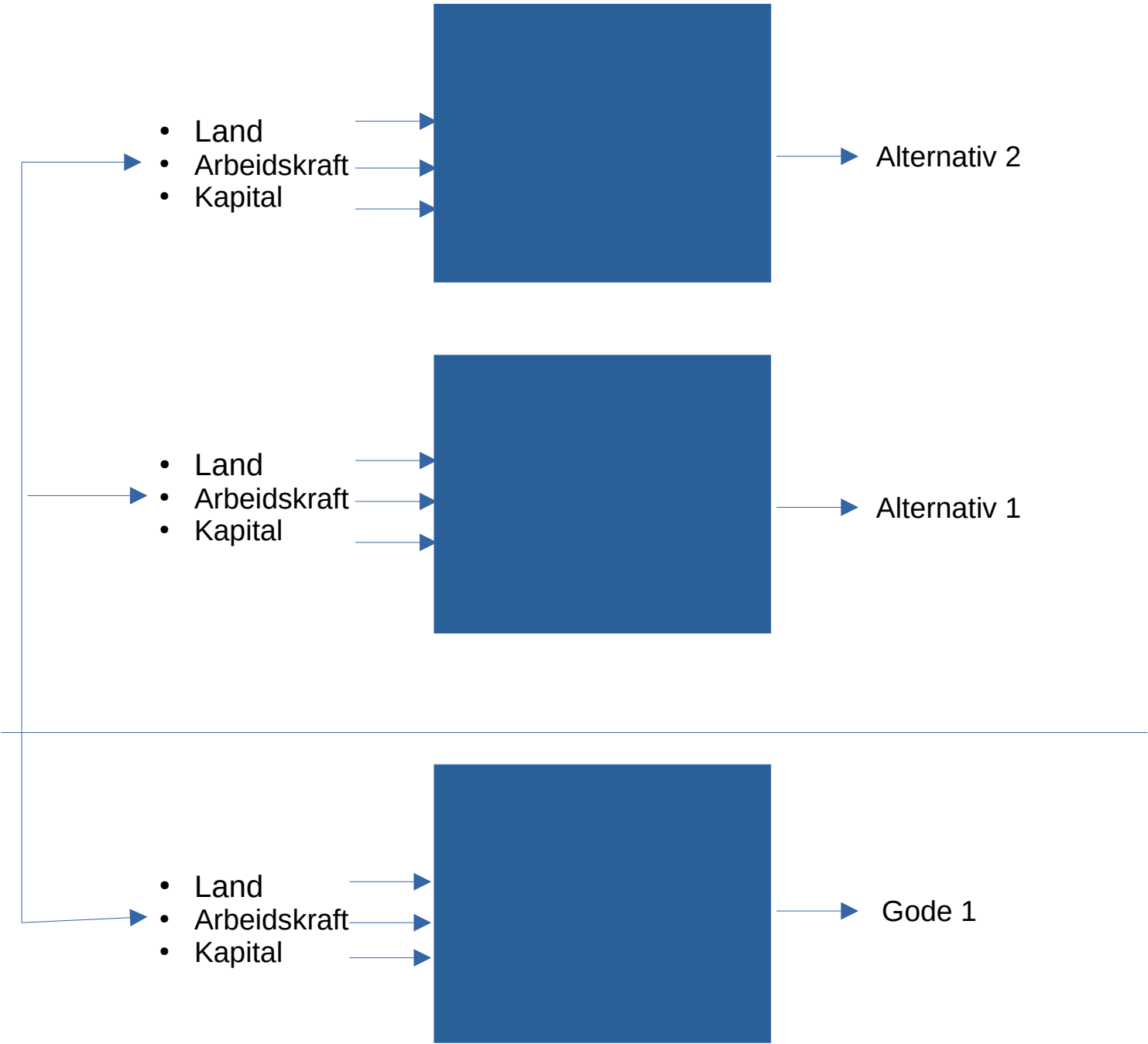
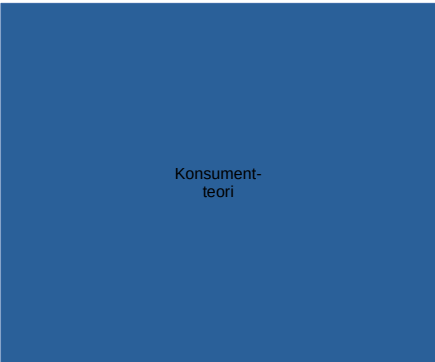


Alternativkostnad



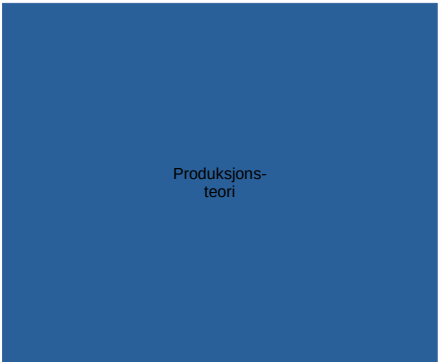
Mikroøkonomi oppbygging

Behov



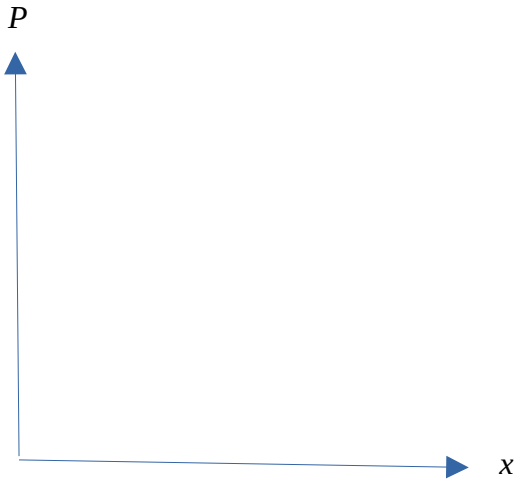
Konsument-
teori

Ressurser



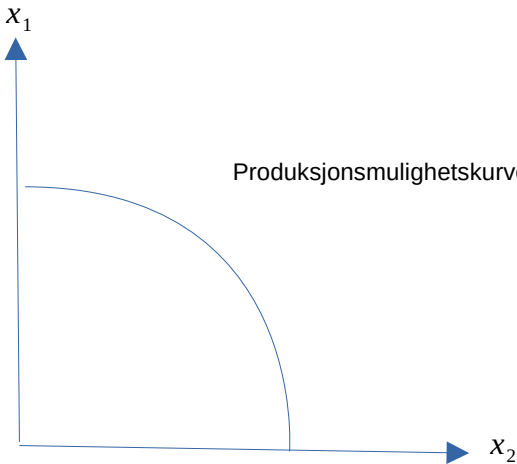
Produksjons-
teori

Partiell
Likevekt
(ett marked)



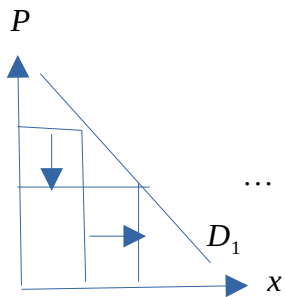
- Markedsformer:
- Fullkommen konkurranse
 - Monopol
 - Monopolistisk konkurranse
 - Kartell, duopol, oligopol
 - Prisdiskriminering

Generell
Likevekt
(mange
markeder)

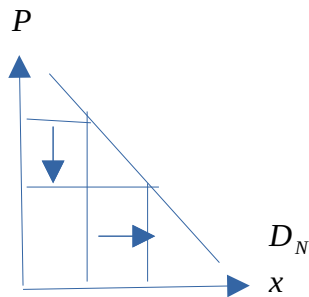


Oversikt: Markedet for fullkommen konkurranse

Konsument 1

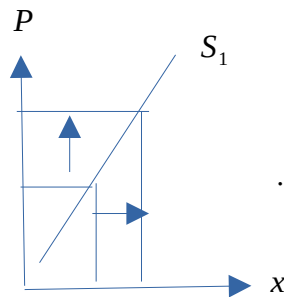


Konsument N

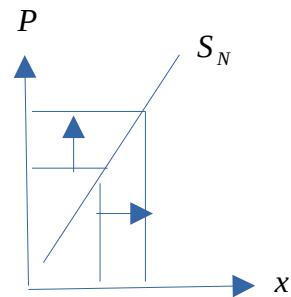


...

Produsent 1

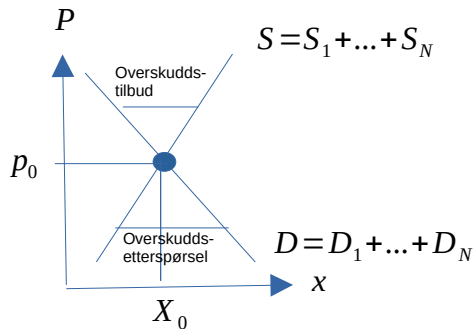


Produsent N

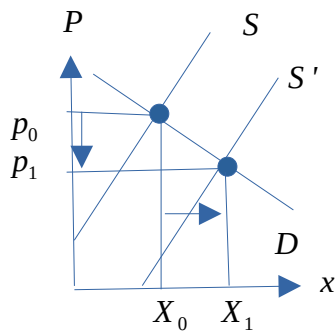


...

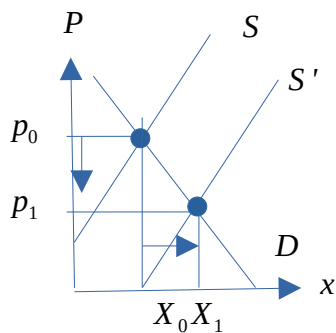
Fullkommen konkurranse



Skiftanalyse (slak etterspørselskurve)

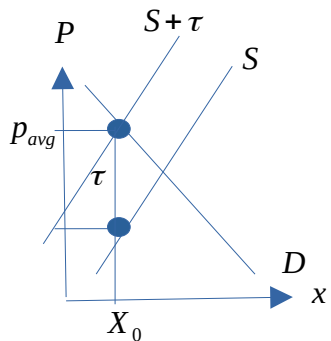


Skiftanalyse (bratt etterspørselskurve)

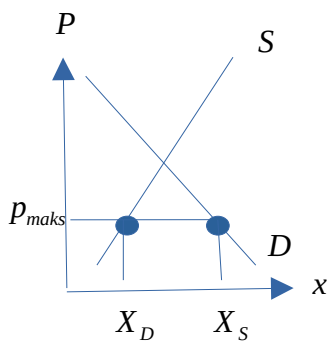


Avgift

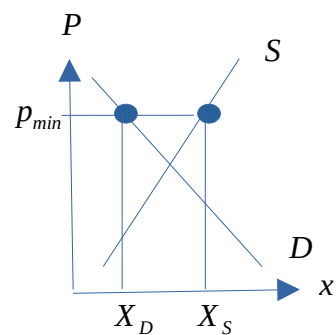
Fullkommen konkurranse



Maksimalpris



Minstepris



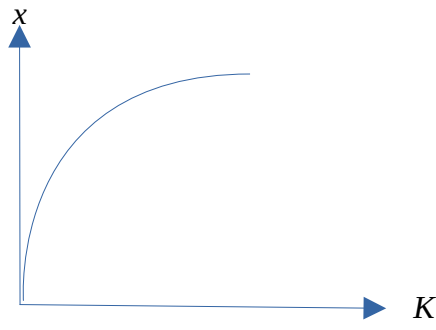
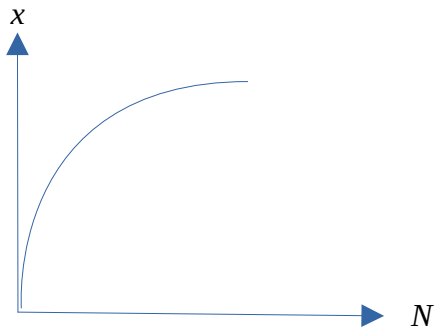
Produktfunksjonen

- N
- K

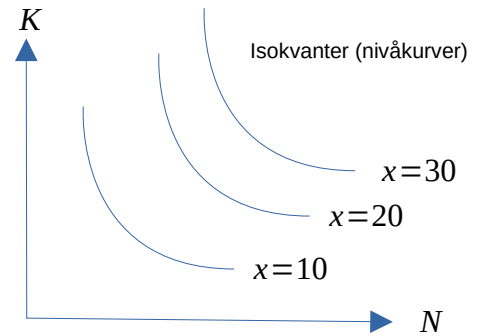


Produksjonsteori: Produksjon

Produktfunksjonen på kort sikt - arbeidskraft

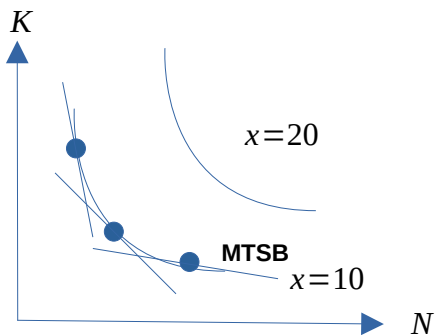


Produktfunksjonen på lang sikt

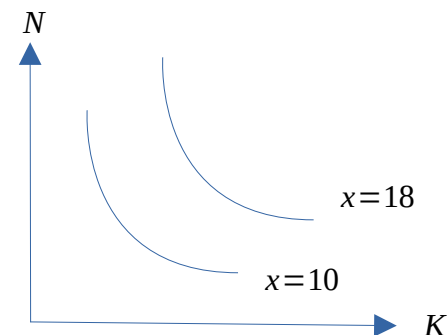
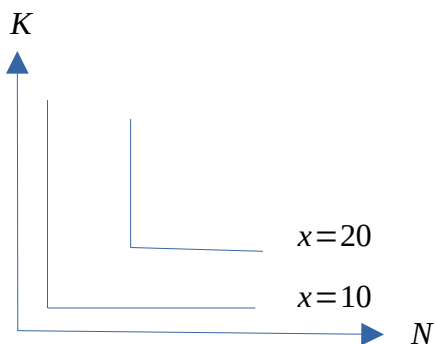
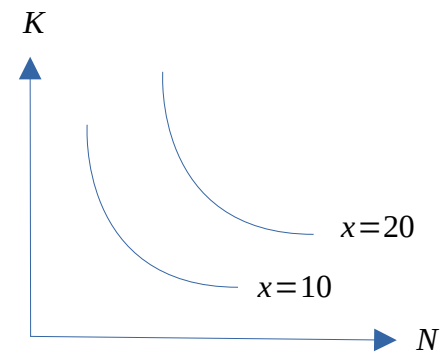
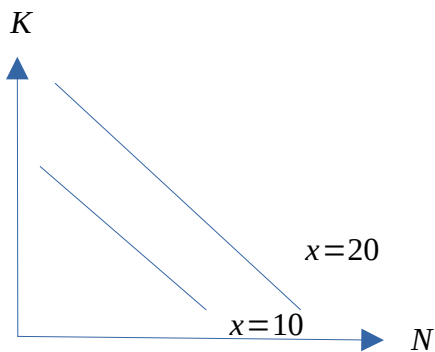
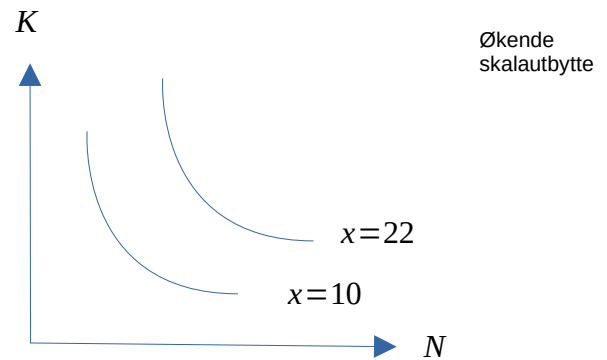


5

Tekniske substitusjonsmuligheter

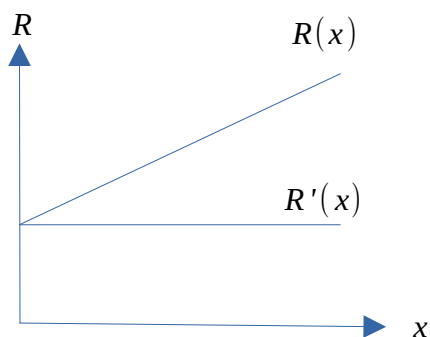


Skalaegenskaper

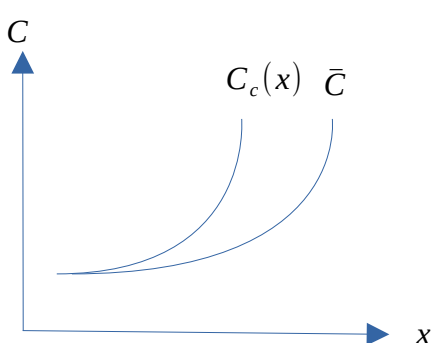


Produksjonsteori: Inntekter og kostnader

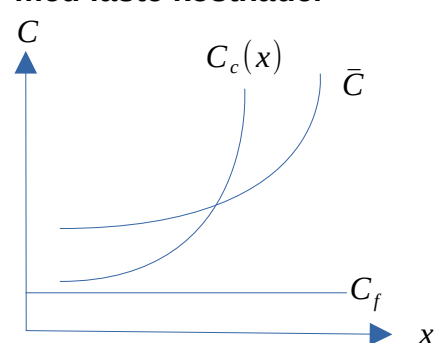
Inntekter



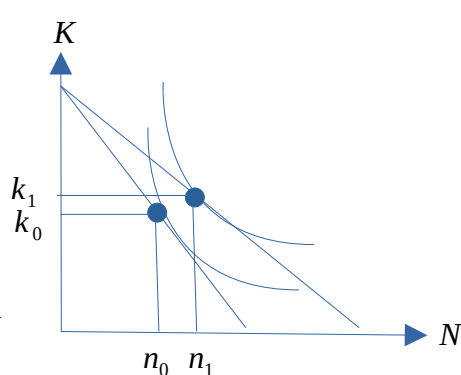
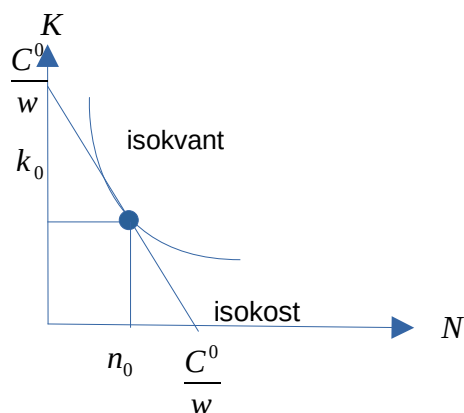
Kostnader uten faste kostnader



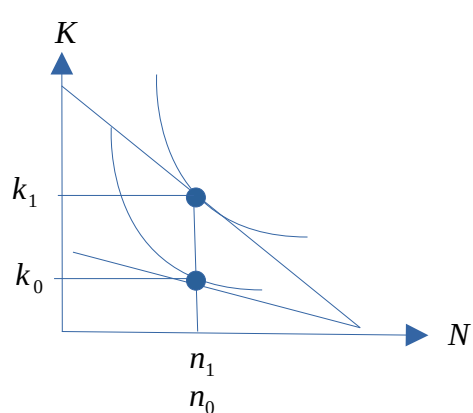
Kostnader med faste kostnader



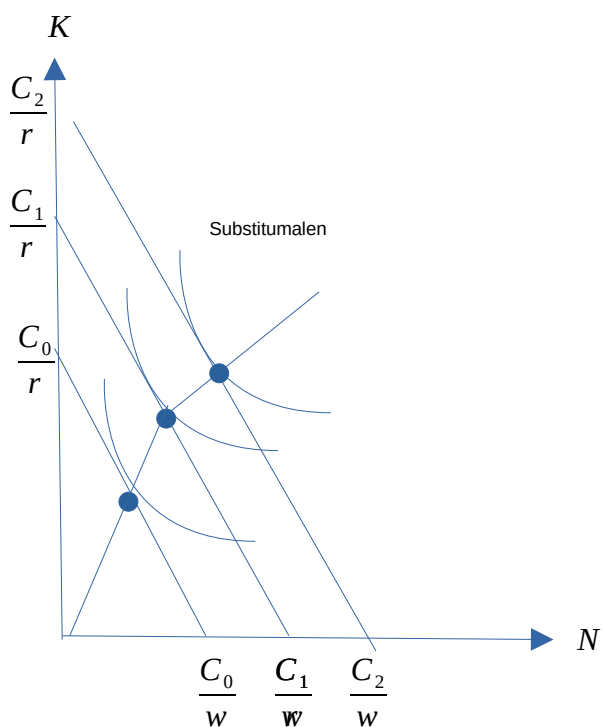
Kostnadsminimering (lang sikt) - Billigere arbeidskraft



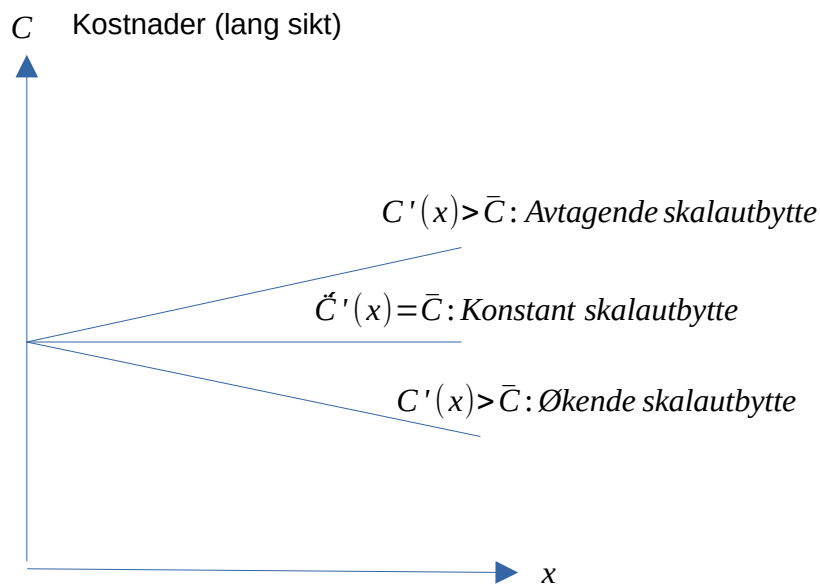
- Billigere kapital



Kostnadsminimering For et gitt budsjett

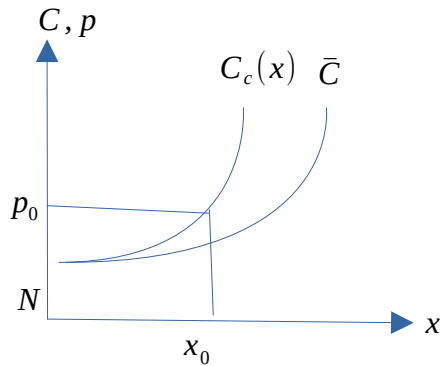


Kostnadsfunksjonen for ulike antagelser om skalaufbytte

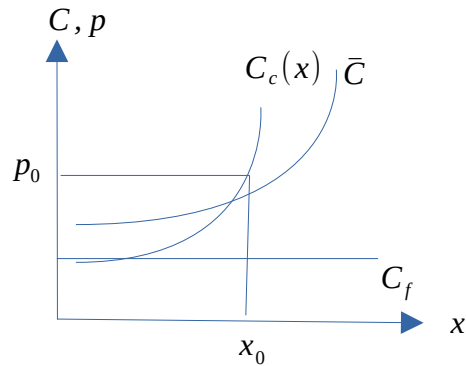


Produksjonsteori: Produsentens økonomiske adferd i gode- og arbeidsmarkedet

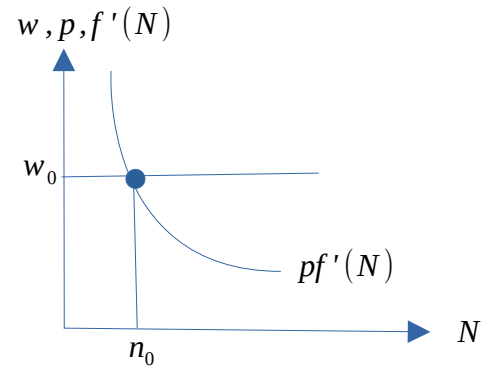
**Kostnader (kort sikt)
uten faste kostnader**



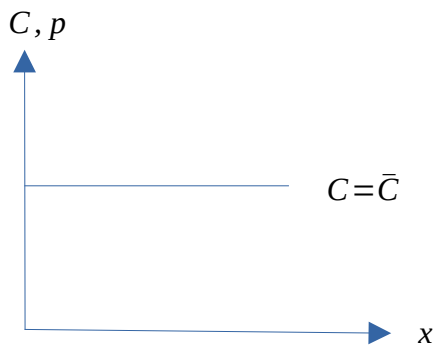
**Kostnader (kort sikt)
med faste kostnader**



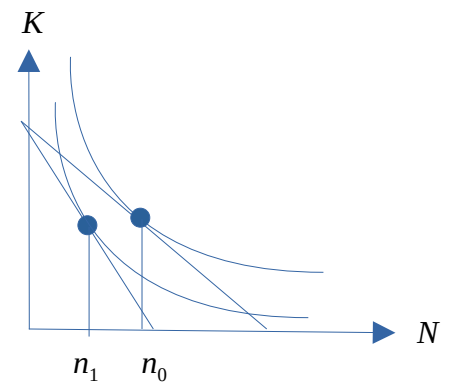
Arbeidsmarkedet (kort sikt)



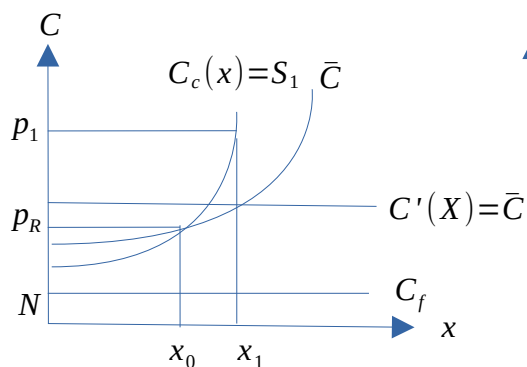
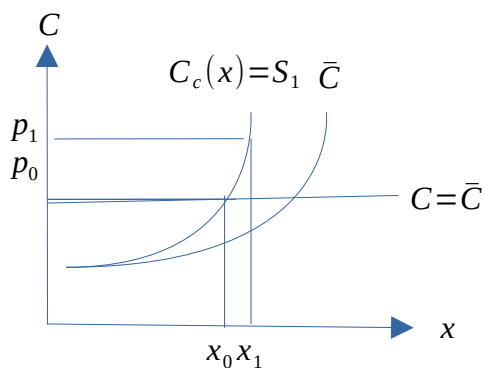
**Kostnader (lang sikt)
uten faste kostnader**



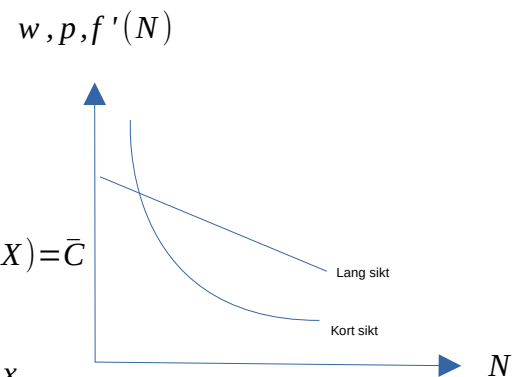
Arbeidsmarkedet (lang sikt)



**Tilbudet fra en produsent
kort og lang sikt**



**Etterspørselen etter arbeidskraft
fra en produsent
kort og lang sikt**



Konsumentteori: Konsumentens valg

Konsumenter: Gruppe av individer med samme preferanser

1. ⊙ Determinitet

Har at
Entener $A < B$
eller $B < A$
eller $A \sim B$

2. ⊙ Ikke metning

3. ⊙ Transitivitet

Gitt at $B < A$
og $C < B$
 $\rightarrow C < A$

De tre aksiomene gir oss:

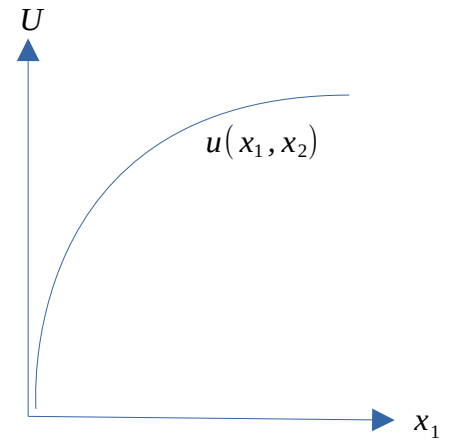
$$U = u(x_1, x_2)$$

Hvor vi antar at:

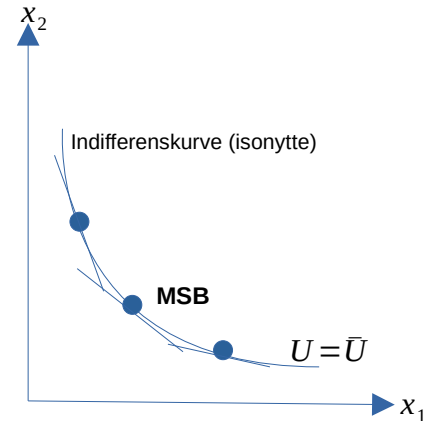
$$u'(x_1) > 0, u''(x_1) < 0$$

$$u'(x_2) > 0, u''(x_2) < 0$$

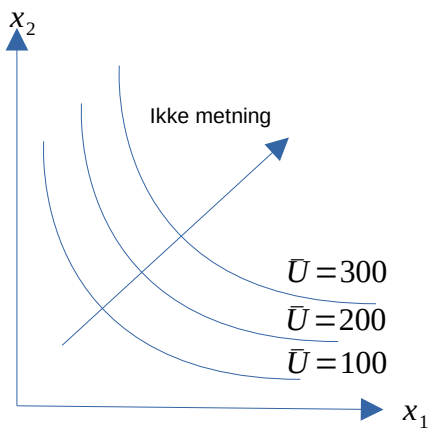
Nyttefunksjonen



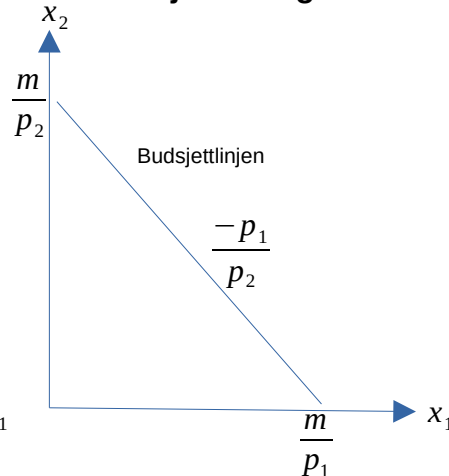
Indifferenskurve



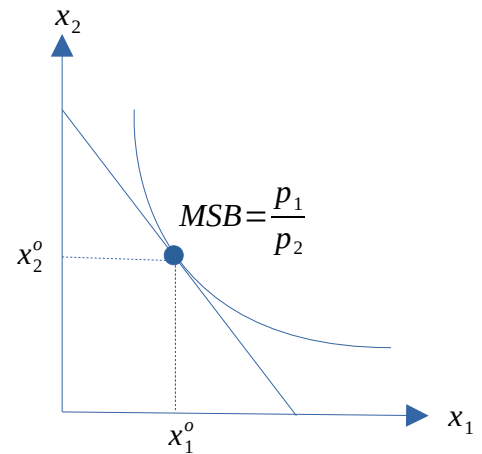
Indifferenskart



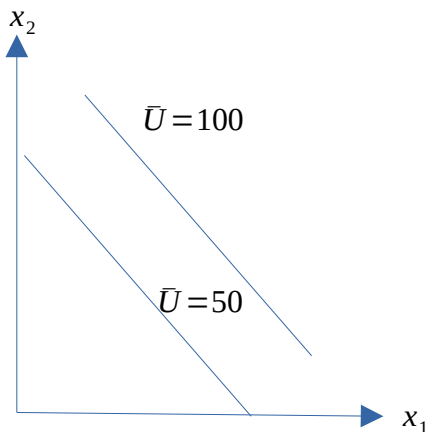
Budsjettbetingelsen



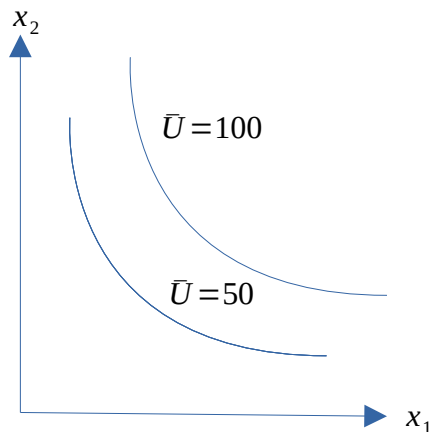
Optimal tilpasning



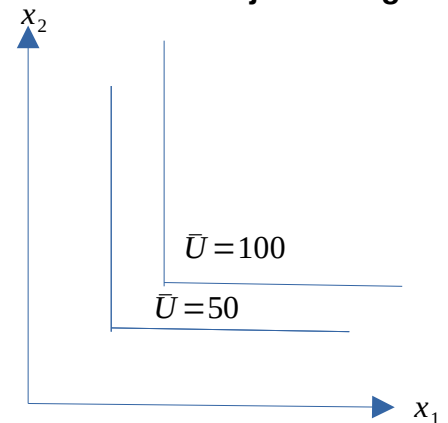
Perfekte substitusjonsmuligheter



Vanlige substitusjonsmuligheter

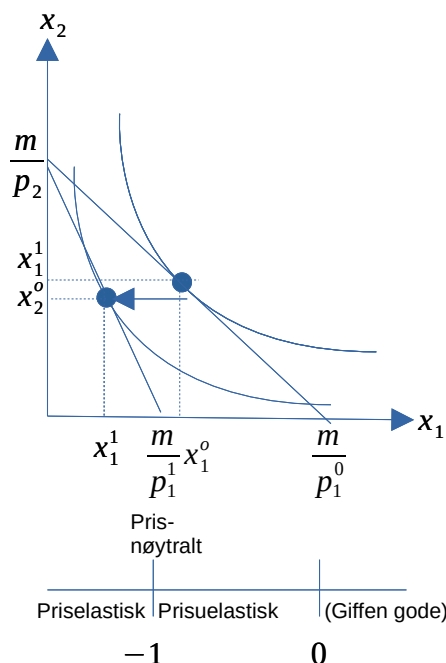


Ingen substitusjonsmuligheter

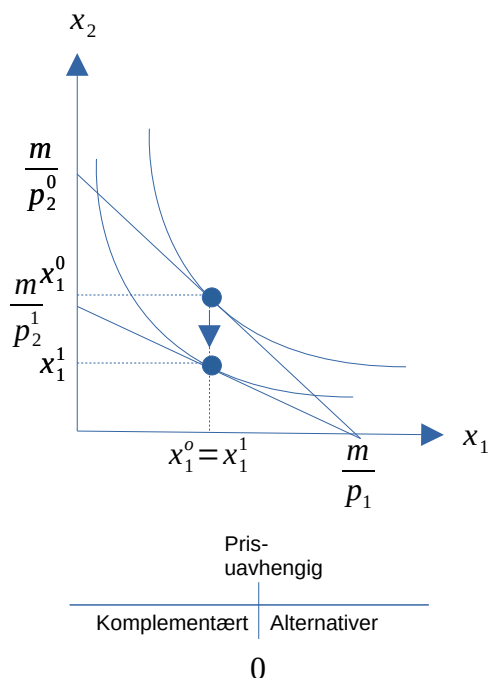


Konsumentteori: Konsumentens økonomiske adferd i gode- og arbeidsmarkedet

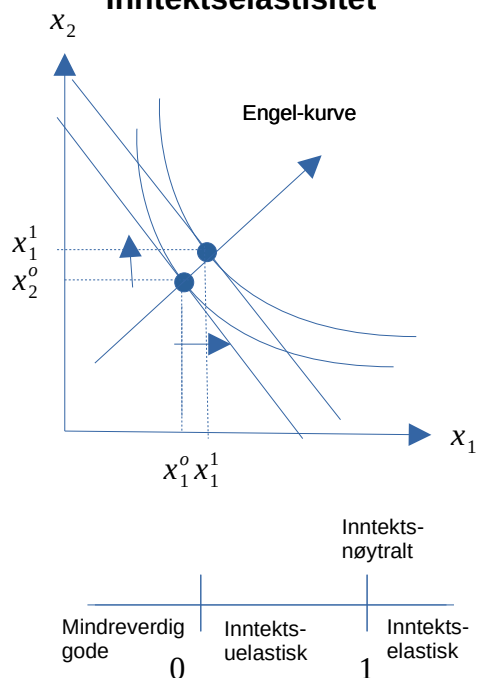
Egenpriselasitet



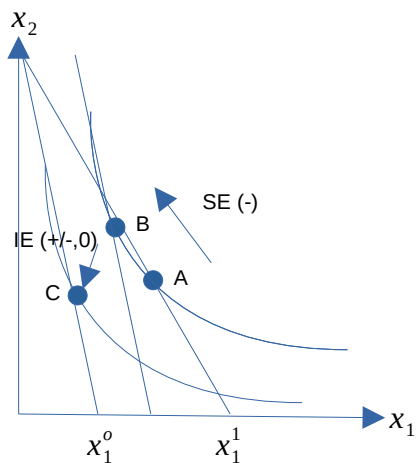
Krysspriselasitet



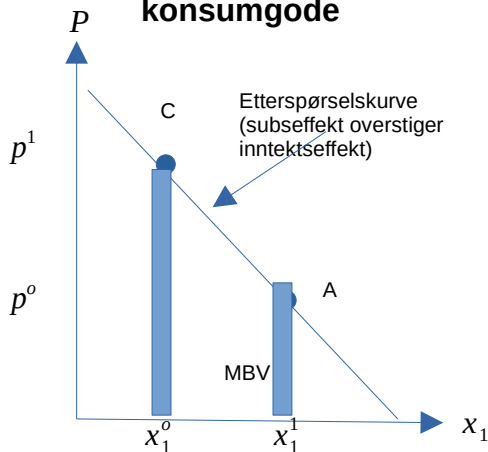
Inntektselasitet



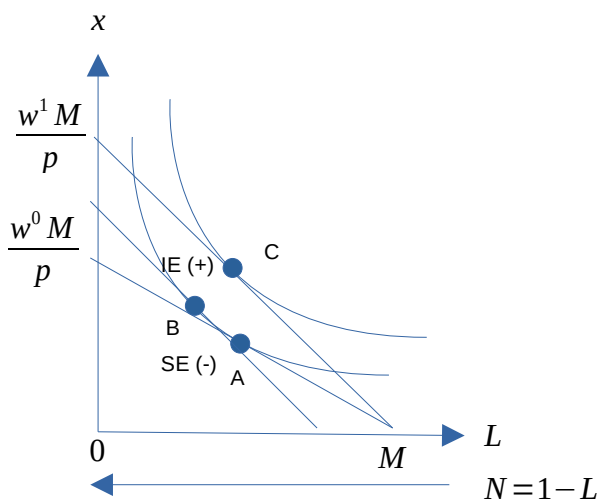
Utleddning av etterspørselskurven for gode 1



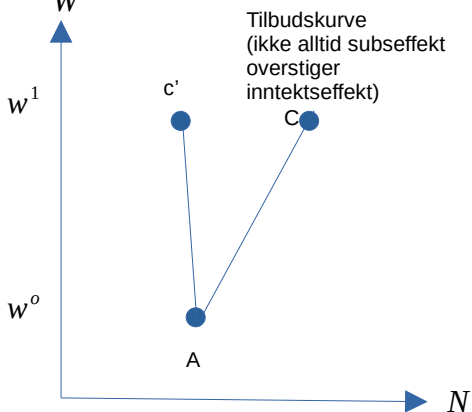
Etterspørsel av konsumgode



Utleddning av tilbudskurven for arbeidskraft (ikke pensum)



Tilbudet av arbeidskraft



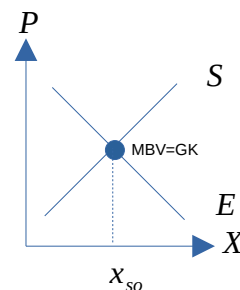
Fullkommen konkurranse

PLANLEGGING

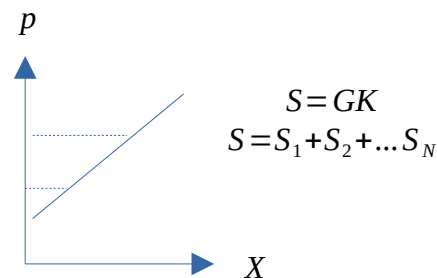
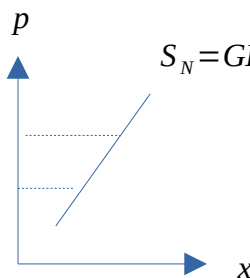
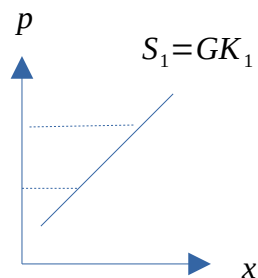
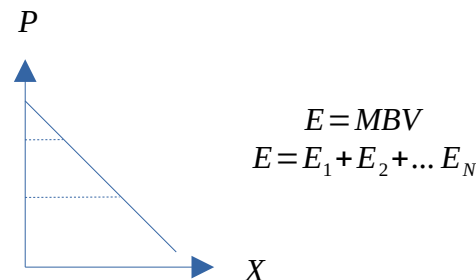
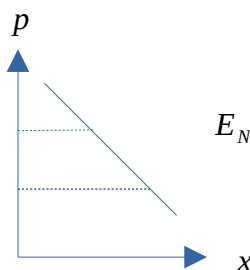
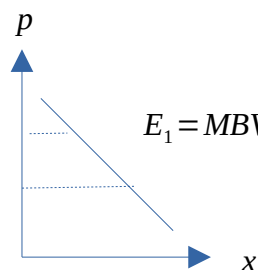
Produsent
 $GK = C'_v(X)$
 $VK = C_v(X)$

Konsument
 $MBV = B'(X)$
 $B = B(X)$
 $PO(X) = PX - C_v(X)$ $KO(X) = B(X) - PX$

Sosial planelegger
 Velferd = $SO = PO + KO$
 $SO = (PX - C_v(X)) + (B(X) - PX)$
 Maks SO mhp. X
 $P - C'_v(X) + B'(X) - P = 0$
 $C'_v(X) = B'(X)$
 $MBV = GK$

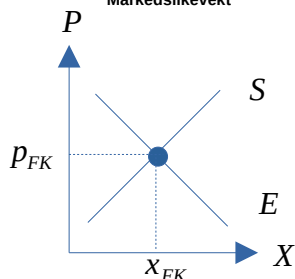


AGGREGERING



MARKEDDET

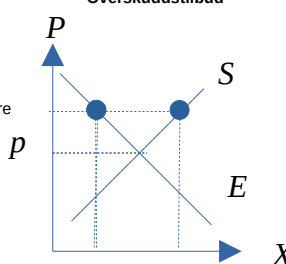
Markedslikevekt



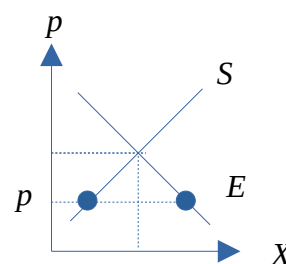
FORUTSETNINGER BAK FULKOMMEN KONKURRANSE

- 1) Mange aktører på både tilbuds- og etterspørselssiden
- 2) Prisen blir bestemt i et samspill mellom tilbydere og etterspørere
- 3) Homogene varer
- 4) Rasjonelle aktører: Maks nytte og profit
- 5) Bruker all relevant informasjon
- 6) Ingen transaksjonskostnader

Overskuddstilbud

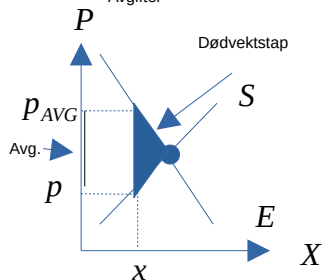


Overskuddsetterspørsel

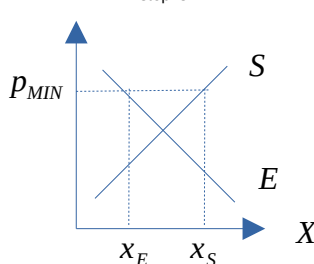


PRISREGULERING

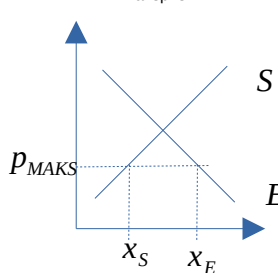
Avgifter



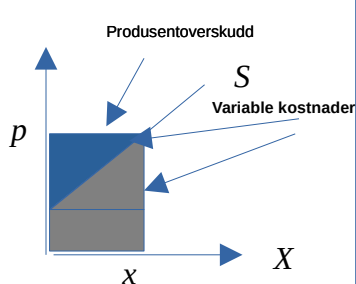
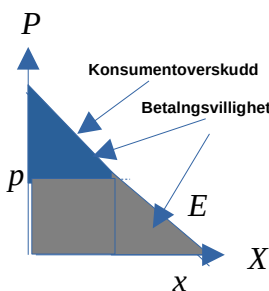
Minstepris



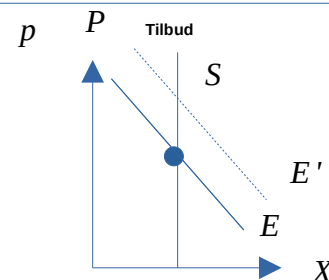
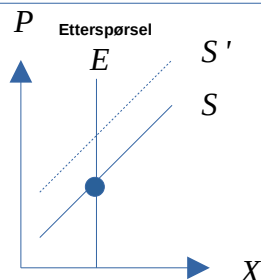
Makspris



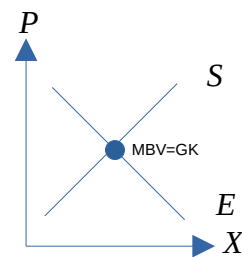
OVERSKUDD



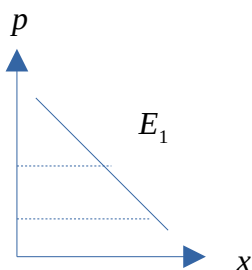
UELASTISK



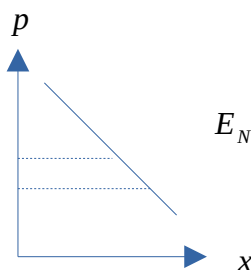
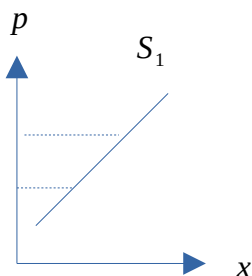
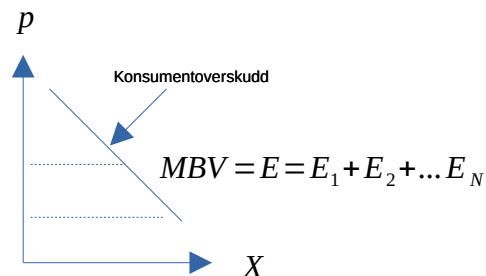
PLANLEGGER

$$PO(X)=PX-C_v(X) \quad KO(X)=B(X)-PX$$
$$KO(X) = B(X) - PX$$
$$MBV = GK$$


AGGREGATING

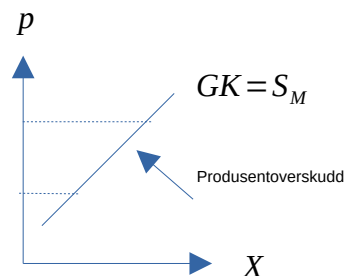


...


$$=$$


- Lover og regler
- Patenter
- Tilgang til råvarer
- Geografisk avstand og andre hindre
- Fallende enhetskostnader

==



Overskuddsetterspørsmål

INTUITION

- Finne det produksjonsnivået som gir maksimal fortjeneste
- $R'(x)$ Endring i inntekt ved å produsere én enhet mer
 - Høyere omsetning (+)
 - Tidligere enheter blir solgt til en lavere pri
- $C'(x)$ Endring i kostnad ved å produsere en enhet mer

► $R'(X_M) = C'(X_M)$

Lønner seg å redusere produksjonen

Optimal produksjon

GRAFIŠK

S A M M E N L

- Redusert SO (dødvestap)
- Omfordeling
 - Fra Konsument(KO)
 - Til Produsent (PO)

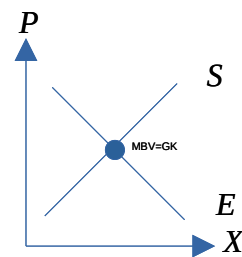
Ufullkommen konkurranse: Monopolistisk konkurranse

PLANLEGGER

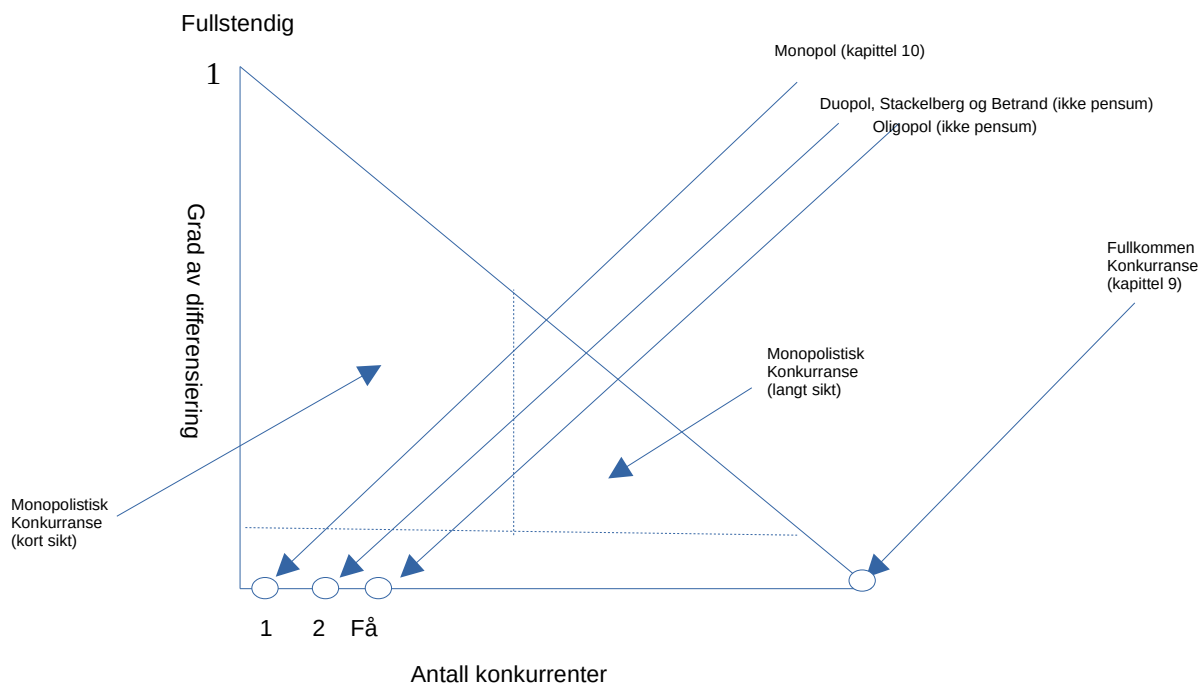
Produsent
 $GK = C'_v(X)$
 $VK = C_v(X)$
 $PO(X) = PX - C_v(X)$

Konsument
 $MBV = B'(X)$
 $B = B(X)$
 $KO(X) = B(X) - PX$

Sosial planelegger
 $Velferd = SO = PO + KO$
 $SO = (PX - C_v(X)) + (B(X) - PX)$
Maks SO mhp. X
 $P - C'_v(x) + B'(X) - P = 0$
 $C'_v(x) = B'(X)$
 $MBV = GK$



MARKEDSFORMER

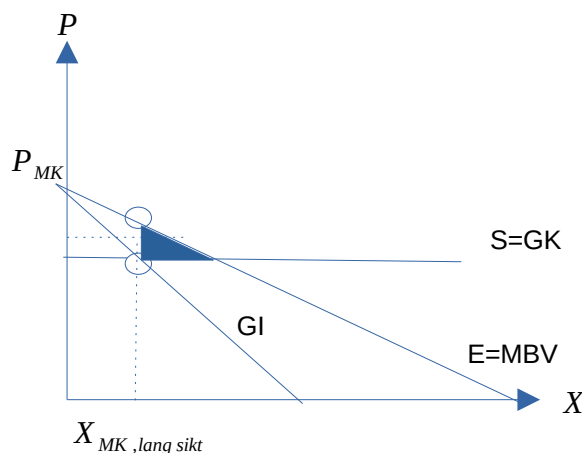
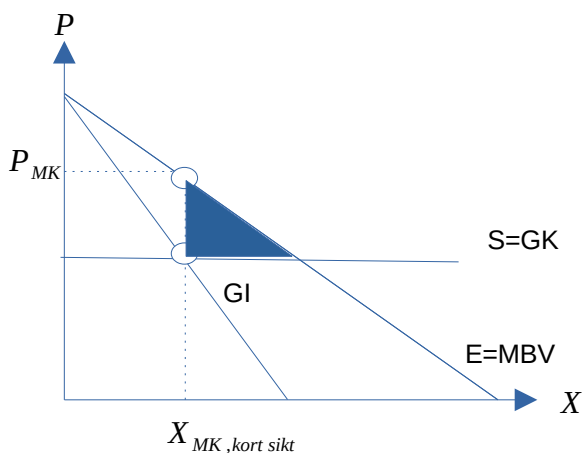


Kort sikt

Lang sikt

MONOPOLISTISK

KONKURRANSE



Prisdiskriminering

F
O
R
R
U
T
S
E
T
N

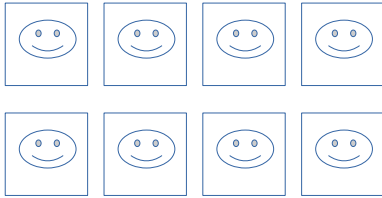
Vi har **prisdiskriminering** i et marked når en produsent har en fordel (dvs. kan få økt sin fortjeneste) ved å ta ulik pris til forskjellige etterspørere.

- 1) - Forskjellige etterspørere (eller gruppe av etterspørere) må ha ulik marginal betalingsvillighet (MBV).
- 2) - Produsentene må mulighet til å **skille** de forskjellige etterspørere fra hverandre.
- 3) - Videresalg mellom gruppene (dvs. fra konsumenter til konsumenter) er ikke mulig, alternativt kostbart å utføre.

Sorteringsmekanisme: Individuelle sortering

1.

G
R
A
D
S



Sorteringsmekanisme: Selvsortering

2.

G
R
A
D
S



Eks. Småkunder

Eks. Storkunder

Sorteringsmekanisme: Separering

3.

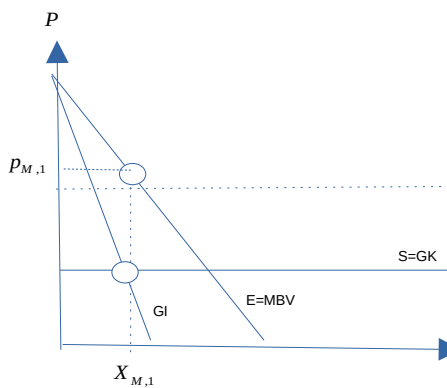
G
R
A
D
S



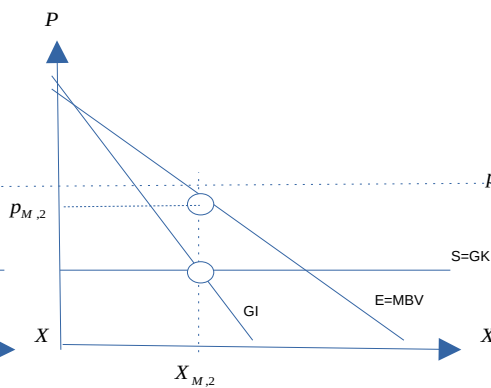
Eks. Unge personer og pensjonister

Eks. Storkunder

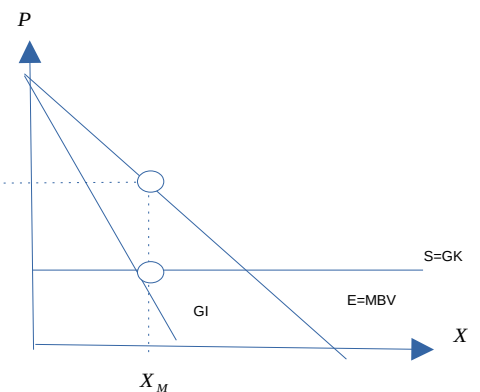
Segment 1:
Prisufølsomme etterspørere



Segment 2:
Prisfølsomme etterspørere



Monopolist (uten segmentering)



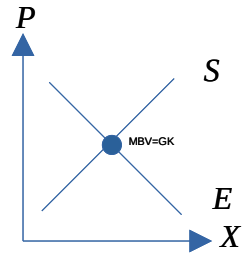
Markedssvikt

PLANLEGGER

Produsent
 $GK = C'_v(X)$
 $VK = C_v(X)$
 $PO(X) = PX - C_v(X)$

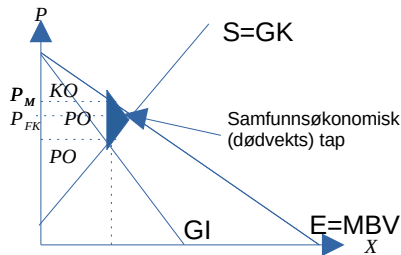
Konsument
 $MBV = B'(X)$
 $B = B(X)$
 $KO(X) = B(X) - PX$

Sosial planelegger
Velferd $= SO = PO + KO$
 $SO = (PX - C_v(X)) + (B(X) - PX)$
Maks SO mhp. X
 $P - C'_v(x) + B'(X) - P = 0$
 $C'_v(x) = B'(X)$
 $MBV = GK + MEK$



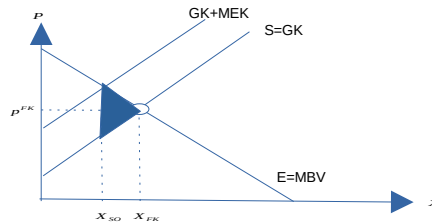
MARKEDSVIKT

Markedsmakt



Eksterne virkninger

Eksternaliteter: Er bivirkninger av andres konsum eller produksjon som den som forårsaker bivirkninger ikke tar hensyn til når man skal fatte beslutningen om hvor mye man skal produsere eller konsumere.



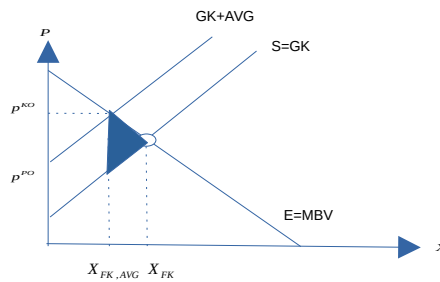
Andre tilfeller (ikke pensum)

- Kollektive goder
- Formyndergoder
- Ufullstendig informasjon

LØSNINGER

- Lover og regler
- Institusjoner og tilsyn
- Andre tiltak som sikrer konkurranse

Avgifter og subsidier



Direkte reguleringer

