

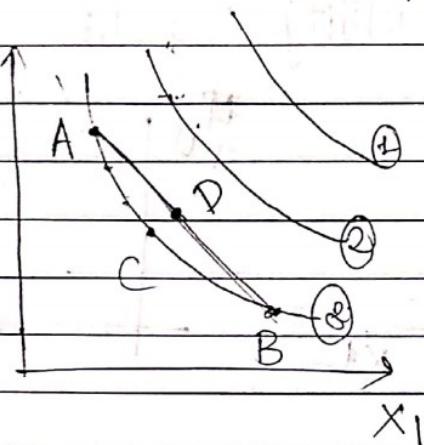
Consumer Behaviour

Ordinal Theory.

- ① Non-satiety. (Never satisfied)
- ② Convex Preference

x_1, x_2
are some (normal).
goods.

$$0 < t < 1$$



Indifference curves (1, 2, 3)

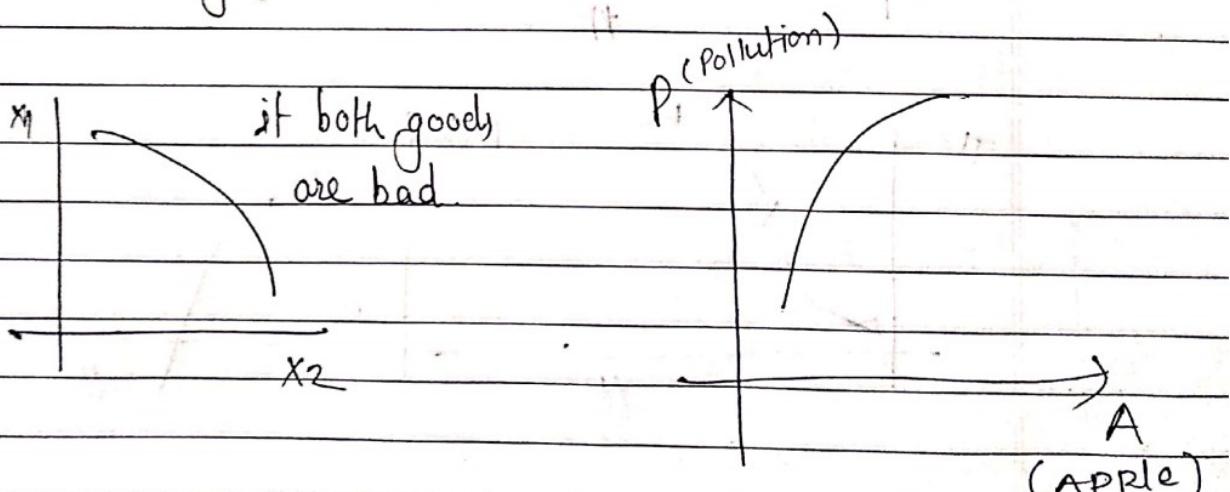
Locus of pts. where level
of satisfaction remains
same everywhere

Moving away from origin increases utility.

$$(1) > (2) > (3)$$

$$tA + (1-t)B > A \text{ or } B$$

i.e. Average is preferred over extremes.



- ③ Complete \rightarrow not being confused about choices

- ④ Transitivity \rightarrow

MRS (Marginal Rate of Substitution)

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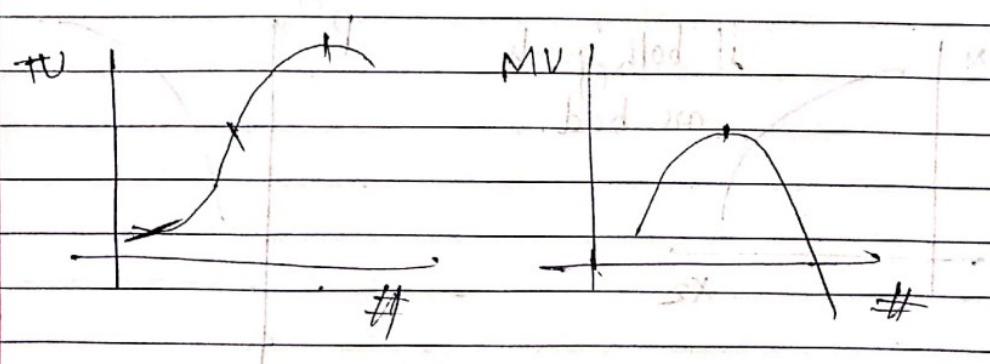
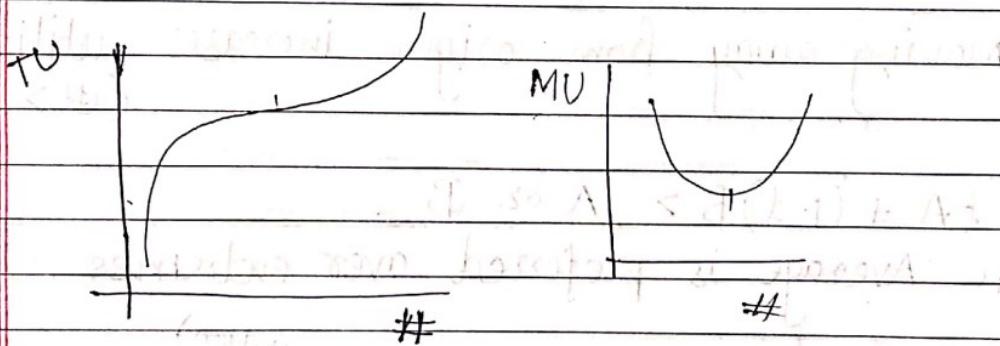
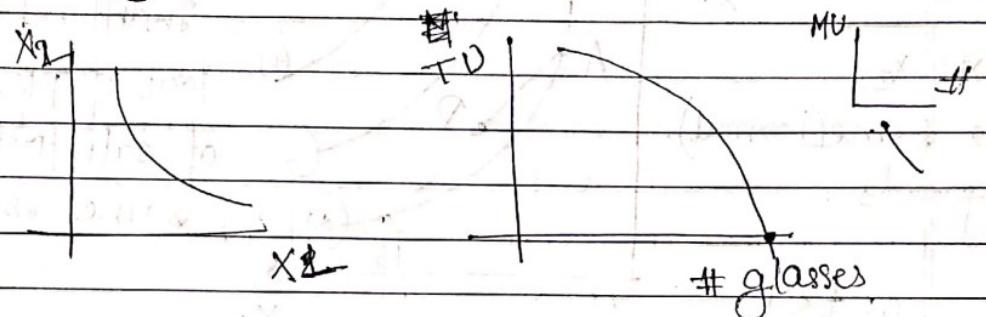
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$$(\text{Utility}) \rightarrow U = U(x_1, x_2)$$

$$dU = U_1 dx_1 + U_2 dx_2 \quad (U_1, U_2 \text{ are partial derivatives})$$

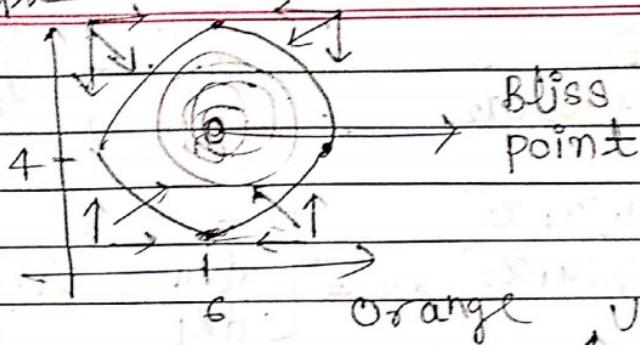
$$0 = U_1 dx_1 + U_2 dx_2 \rightarrow \frac{dx_2}{dx_1} = \frac{-U_1}{U_2} = -\frac{MU_1}{MU_2}$$

U_i^o = Marginal utility ; $i=1,2$.



(Latin) Ceteris Paribus \rightarrow Keeping everything else constant and seeing effects by changing a particular factor.

Apple

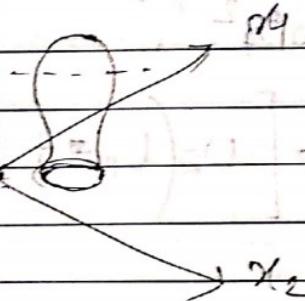


Dynamic curves

quasiconcave.

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

$$= x_1^\alpha \cdot x_2^\beta ; \quad 0 < \alpha, \beta < 1$$



$$U_1 = \frac{\partial U}{\partial x_1} = \alpha \cdot x_1^{\alpha-1} \cdot x_2^\beta$$

$$U_{11} = \frac{\partial U_1}{\partial x_1} = \alpha(\alpha-1) x_1^{\alpha-2} \cdot x_2^\beta$$

$$U_2 = \frac{\partial U}{\partial x_2} = \beta \cdot x_1^\alpha \cdot x_2^{\beta-1}$$

$$U_{22} = \frac{\partial U_2}{\partial x_2} = \beta(\beta-1) \cdot x_1^\alpha \cdot x_2^{\beta-2}$$

$$U_{12} = \alpha \beta \cdot x_1^{\alpha-1} \cdot x_2^{\beta-1}$$

Bordered Hessian determinant.

Hessian determinant.

$$\begin{vmatrix} U_{11} & U_{12} \\ U_{21} & U_{22} \end{vmatrix}$$

$$\begin{vmatrix} 0 & -U_1 & -U_2 \\ -U_1 & U_{11} & U_{12} \\ -U_2 & U_{21} & U_{22} \end{vmatrix}$$

If. $B_1 < 0$ $B_2 > 0 \rightarrow$ Quasiconcave.

$$\frac{d(\frac{u}{v})}{v} = \frac{-uv' + vu'}{v^2}$$

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

$$dU = U_1 dx_1 + U_2 dx_2$$

$$\frac{dx_2}{dx_1} = \frac{U_1}{U_2}$$

$$\frac{dx_2}{dx_1} = \frac{-U_1(x_1, x_2)}{U_2(x_1, x_2)} = \left[\frac{\frac{\partial U_2}{\partial x_1} - U_1 \cdot \frac{\partial U_2}{\partial x_1}}{U_2^2} \right]$$

$$\frac{d^2x_2}{dx_1^2} \rightarrow 0$$

$$\frac{\partial^2 U_2}{\partial x_1^2} = \left[U_2 \left(U_{11} + U_{12} \cdot \frac{dx_2}{dx_1} \right) - U_1 \left(U_{22} \frac{dx_2}{dx_1} + U_{21} \right) \right] U_2^2$$

(positive monotonic transformation) \Leftrightarrow Logarithm

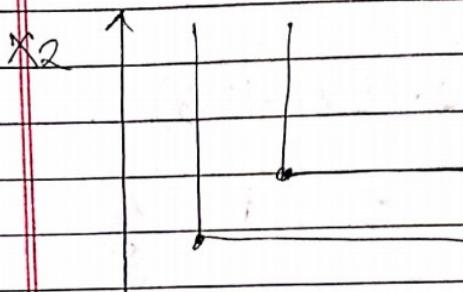
$$= \left[U_2 \left(U_{11} + U_{12} \left(-\frac{U_1}{U_2} \right) \right) - U_1 \left(U_{22} \left(-\frac{U_1}{U_2} \right) + U_{21} \right) \right] U_2^2$$

$$\Rightarrow - \left[U_2 U_{11} - U_1 U_{12} + \frac{U_1^2 U_{22}}{U_2} - U_1 U_{21} \right]$$

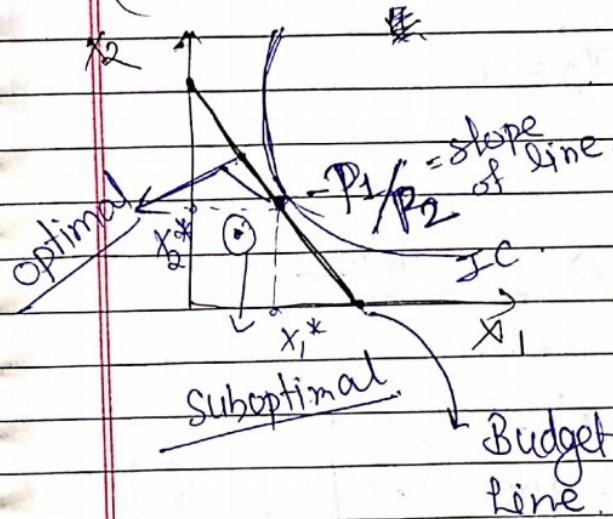
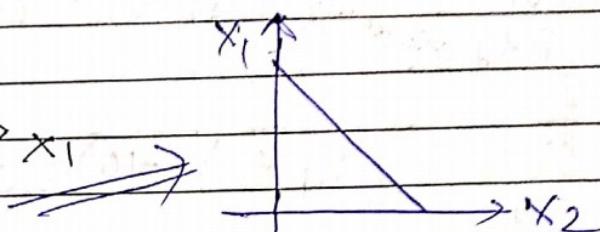
$$\frac{|H|}{U_2^2} > 0$$

Leontief choice (Perfect complements)

When both goods to be consumed must have some kind of fixed ratio.



(Perfect substitutes)



$$p_1 x_1 + p_2 x_2 = M$$

$$\frac{-P_1}{P_2} = \frac{dx_2}{dx_1} = -\frac{MU_1}{MU_2}$$

$$Z = \text{obj.} + \lambda (\text{constraint})$$

$$Z = x_1^\alpha x_2^\beta + \lambda [M - p_1 x_1 - p_2 x_2].$$

$$\frac{\partial Z}{\partial x_1} = \alpha x_1^{\alpha-1} x_2^\beta - \lambda p_1 = 0.$$

$$\frac{\partial Z}{\partial x_2} = \beta x_2^{\beta-1} x_1^\alpha - \lambda p_2 = 0.$$

$$\frac{\partial Z}{\partial \lambda} = M - p_1 x_1 - p_2 x_2 = 0.$$

on solving we get ①

①

Solve for U .

$$Q. U = x_1 x_2 ; P_1 = 5 ; P_2 = 10 ; M = 100 .$$

$$\Rightarrow Z = x_1 x_2 + \lambda (100 - 5x_1 - 10x_2) .$$

$$\frac{\partial Z}{\partial x_1} = x_2 + \lambda(-5) = 0 \Rightarrow \lambda = \frac{x_2}{5}$$

$$\frac{\partial Z}{\partial x_2} = x_1 + \lambda(-10) = 0 \Rightarrow \lambda = \frac{x_1}{10}$$

$$\frac{\partial Z}{\partial \lambda} = 100 - 5x_1 - 10x_2 = 0$$

$$\Rightarrow \frac{x_2}{5} = \frac{x_1}{10} \Rightarrow x_1 = 2x_2$$

$$\Rightarrow 100 - 5(2x_2) - 10x_2 = 0$$

$$\Rightarrow 20x_2 = 100 \Rightarrow x_2 = 5$$

$$\Rightarrow x_1 = 10$$

$$U_1 = x_2 \quad \frac{MU_1}{MU_2} = \frac{x_2}{x_1} = \frac{P_1}{P_2} = \frac{5}{10}$$

$$U_2 = x_1 .$$

$$\boxed{\frac{MU_1}{MU_2} = \frac{1}{2}}$$

* Elasticity : (E)

$\frac{\% \text{ change of } x_i}{\% \text{ change of } p_i} = \text{price elasticity (own price elasticity)}$

$\frac{\% \text{ change of } x_2}{\% \text{ change of } p_1} = \text{cross price elasticity of } x_2$.

complements

substitutes

cross price < 0 cross price > 0 .

E

E

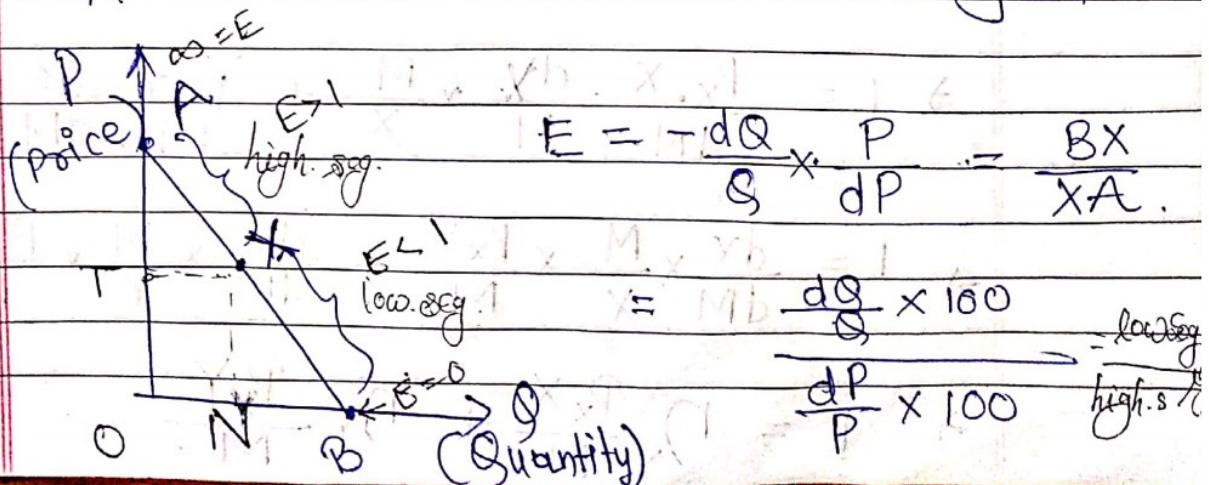
independent / neutral cross price $E \rightarrow 0$.

$\frac{\% \text{ change in } x_i}{\% \text{ change in } M} = \text{Income Elasticity (n)}$

If Income elasticity > 1 ; Luxury Items.

else if $-1 < E < 0$; Normal Good.

else if $E < -1$; Inferior good



$$e = \frac{BO}{PO} \times \frac{OT}{ON}$$

$$= \frac{(ON + BN) \times OT}{(OT + TP) \times ON}$$

* Given, $M = P_x X + P_y Y$. Prove that both X and Y can not be luxuries at same time.

$$\Rightarrow dM = P_x dX + P_y dY \quad \cancel{\frac{dM}{M} = \frac{P_x dX}{M} + \frac{P_y dY}{M}}$$

$$\eta_x = (\text{I.E})_x = \frac{dX}{X} \times \frac{M}{dM} \quad \dots$$

$$\eta_y = (\text{I.E})_y = \frac{dY}{Y} \times \frac{M}{dM}$$

$$= \cancel{\frac{dX}{X}} \times \frac{P_x X + P_y Y}{\cancel{P_x dX + P_y dY}}$$

$$I = P_x \cdot \frac{dX}{dM} + P_y \cdot \frac{dY}{dM}$$

$$\Rightarrow I = \frac{P_x \cdot X \cdot \frac{dX}{dM} \times M}{M \cdot X} + \frac{Y \cdot P_y \cdot \frac{dY}{dM} \cdot M}{M \cdot dM \cdot Y}$$

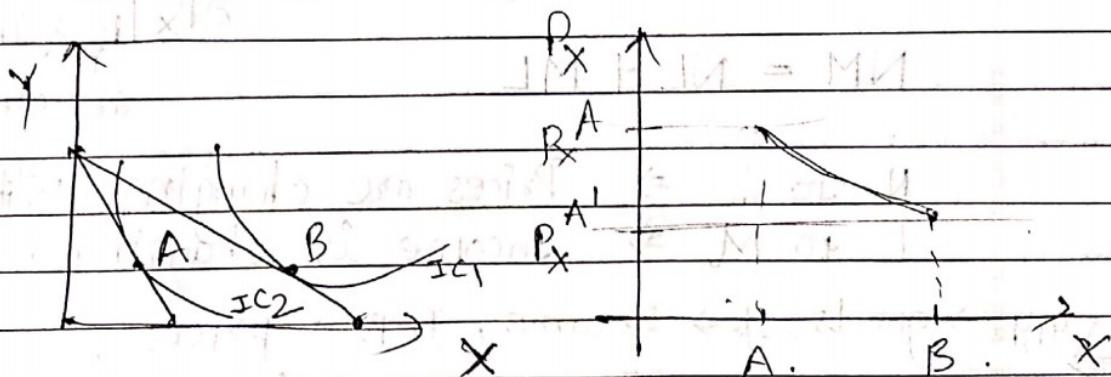
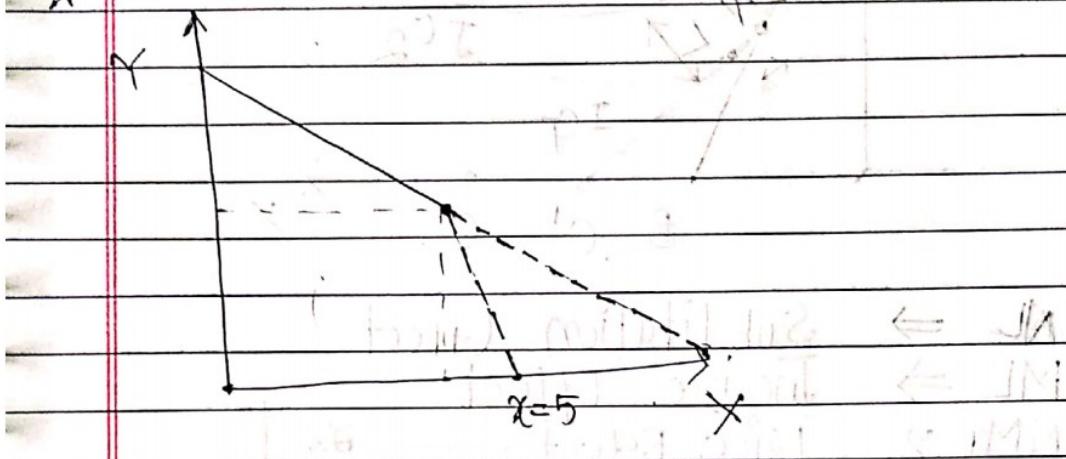
$$\Rightarrow I = \frac{dX \times M}{dM \cdot X} \times \frac{P_x X}{M} + \frac{dY \times M}{dM \cdot Y} \times \frac{P_y Y}{M}$$

$$\Rightarrow I = \eta_x \frac{P_x X}{M} + \eta_y \frac{P_y Y}{M}$$

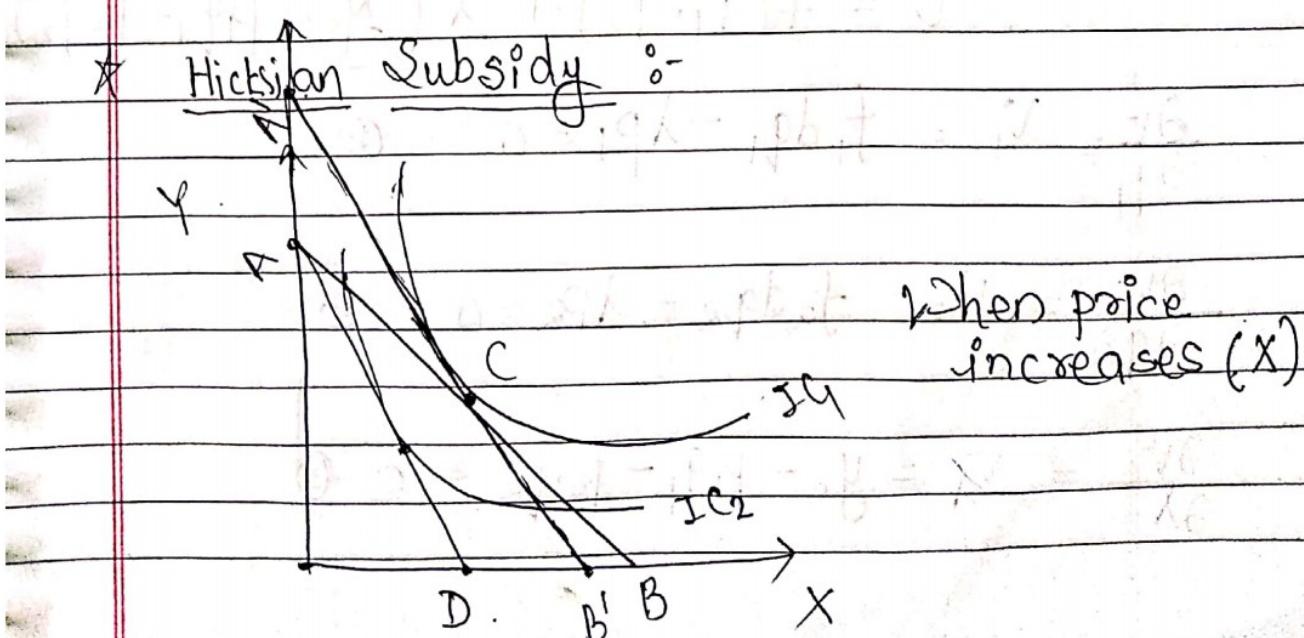
$$\Rightarrow I = \eta_x \alpha + (1-\alpha) \eta_y$$

$0 < \alpha < 1$; Therefore η_x & η_y can not be greater than one at the same time.

A

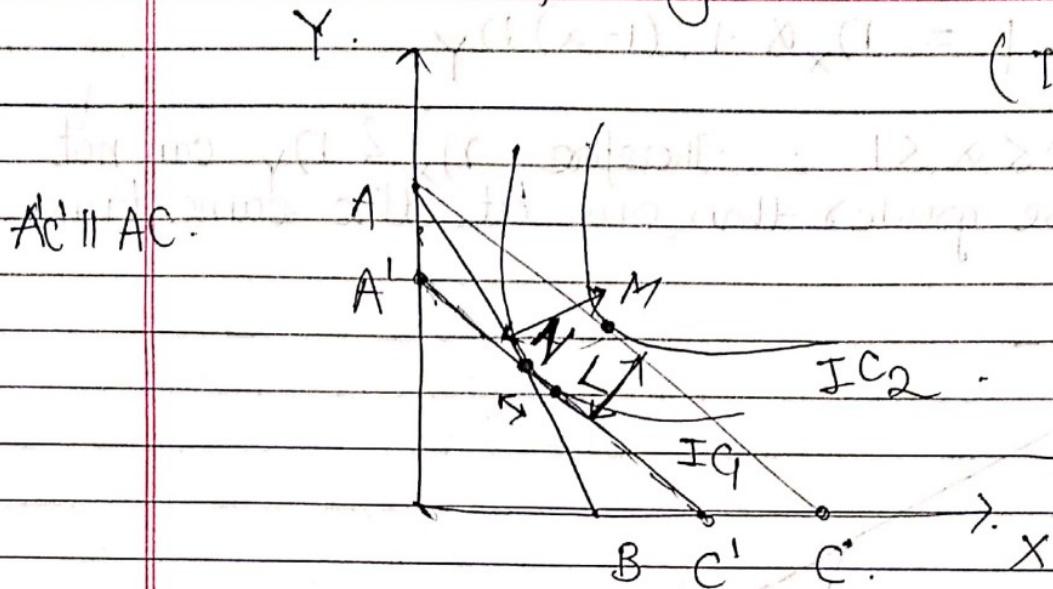


* Hicksian Subsidy :-



When price gets lowered (X)

(Taxation).



NL \Rightarrow Substitution Effect.

ML \Rightarrow Income Effect.

$$NM = NL + ML \quad = \frac{\partial X}{\partial P_X}$$

$$NM = NL + ML$$

P_Y & Income
are constant.

N \Rightarrow L \Rightarrow Prices are changing (Utility = const)

L \Rightarrow M \Rightarrow Income is changing.

$q_1, q_2 \Rightarrow$ goods, $y_0 \Rightarrow$ Income, $p_1, p_2 \Rightarrow$ prices.

$$U = f(q_1, q_2) + \lambda (y_0 - p_1 q_1 - p_2 q_2)$$

$$\frac{\partial U}{\partial q_1} = V_1 = f_1 dq_1 - \lambda p_1 = 0 \quad \text{--- (1)}$$

$$\frac{\partial U}{\partial q_2} = V_2 = f_2 dq_2 - \lambda p_2 = 0 \quad \text{--- (2)}$$

$$\frac{\partial U}{\partial \lambda} = V_\lambda = y_0 - p_1 q_1 - p_2 q_2 = 0 \quad \text{--- (3)}$$

$$D = \begin{bmatrix} f_{11} & f_{12} & p_1 \\ f_{21} & f_{22} & p_2 \\ -p_1 & -p_2 & 0 \end{bmatrix}$$

$$f_{11} \Rightarrow f_{11} \cdot dq_1 + f_{21} \cdot dq_2 - \lambda dp_1$$

$$\text{from ①} \Rightarrow f_{11}dq_1 + f_{12}dq_2 - p_1dx = 1dp_1$$

$$\text{from (2)} \rightarrow f_{21}dq_1 + f_{22}dq_2 - p_2d\lambda = \lambda dp_2.$$

$$\text{from (3)} \Rightarrow -\dot{p}_1 dq_1 - \dot{p}_2 dq_2 + 0 = -dy_0 + q_1 dp_1 + q_2 dp_2.$$

$$dq_1 = \begin{bmatrix} dp_1 & f_{12} & p_1 \\ dp_2 & f_{22} & p_2 \\ -dy_0 + q_1 dp_1 + q_2 dp_2 & -p_2 & 0 \end{bmatrix}$$

$$\frac{d\alpha_1}{dp_1} = \lambda D_{11} + \lambda D_{12} + (-dy_0 + q_1 D_{11} + q_2 D_{12}) D_{13}$$

$$\frac{\partial q_1}{\partial y_0} = \frac{-D_{13}}{D} \rightarrow \text{Income effect. } (dP_1 - dP_2 = 0)$$

Substitution Effect.

$$U = f(q_1, q_2)$$

$$dV = f_1 dq_1 + f_2 dq_2$$

$$\frac{d\sigma_2}{d\sigma_1} = -\frac{f_1}{f_2} = -\frac{P_1}{P_2}$$

$$P_1 dq_1 + P_2 dq_2 = 0$$

$$\frac{\partial q_1}{\partial p_1} = \frac{\lambda D_{11}}{D} \Rightarrow \text{substitution effect.}$$

$dP_2 = 0$

$U = \text{const.}$

$$dP_2 = 0$$

$$U = \text{const.}$$

$$\frac{\partial q_1}{\partial p_1} = \frac{\lambda D_{11}}{D} + \frac{q_1 D_{13}}{D}$$

$\lambda y_0 D_{13}$

$(\frac{\partial p_2}{\partial p_1} = 0)$
 $\frac{\partial y_0}{\partial p_1} = 0$

$$\text{Total effect} = (\text{Sub effect}) + q_h (-\text{Income effect})$$

$$\star \quad U = X_1^{\frac{1}{3}} \cdot X_2^{\frac{2}{3}} ; \quad p_1 = 5, \quad p_2 = 3, \quad y = 100$$

Optimal / Demand function of X_1 and X_2

$$\Rightarrow U = X_1^{\frac{1}{3}} \cdot X_2^{\frac{2}{3}} + \lambda (y - p_1 X_1 - p_2 X_2)$$

$$V_1 = \frac{\partial U}{\partial X_1} = \frac{1}{3} X_1^{-\frac{2}{3}} \cdot X_2^{\frac{2}{3}} - \lambda p_1 = 0$$

$$V_2 = \frac{\partial U}{\partial X_2} = \frac{2}{3} X_2^{-\frac{1}{3}} \cdot X_1^{\frac{1}{3}} - \lambda p_2 = 0$$

Marshallian

$$V_1 = y - p_1 X_1 - p_2 X_2 = 0$$

$$\Rightarrow \left(\frac{X_2}{X_1} \right)^{\frac{2}{3}} = 3 \lambda p_1 \quad \Rightarrow \quad \left(\frac{X_1}{X_2} \right)^{\frac{1}{3}} = \frac{3 \lambda p_2}{2}$$

$$\Rightarrow \frac{X_2}{X_1} = \left(\frac{2 p_1}{P_2} \right)^3 \quad y = p_1 X_1 + p_2 X_2$$

$$\Rightarrow \left(\frac{X_2}{X_1} \right)^{\frac{2}{3}} = \frac{2 p_1}{P_2}$$

$$\Rightarrow X_2 = \left(\frac{2 p_1}{P_2} \right) X_1$$

$$\Rightarrow y - p_1 X_1 - p_2 \left(\frac{2 p_1}{P_2} \right) X_1 = 0$$

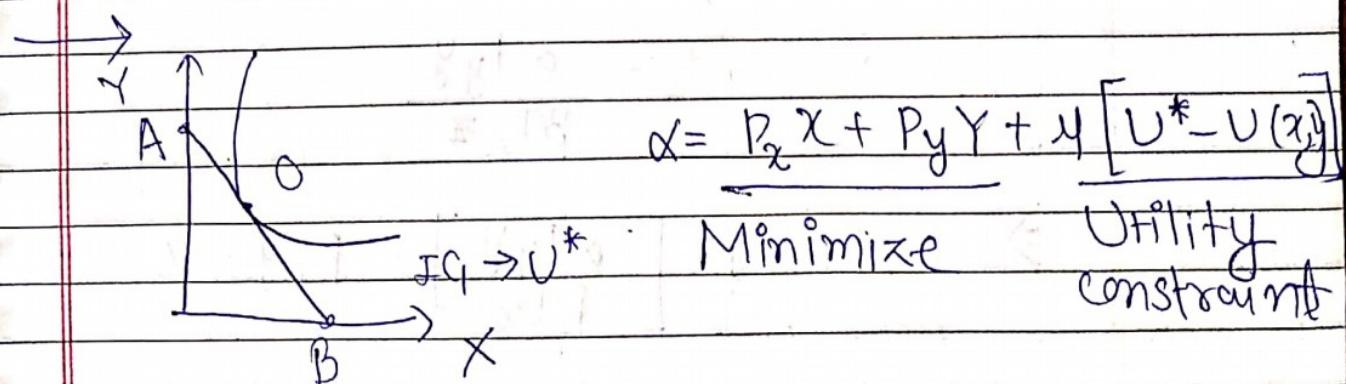
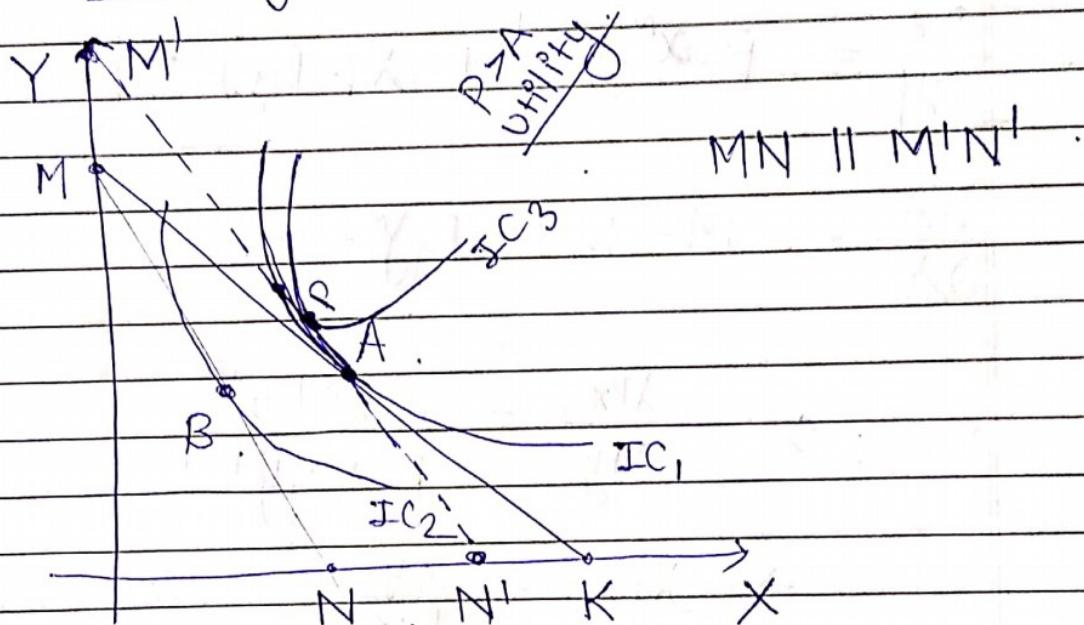
$$\Rightarrow X_1 = \frac{y}{3 p_1} \quad \Rightarrow \quad X_2 = \frac{2 y}{3 P_2}$$

$$\Rightarrow X_1^* = \frac{100}{15}, \quad X_2^* = \frac{200}{9}$$

$$3\lambda P_1 = \left(\frac{2Y/P_2}{Y/P_1} \right)^{2/3} \cancel{\times 2P_1 P_2}$$

$$\rightarrow \lambda = \frac{1}{3P_1} \left(\frac{2P_1}{P_2} \right)^{2/3}$$

\rightarrow Slutsky



$$Z = U(x, y) + \lambda [M - P_x x - P_y y]$$

↓ ↓

maximize Budget Constraint.

$$\Rightarrow V = x^\alpha y^\beta; M = P_x x + P_y y; 0 < \alpha, \beta < 1.$$

$$\Rightarrow Z = x^\alpha y^\beta + \lambda (M - P_x x - P_y y).$$

$$\Rightarrow \frac{\partial Z}{\partial x} = \alpha \cdot x^{\alpha-1} \cdot y^\beta + \lambda (-P_x) = 0$$

$$\frac{\partial Z}{\partial y} = \beta \cdot x^\alpha \cdot y^{\beta-1} + \lambda (-P_y) = 0$$

$$\frac{\partial Z}{\partial \lambda} = M - P_x x - P_y y = 0$$

$$\Rightarrow \frac{\lambda P_x}{\lambda P_y} = \frac{\alpha \cdot x^{\alpha-1} y^\beta}{\beta \cdot x^\alpha y^{\beta-1}}$$

$$\Rightarrow \frac{P_x}{P_y} = \frac{\alpha y}{\beta x}$$

$$\Rightarrow x = \frac{\alpha P_y y}{\beta P_x}$$

$$\Rightarrow M - P_x \left[\frac{\alpha P_y y}{\beta P_x} \right] - P_y y = 0$$

$$\Rightarrow M = y P_y \left(1 + \frac{\alpha}{\beta} \right)$$

$$\Rightarrow \boxed{y^* = \frac{M \beta}{(\alpha + \beta) P_y}}$$

$$\Rightarrow x^* = \frac{\alpha P_y}{\beta P_x} \left(\frac{M \beta}{(\alpha + \beta) P_y} \right) = \frac{M \alpha}{(\alpha + \beta) P_x}$$

$$U^* = x^* \alpha y^* \beta$$

$$= \frac{(M\alpha)^\alpha}{(\alpha+\beta)^\alpha \cdot P_x^\alpha} \cdot \frac{(M\beta)^\beta}{(\alpha+\beta)^\beta \cdot P_y^\beta}$$

$$U^* = \frac{(M)^{\alpha+\beta}}{(\alpha+\beta)} \cdot \left(\frac{\alpha}{P_x}\right)^\alpha \left(\frac{\beta}{P_y}\right)^\beta$$

$$\frac{\partial U^*}{\partial P_x} = \frac{(M)^{\alpha+\beta}}{(\alpha+\beta)} \cdot \left(\frac{\beta}{P_y}\right)^\beta \cdot \frac{-\alpha (\alpha)^\alpha}{P_x^{\alpha+1}}$$

$$- \left(\frac{M}{\alpha+\beta}\right)^{\alpha+\beta} \left(\frac{\beta}{P_y}\right)^\beta \cdot -\left(\frac{\alpha}{P_x}\right)^{\alpha+1}$$

$$\frac{\partial U^*}{\partial M} = \frac{(\alpha+\beta-1) \cdot (M)^{\alpha+\beta-1}}{(\alpha+\beta)^{\alpha+\beta}} \left(\frac{\alpha}{P_x}\right)^\alpha \left(\frac{\beta}{P_y}\right)^\beta$$

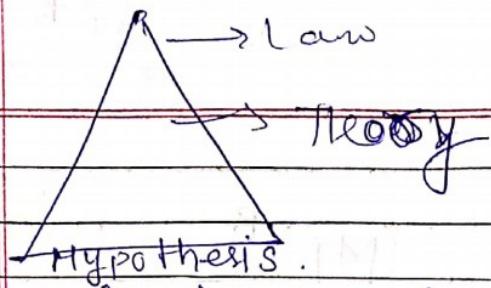
$$= \left(\frac{M}{\alpha+\beta}\right)^{\alpha+\beta-1} \left(\frac{\beta}{P_y}\right)^\beta \left(\frac{\alpha}{P_x}\right)^\alpha$$

$$\frac{\left(\frac{\partial U^*}{\partial P_x}\right)}{\left(\frac{\partial U^*}{\partial M}\right)} = \frac{\left(\frac{M}{\alpha+\beta}\right)^{\alpha+\beta} \left(\frac{\beta}{P_y}\right)^\beta \left(\frac{\alpha}{P_x}\right)^{\alpha+1}}{\left(\frac{M}{\alpha+\beta}\right)^{\alpha+\beta-1} \left(\frac{\beta}{P_y}\right)^\beta \left(\frac{\alpha}{P_x}\right)^\alpha}$$

Ray's Identity

$$= \frac{-M\alpha}{(\alpha+\beta)P_x} = -\underline{x^*}$$

Axioms



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* Shephard's Lemma :-

Q. Minimize $P_1x_1 + P_2x_2$ subject to $U^* = x_1x_2$

$$\lambda = P_1x_1 + P_2x_2 + \lambda (U^* - x_1x_2)$$

$$\left. \begin{array}{l} \frac{\partial \lambda}{\partial x_1} = P_1 - \lambda x_2 = 0 \\ \frac{\partial \lambda}{\partial x_2} = P_2 - \lambda x_1 = 0 \\ \frac{\partial \lambda}{\partial \lambda} = U^* - x_1x_2 = 0 \end{array} \right\} \begin{array}{l} \frac{P_1}{x_2} = \frac{P_2}{x_1} \\ \lambda = \frac{P_2 x_2}{P_1} \end{array}$$

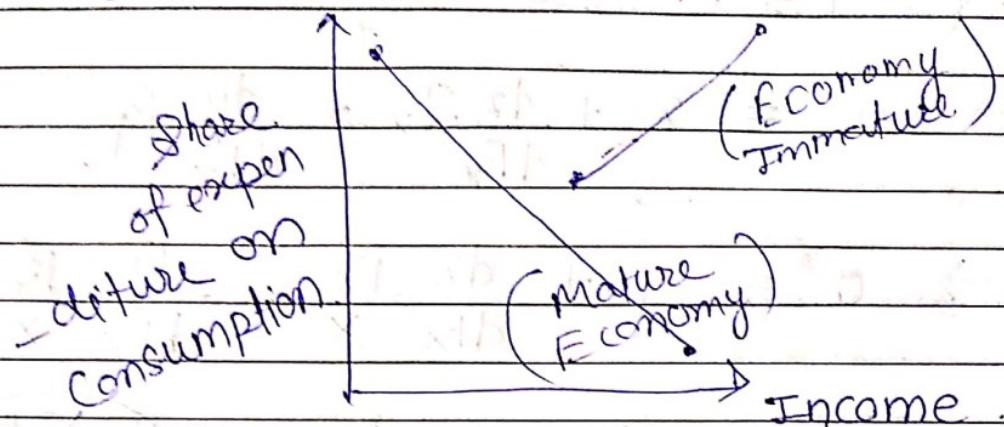
$$x_1^* = \sqrt{\frac{P_2}{P_1} U^*}; \quad x_2^* = \sqrt{\frac{P_1}{P_2} U^*}$$

$$E^* = P_1x_1^* + P_2x_2^* = 2\sqrt{P_1 P_2 U^*}$$

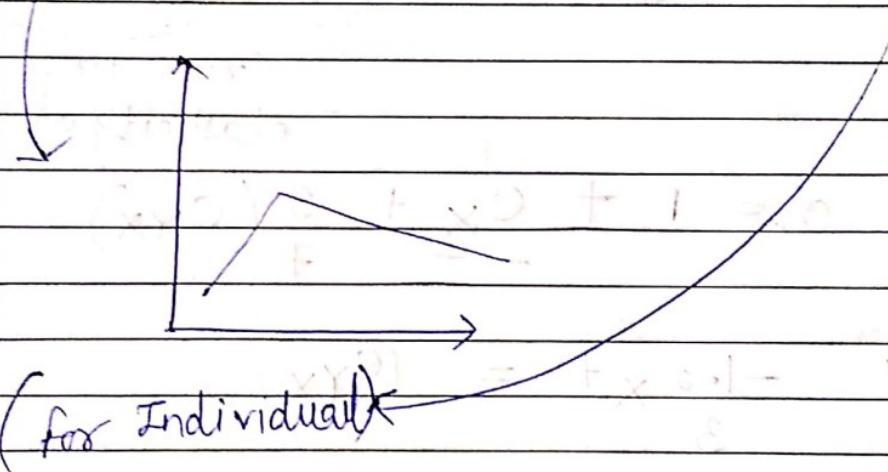
$$\boxed{\frac{\partial E^*}{\partial P_1} = x_2^* = \sqrt{\frac{P_2}{P_1} U^*}} \Rightarrow \text{Shephard's Lemma}$$

$$\boxed{\frac{\partial U^*}{\partial P_1} = -x_1^*} \Rightarrow \text{Ras's Identity}$$

* Engel curve:-



(for Aggregate Economy)



Q. Own Price elasticity of $X = 0.3$.

Share of expenditure of $X = 70\%$.

Cross price elasticity b/w X and $Y = ?$
Y w.r.t. $X = ?$

Ans :-

$$\frac{dx/x}{dp_x/p_x} = 0.3$$

$$\frac{p_x X}{M} \times 100 = 70$$

$$\frac{dx/x}{dp_y/p_y} \left(\frac{dx}{x} \right) \left(\frac{p_x}{dp_x} \right) = 0.3 \quad \frac{p_x X}{M} = 0.7$$

$$\frac{p_x}{Y} = \frac{1}{3} \cdot \frac{p_y}{X} \quad \frac{p_x X}{p_y Y} = \frac{1}{3} \quad \frac{p_y Y}{M} = 0.3$$

$$M = P_x X + P_y Y$$

$$\frac{dM}{dP_x} = X + \frac{dx \cdot P_x}{dP_x} + \frac{dy \cdot P_y}{dP_x} + 0$$

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(P_y & M are not changed).

$$\Rightarrow O = X + \frac{dx \cdot P_x}{dP_x} + \frac{dy \cdot P_y}{dP_x}$$

$$\Rightarrow O = 1 + \frac{dx \cdot P_x}{dP_x} X + \frac{dy \cdot P_y}{dP_x} X$$

$$\Rightarrow O = 1 + \frac{dx \cdot P_x}{dP_x} X + \frac{3}{7} \cdot \frac{dy \cdot P_y}{dP_x} \frac{P_x}{Y}$$

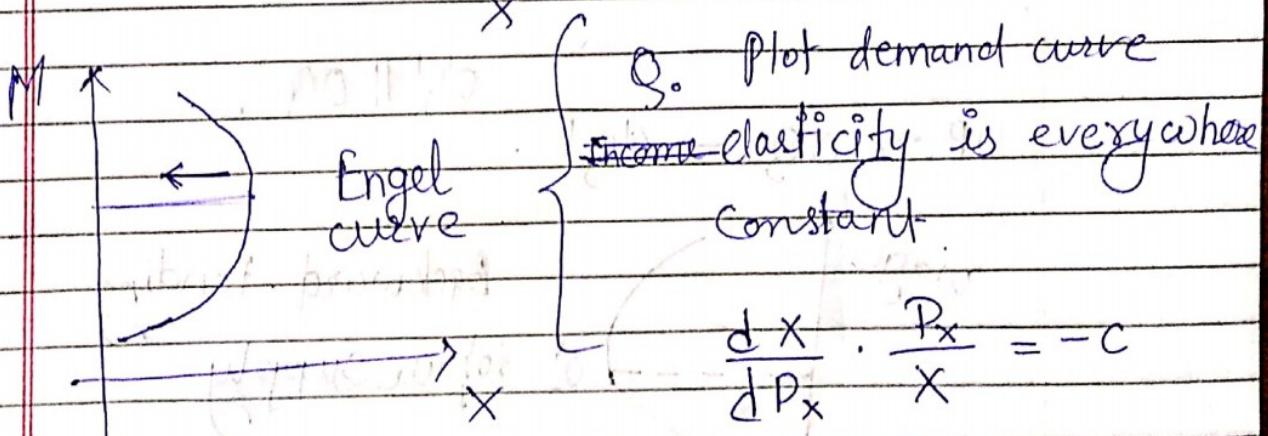
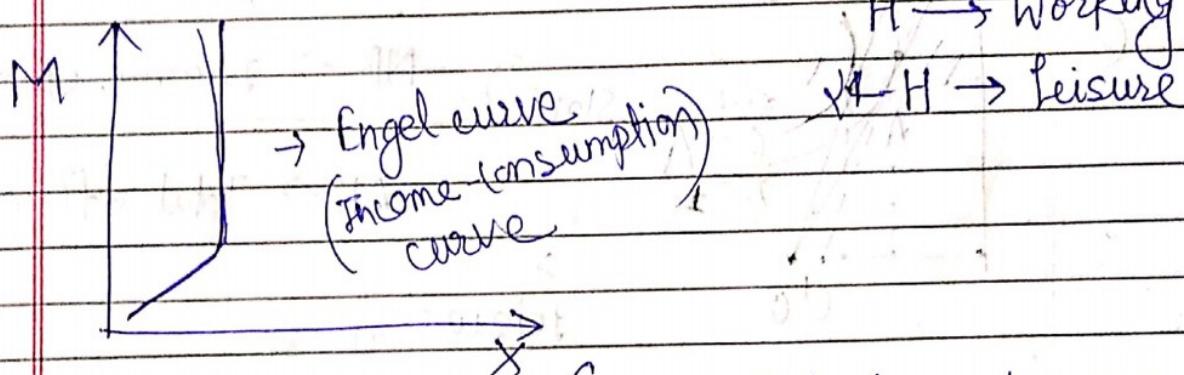
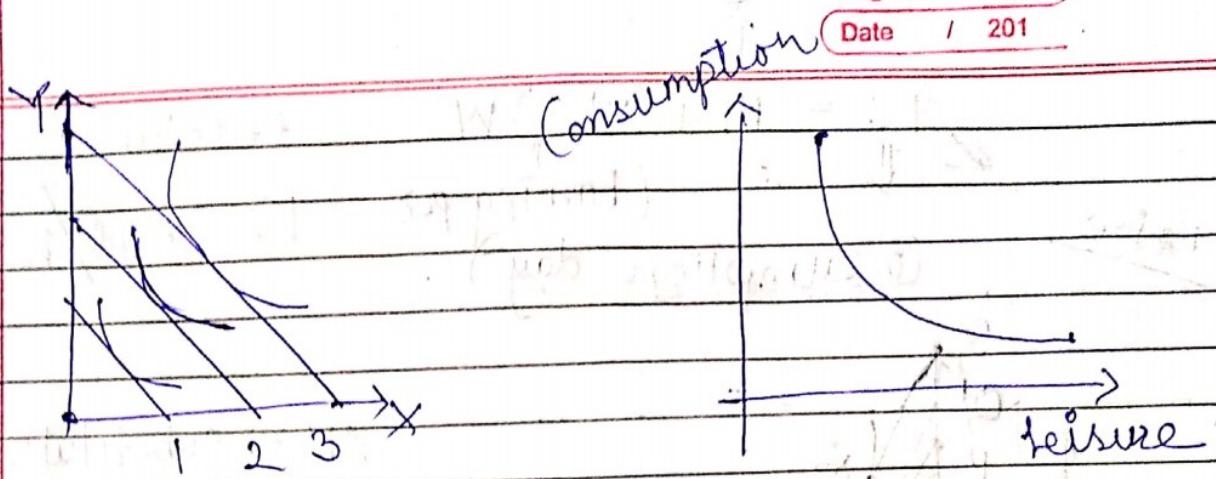
Cross price elasticity of Y .

$$\Rightarrow O = 1 + e_x + \frac{3}{7} (e_{yx})$$

$$\Rightarrow -1.3 \times \frac{3}{7} = (e_{yx})$$

$$\Rightarrow (e_{yx}) = -\frac{9.9}{3} = -3.033$$

$$e_{yx} = -3.033$$



5%. each $X \propto 2$ quiz = 10% $\Rightarrow \frac{dX}{X} = -c \cdot \frac{dP_Y}{P_X}$

10%. Assignment.

30%. Midsem.

50%. Endsem.

$$\Rightarrow \ln X = -c \cdot \ln(P_X^{-c}) + \ln k$$

$$\Rightarrow X = k P_X^{-c}$$

$$\Rightarrow X = \frac{k}{P_X^c}$$

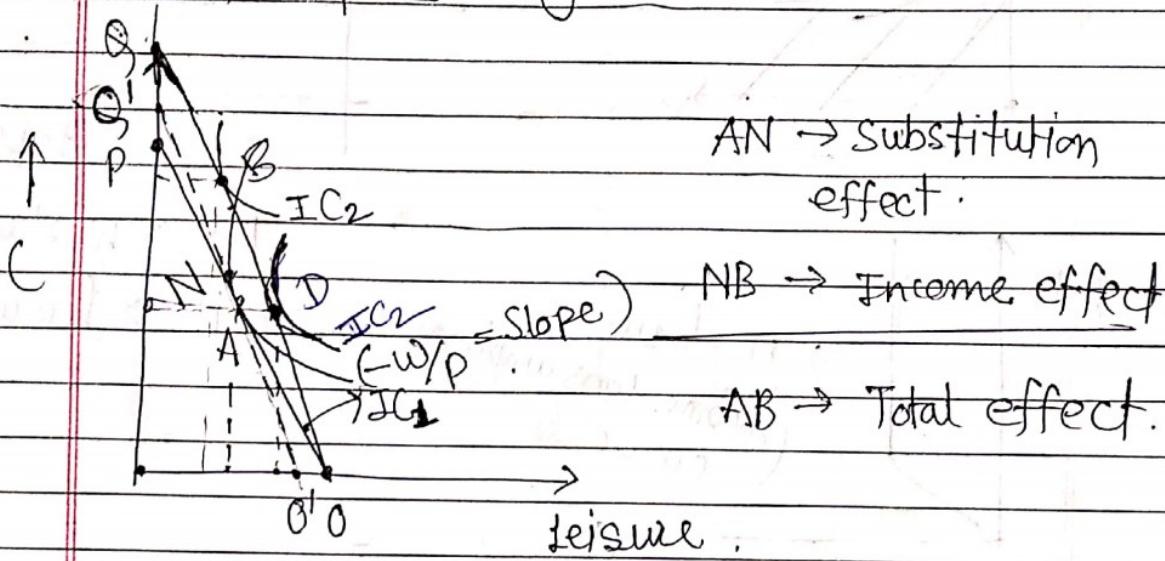
(Inherited Income)

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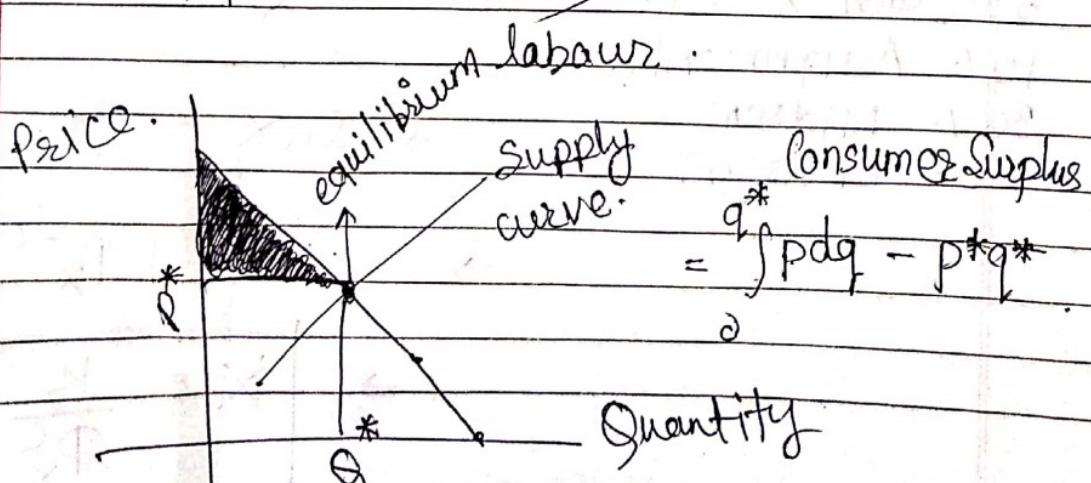
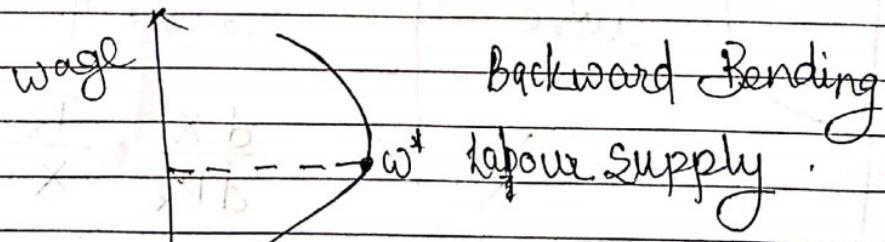
$$P_C = M + (24-L)W \quad L = \text{Leisure}$$

↖ ↘ (Earning per consumption day) $W = \text{Wage}/\text{hr.}$

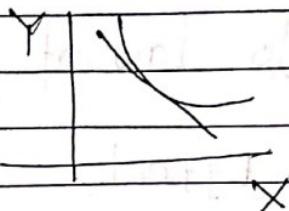


$O'Q' \parallel OQ$

$OP \rightarrow OQ \rightarrow O'Q'$



(1)

Indifference Curve :-

$$-P_x ; P_x X + P_Y Y = M$$

(2)

Lagrange \Rightarrow Optimization under linear budget constraint.

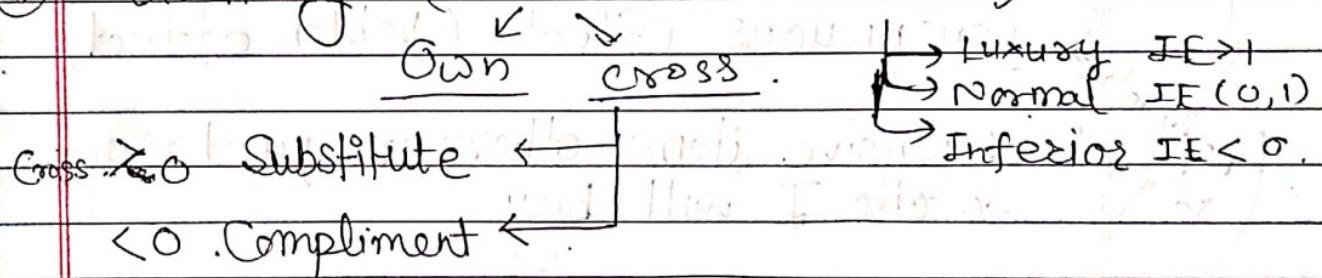
(3)

Demand curve. \Rightarrow X and Y .

(4)

Elasticity. (Price & Income)

(5)



(6)

Income Consumption Curve. (Engel Curve).

(7)

T.F. = S.E. + I.E. (Slutsky equation).
Total Subs. Income

Labour

(8)

Backward Bending Supply curve.
(Labour - Leisure)

(9)

Mathematical Derivation (Refer to
Henderson-Quandt 6th topic) of (6) point

(10)

Problems related to all above topics
(mathematical).

* Exceptions to Law of Demand:

(not related to price) ① Bandwagon Effect. (Herd Behaviour)

Everybody is doing so I am doing

↑ ② Snob effect.

(difference) Everybody is doing so I am not doing.

↓ ③ Conspicuous effect (Veblen effect)

(mostly related to price) Expensive items, others are purchasing so other I will buy.

④ Giffen good.

Though the price is increasing, you buy the good.

* $f(P_1, P_2, M, T)$

10th September 2019 - Quiz-I (5% weight)

Chapter 2 : Production

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Isoguant

K (Capital); L (Labour); Q (Output)

Locus of combinations physical Intellectual.

of capital & labour $Q = f(K, L)$

for which we get
same output.

K

IQ

L

(Short)
run

(Long)
run

Shortage
of one of
K & L, i.e.

You can
vary both
of inputs

You can vary
only one
of inputs

Notation

$$Q = f(K, L)$$

Notation

$$Q = f(\bar{K}, \bar{L}) = f(K, L)$$

$$Q = f(K, L)$$

Production function.

MRTS

$$dQ = f_K \cdot dK + f_L \cdot dL$$

Marginal rate

$$\rightarrow \frac{dK}{dL} = -\frac{f_L}{f_K} \quad (dQ=0)$$

of technical
Substitution

$$f_L = \frac{\partial f}{\partial L} ; f_K = \frac{\partial f}{\partial K}$$

\downarrow
 MP_L

\downarrow
 MP_K

Marginal product
of labour

Marginal product
of Capital

Technique to change input to output (Production).

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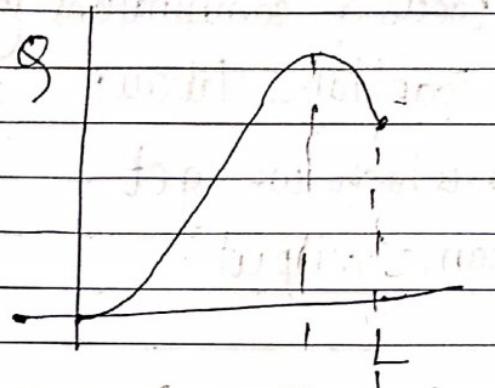
$$Q = K^\alpha L^\beta \quad (\text{Isoquant is a long run concept})$$

Short Run

$$Q = f(K, L)$$

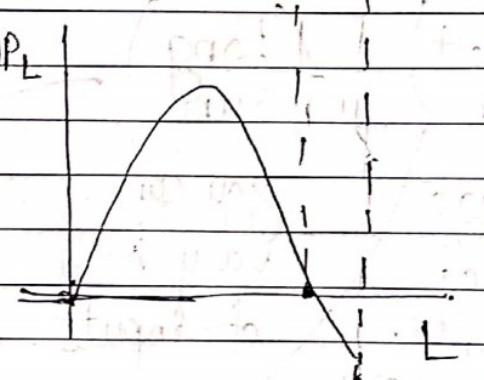
Demand of Capital
Demand of Labour
Optimising

$$\frac{\partial Q}{\partial L} = MP_L$$



$$\frac{\partial Q}{\partial L} = MP_L$$

(Law of variable proportion)



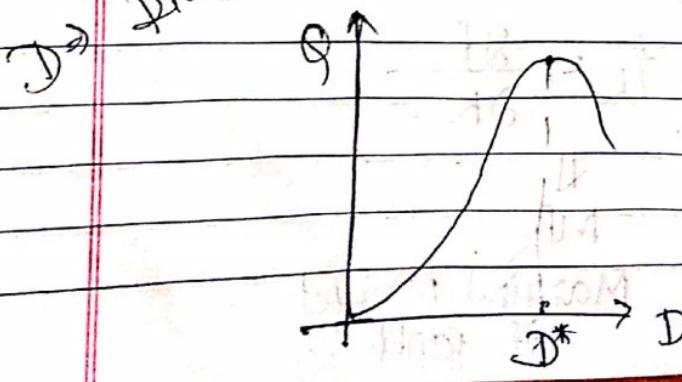
$$\text{Average product of Labour} = AP_L = \frac{Q}{L}$$

~~OPC~~ ~~Q~~ ~~Oil~~

$$Q = H \cdot D^{0.71} \quad (\text{Capital})$$

Q = Quantity
H = Horse power

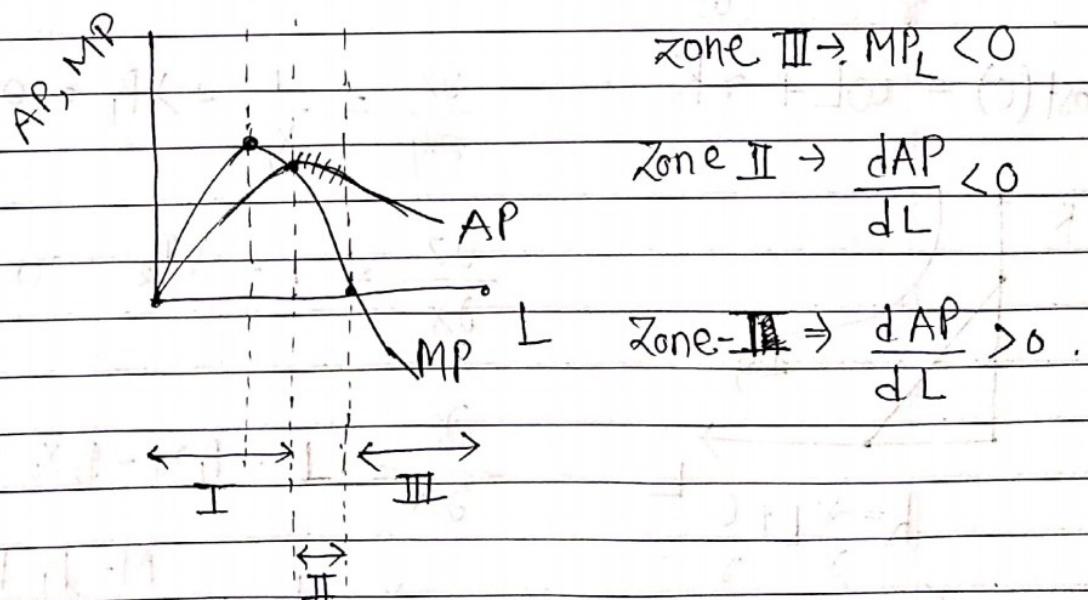
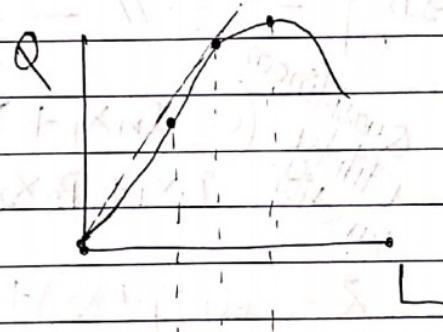
Horse power
Diameter.



$$AP = \frac{Q}{L}$$

$$\Rightarrow \frac{d(AP)}{dL} = \frac{d(Q/L)}{dL} = \frac{L \cdot \frac{\partial Q}{\partial L} - Q \cdot \frac{\partial L}{\partial L}}{L^2} \\ = \frac{1}{L} \left(\frac{\partial Q}{\partial L} - \frac{Q}{L} \right)$$

$$\frac{d(AP_L)}{dL} = \frac{1}{L} (MP_L - AP_L)$$



III \Rightarrow with increasing L, Q decreasing (Discard)
 I \Rightarrow + II \Rightarrow , (Q, AP) increasing.

II \Rightarrow Zone of Production to utilize max of condition in zone I.

long
run

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proportional
increase in Q

Return to Scale

$$Q = f(K, L)$$

$$Q = K^{\frac{1}{3}} \cdot L^{\frac{2}{3}} = K^{\frac{2}{3}} \cdot L^{\frac{4}{3}}$$

$$\lambda^K \cdot Q = f(\lambda K, \lambda L) \Rightarrow K > 1 \text{ (IRS)} = K^{\frac{1}{4}} \cdot L^{\frac{2}{3}} \\ K=1 \text{ (CRS)} \\ K < 1 \text{ (DRS)}$$

IRS \Rightarrow Increasing return to scale

CRS \Rightarrow Constant

DRS \Rightarrow Decreasing

$$\text{e.g. } Q = K + L^2$$

Quasi-linear Utility function ($U = \ln X_1 + X_2$);
 $P_1 X_1 + P_2 X_2 = M$.

K
rent
r.
L
wage
w.

$$Z = (\ln X_1 + X_2) + \lambda (M - P_1 X_1 - P_2 X_2)$$

$$\text{Cost}(C) = wL + rK$$

$$\frac{\partial Z}{\partial X_1} = \frac{1}{X_1} - \lambda P_1 = 0$$

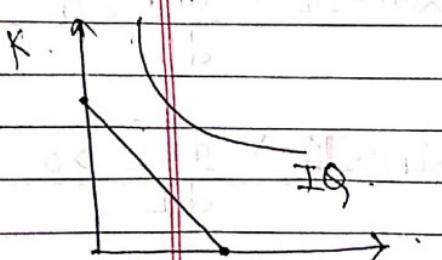
$$\frac{\partial Z}{\partial X_2} = 1 - \lambda P_2 = 0$$

$$\frac{\partial Z}{\partial \lambda} = M - P_1 X_1 - P_2 X_2 = 0$$

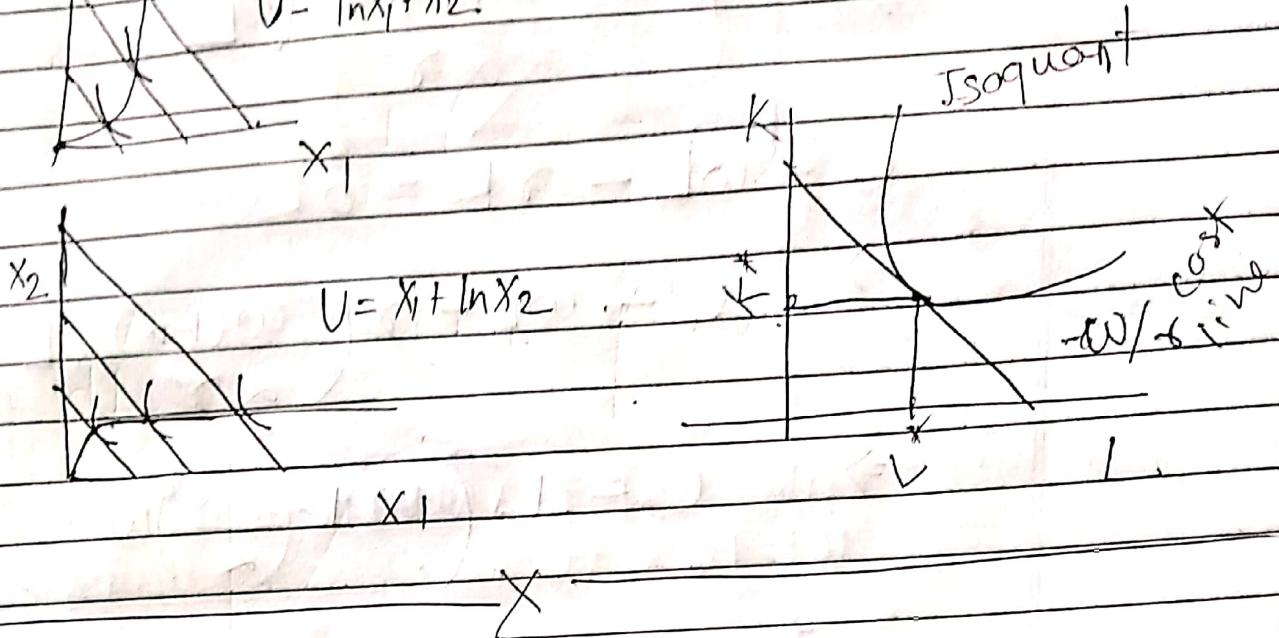
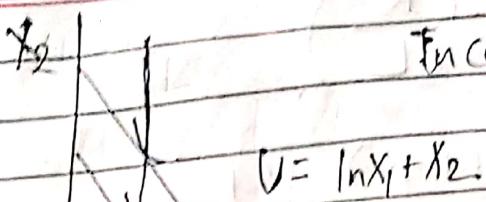
$$X_1 = \frac{1}{\lambda P_1} \quad M - P_1 \cdot P_2 - P_2 X_2 = 0$$

$$X_1 = \frac{P_2}{P_1} \quad P_2 X_2 = M - P_2$$

$$X_2 = \frac{M}{P_2} - 1$$



Income-Consumption Curve (ICC)



* opportunity Cost :-

Cost of missed opportunity

* Maximize $g = L^\alpha \cdot K^{1-\alpha}$. s.t. $C = wL + rK$.

$$\Rightarrow X = L^\alpha K^{1-\alpha} + \lambda (-wL - rK)$$

$$\Rightarrow \frac{\partial X}{\partial L} = \alpha \cdot L^{\alpha-1} \cdot K^{1-\alpha} - w\lambda = 0$$

$$\frac{\partial X}{\partial K} = (1-\alpha) \cdot L^\alpha \cdot K^{-\alpha} - r\lambda = 0,$$

$$\frac{\partial X}{\partial \lambda} = C - wL - rK = 0.$$

$$\frac{wX}{\lambda\gamma} = \frac{\alpha \cdot L^{\alpha-1} \cdot K^{1-\alpha}}{(1-\alpha) L^\alpha \cdot K^{-\alpha}}$$

$$\frac{\omega}{\gamma} = \frac{\alpha}{(1-\alpha)} \cdot \left(\frac{K}{L}\right)$$

$$\Rightarrow K = \frac{\omega(1-\alpha)}{\alpha\gamma} \cdot L$$

$$C - \omega L - \gamma K = 0$$

$$\Rightarrow C - \omega L - \gamma \left(\frac{\omega(1-\alpha)}{\alpha\gamma} \cdot L \right) = 0$$

$$\Rightarrow C = L \left(\omega + \frac{(1-\alpha)\omega}{\alpha} \right)$$

$$\Rightarrow C = \frac{L}{\alpha} (\alpha\omega + \omega - \alpha\omega)$$

$$\Rightarrow L^* = \frac{C\alpha}{\omega}$$

$$\Rightarrow K^* = \frac{\omega(1-\alpha)}{\alpha\gamma} \cdot \frac{C\alpha}{\omega}$$

$$\Rightarrow K^* = \frac{C(1-\alpha)}{\gamma}$$

$$Q^* = L^* \alpha \cdot K^{*1-\alpha}$$

$$Q = L + 2K \text{ s.t } C = \omega L + \gamma K.$$

$$\Rightarrow Z = Q + \lambda (C - \omega L - \gamma K)$$

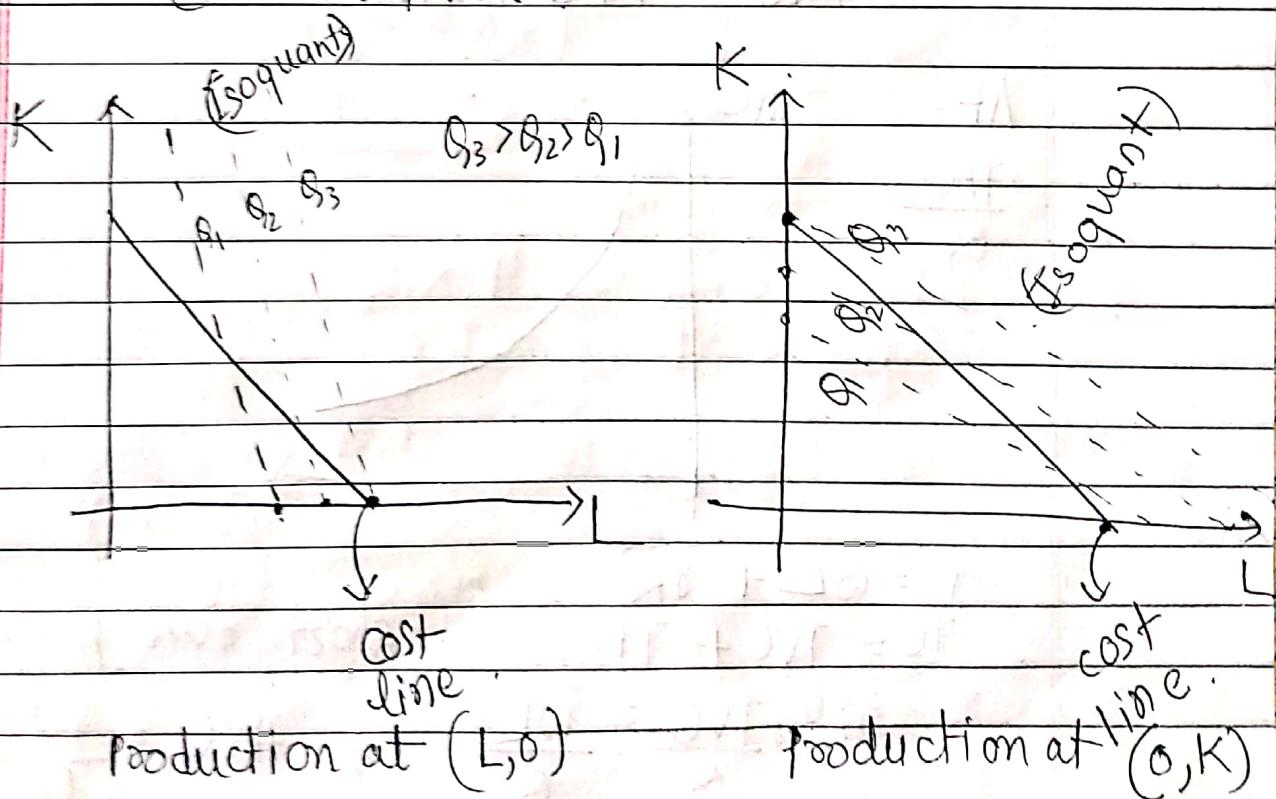
$$\frac{\partial Z}{\partial L} = 1 + \lambda(-\omega) = 0 \Rightarrow \lambda = 1/\omega$$

$$\frac{\partial Z}{\partial K} = 2 + \lambda(-\gamma) = 0 \Rightarrow \lambda = 2/\gamma$$

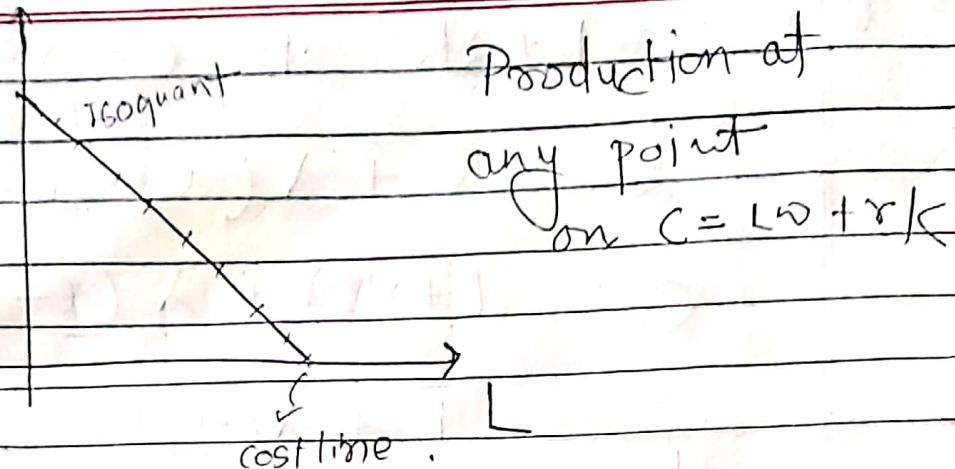
$$\frac{\partial Z}{\partial \lambda} = C - \omega L - \gamma K = 0$$

$$\Rightarrow \frac{1}{\omega} = \frac{2}{\gamma} \Rightarrow \boxed{\gamma = 2\omega}$$

$$\Rightarrow C = \omega L + \gamma K$$



K



* Production Cost:

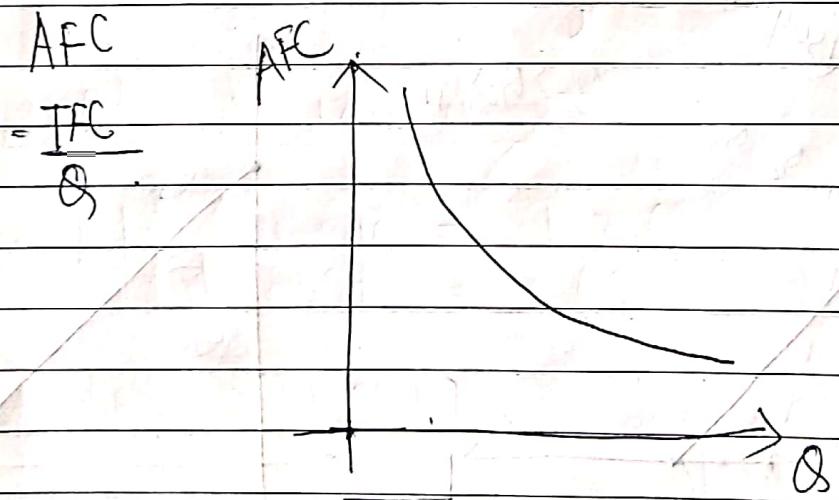
TOTAL COST. = FIXED COST + VARIABLE COST.

$TC = FC + VC(Q)$; Q = output product.
function of ↑.

$$\frac{TC}{Q} = \frac{FC}{Q} + \frac{VC}{Q}$$

A) Average

$$ATC = AFC + AVC$$



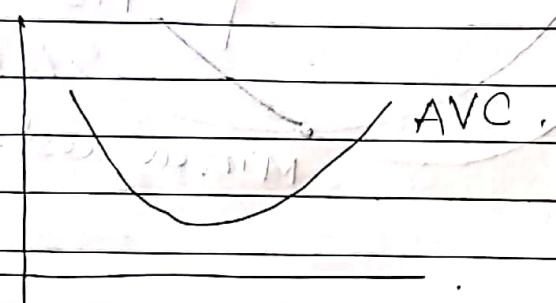
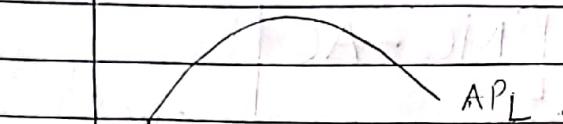
$$TC = wL + rk$$

$TC = TVC + TFC$. (In short run $k = \text{const.}$)

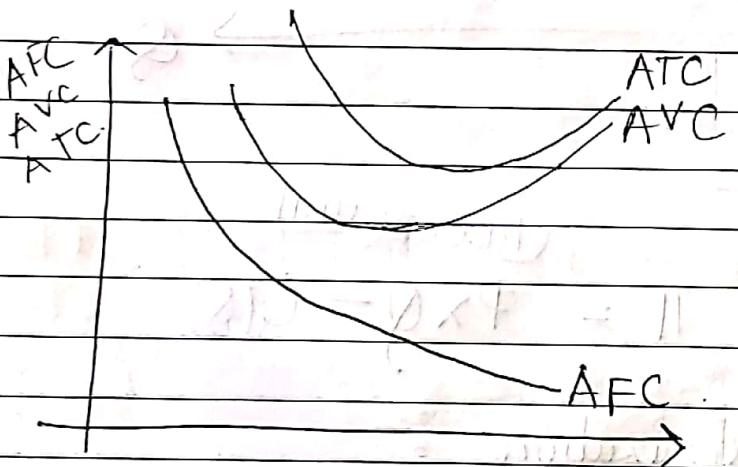
$$\Rightarrow \frac{TVC}{Q} = \frac{wL}{Q} \Rightarrow AVC = \frac{wL}{Q}$$

$$\Rightarrow AVC = \frac{w}{Q/L} - \frac{w}{AP_L}$$

AP



$$AVC = \frac{w}{AP_L}$$



$$\Rightarrow MC = \frac{\partial C(Q)}{\partial Q} \Rightarrow AC = \frac{C(Q)}{Q}$$

(Marginal cost)

(Average cost)

C \Rightarrow Total cost

$$\frac{d(AC)}{dQ} = \frac{d(C/Q)}{dQ} = \frac{Q \cdot \frac{\partial C}{\partial Q} - C \cdot \frac{\partial Q}{\partial Q}}{Q^2}$$

Noteⁿ :- $(M(N))$ M is a function of N)

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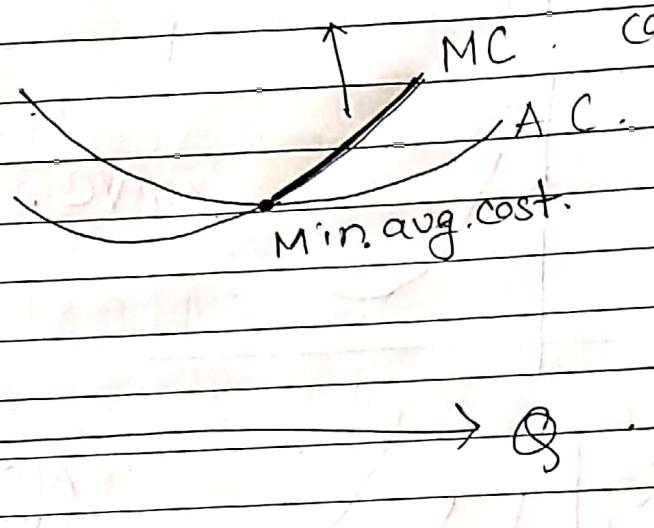
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$$= \frac{1}{Q} \left[\frac{\partial C}{\partial Q} - \frac{C}{Q} \right]$$

$$\frac{d(AC)}{dQ} = \frac{1}{Q} [MC - AC]$$

$AC, MC \uparrow$

Supply curve of the firm
(MC curve above avg. cost curve).



* Profit :- (Price per unit)

$$\text{Profit} = \Pi = P \times Q - C(Q)$$

Profit maximization :-

$$\text{Total revenue} = P \times Q$$

$$\text{Total cost} = C(Q) = wL + rK$$

$C(Q) = 10Q^2 + 2Q + 10$ (Short Run due to constant term).
fixed cost.

Profit = $\Pi = P \times Q - C(Q)$

MR \Rightarrow Marginal Revenue $= \frac{\partial(\text{Total Revenue})}{\partial Q}$
 MC \Rightarrow Marginal Cost $= \frac{\partial(\text{Total Cost})}{\partial Q}$

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$$\Pi(Q) + P(Q)Q - C(Q)$$

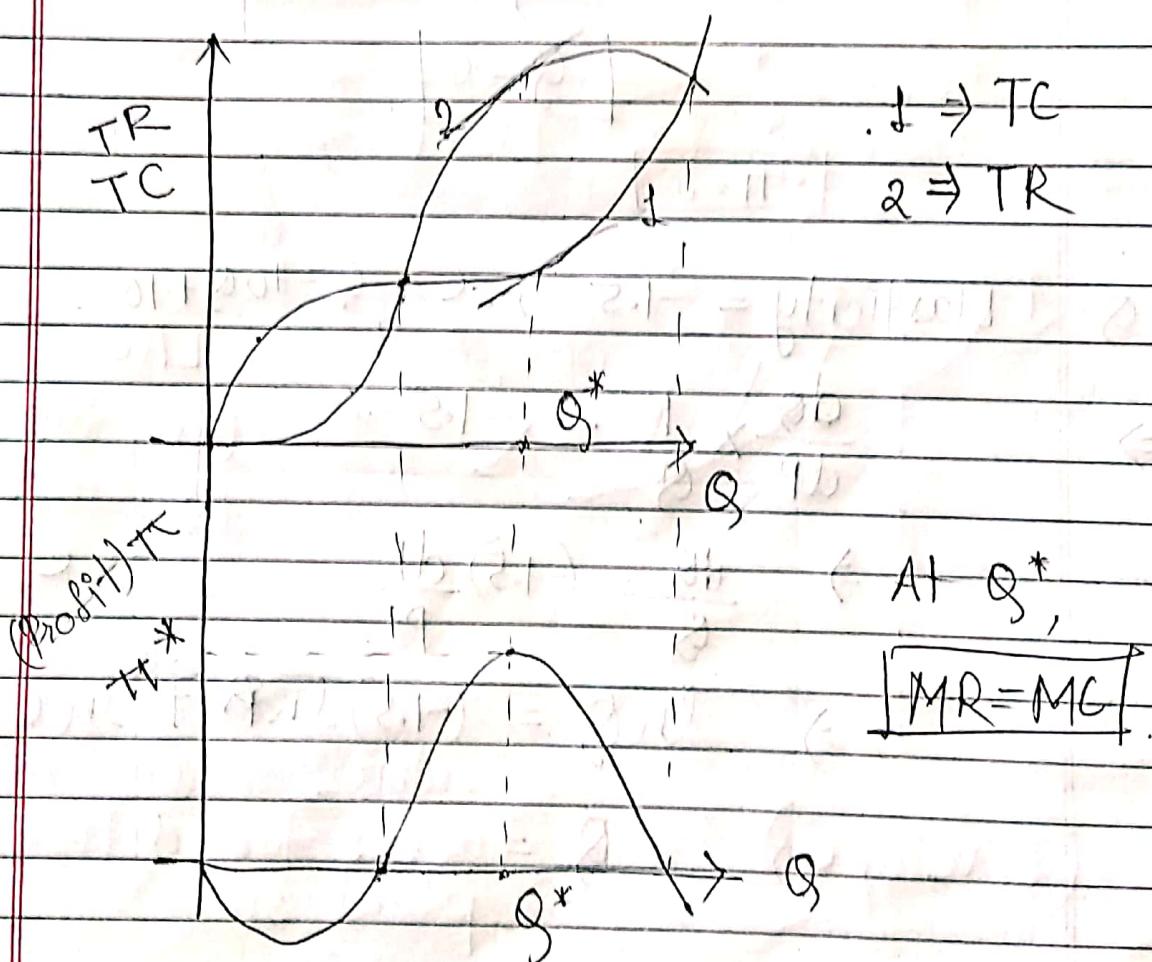
$$\frac{\partial \Pi}{\partial Q} = Q \cdot P'(Q) + P(Q) - C'(Q),$$

where $P'(Q) = \frac{dP}{dQ}$; $C'(Q) = \frac{dC}{dQ} = MC$

$$\frac{\partial \Pi}{\partial Q} = MR - MC.$$

for max. Profit $\frac{\partial \Pi}{\partial Q} = 0$.

$$\Rightarrow \boxed{MR = MC}$$



Q. $P = 10 - 5Q$; $C = 10Q + 2Q^2$
 Maximize Π , (Profit)

Ans

$$\Pi = PQ - C$$

$$\Pi = (10 - 5Q)Q - (10Q + 2Q^2)$$

$$\frac{\partial \Pi}{\partial Q} = (10 - 5Q \times 2) - (10 + 4Q)$$

$$(10 - 10Q) - (10 + 4Q) = 0$$

$$\Rightarrow 10 - 10Q = 10 + 4Q$$

$$\Rightarrow [Q = 0]$$

$$|\Pi = 0$$

Q. Elasticity = -1.5 ; $C = Q^2 - 10Q + 10$.

$$\Rightarrow \frac{dQ}{dP} \times \frac{P}{Q} = -1.5$$

$$\Rightarrow \frac{dQ}{Q} = (-1.5) \frac{dP}{P}$$

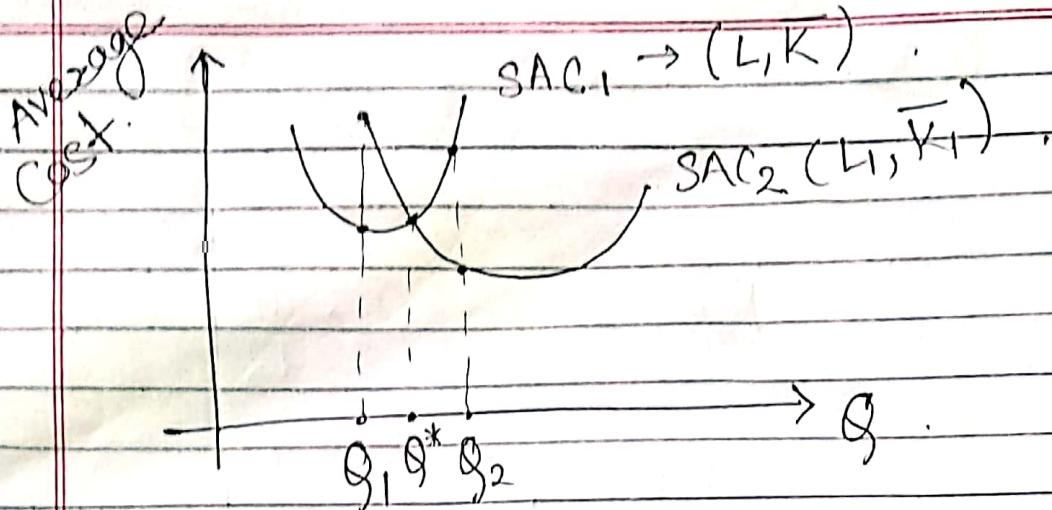
$$\Rightarrow \ln Q = (-1.5) \ln P + \ln C$$

$$\Rightarrow Q =$$

SAC \Rightarrow Short run avg. cost function.

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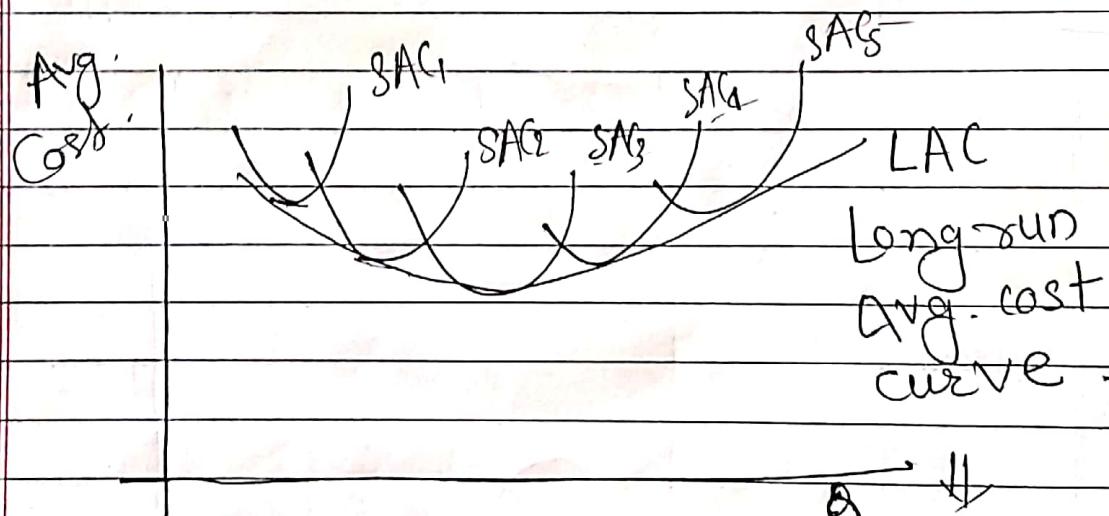
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$$Q_1 \Rightarrow SAC_1 < SAC_2.$$

$$Q_2 \Rightarrow SAC_2 < SAC_1.$$

Optimal choices
Below Q^* \Rightarrow Plant 1.
Above Q^* \Rightarrow Plant 2.



(Envelope).

Contour of all SAC curves for different plant sizes.

Fig. Relationship betn SAC and LAC.

* Economies of scope (merge).
for same item.

Place	A	B	
Quantity	Q_1	Q_2	$C(Q_1) + C(Q_2)$
Cost fn.	$C(Q_1)$	$C(Q_2)$	$> C(Q_1 + Q_2)$
			if same location cost is less.

(If other cost-effective options are available.)

* diseconomies of scope $C(Q_1) + C(Q_2) < C(Q_1 + Q_2)$

* Economies of Scale :- (Producing extra avg. cost falls)

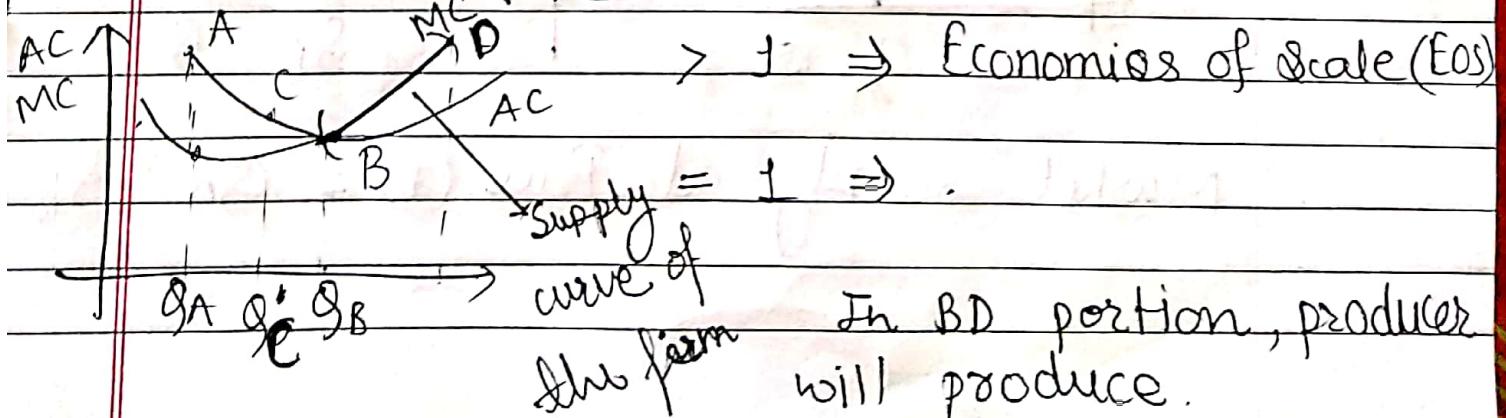
Increment cost for production of Q_2

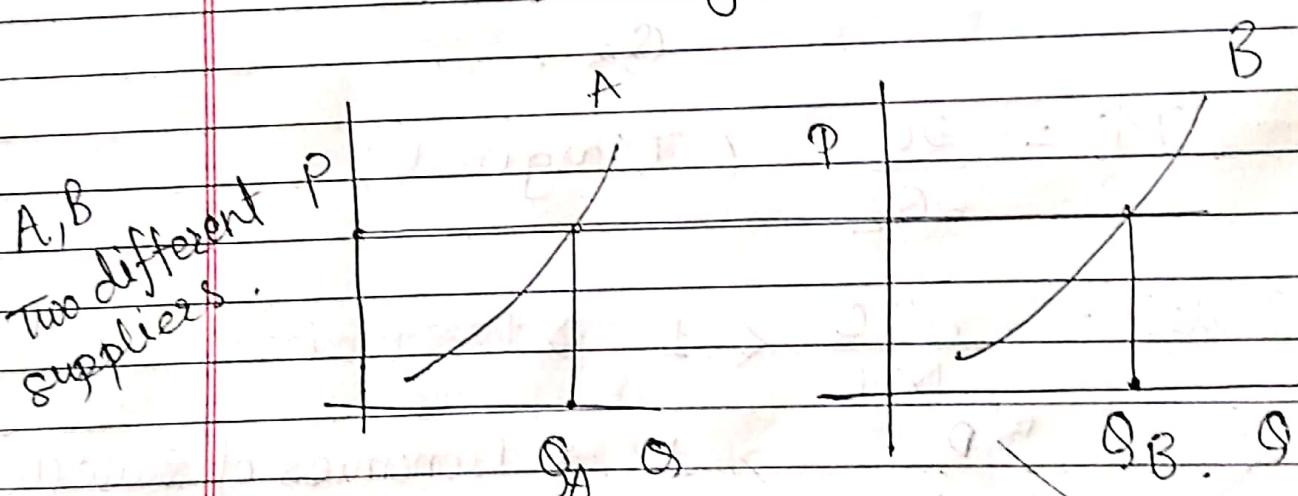
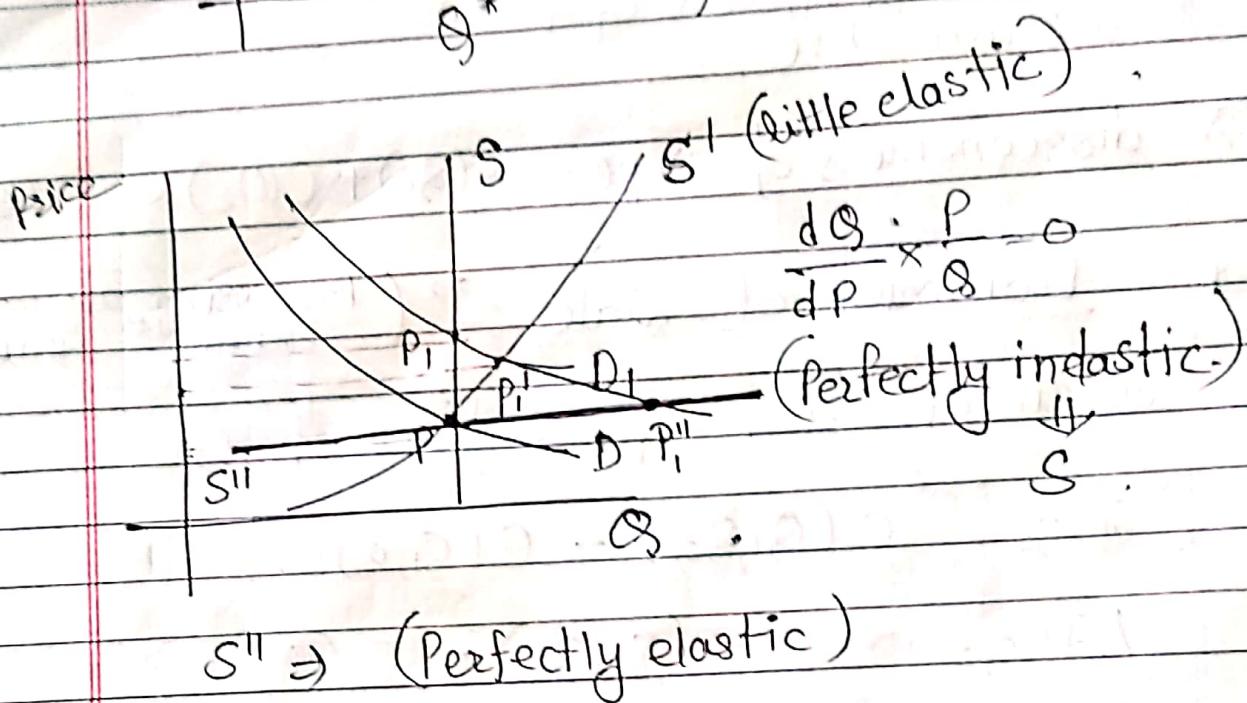
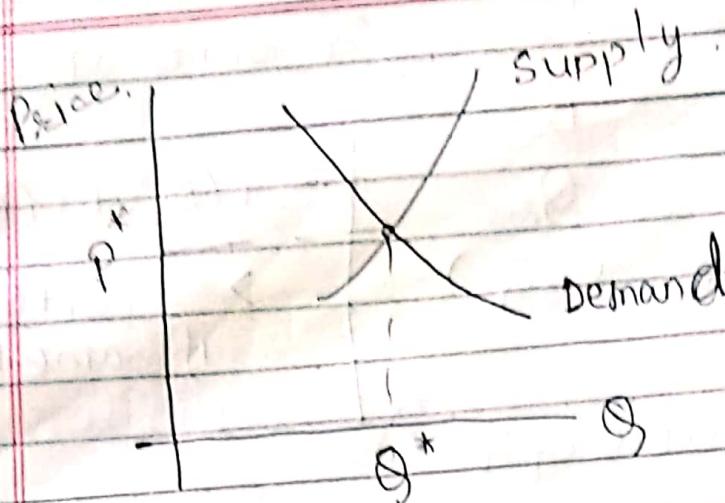
$$FC_{Q_2} = C(Q_1, Q_2) - C(Q_1, 0)$$

$$ATC_{Q_2} = \frac{C(Q_1, Q_2) - C(Q_1, 0)}{Q_2}$$

$$MC = \frac{\partial C}{\partial Q_2} \quad (\text{Marginal})$$

$$\text{Scale} = \frac{ATC}{MC} < 1 \Rightarrow \text{Diseconomies of Scale}$$





Market supply at Price (P) = Q_A + Q_B

Market

Horizontal

Summation

GATE 8B

\Rightarrow for equilibrium, $Q_D = Q_S$
Price:

$$\Rightarrow a - bP = c + dP$$

$$\Rightarrow \underline{a-c} = (\underline{b+d}) P$$

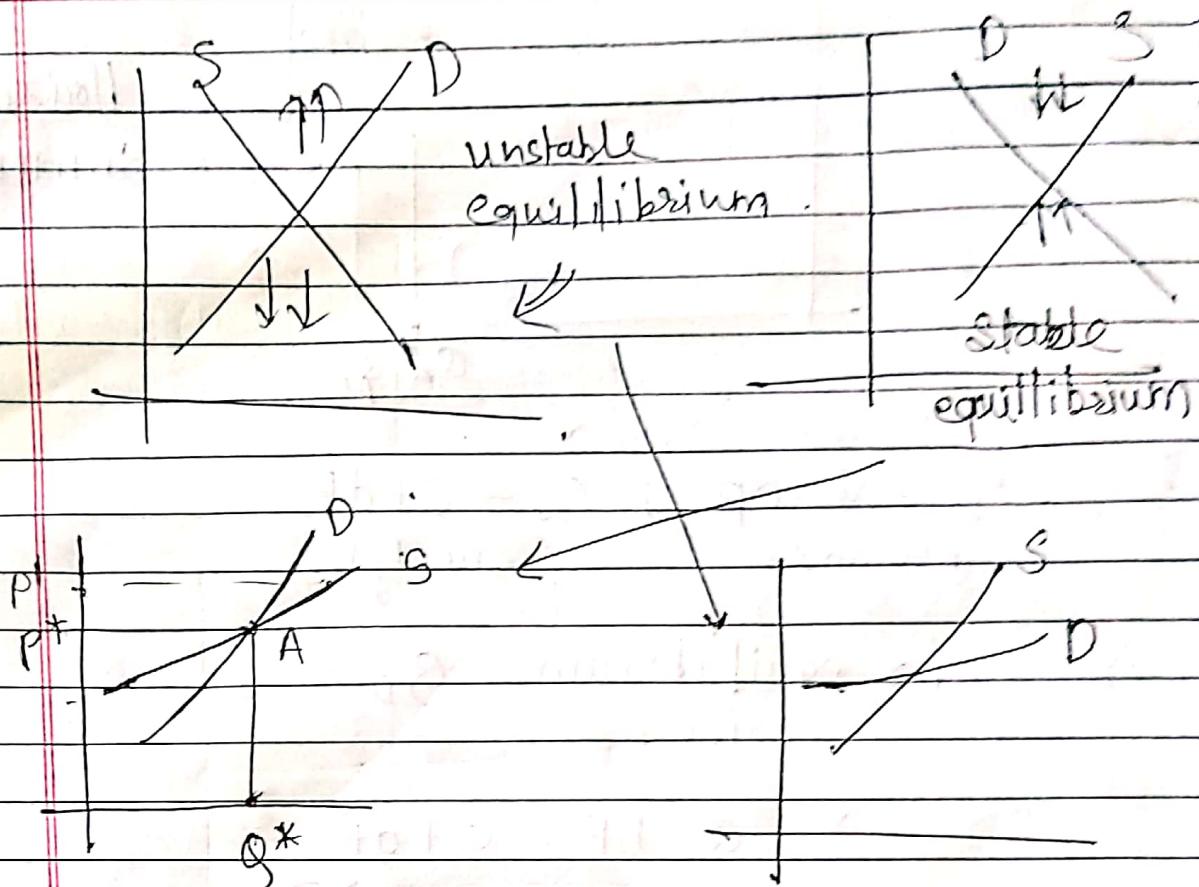
$$\Rightarrow P^* = \frac{(a - c)}{b + d}$$

$$\Rightarrow g^* = a - b \left(\frac{a-c}{b+d} \right)$$

$$= \frac{a(b+d) - b(a-c)}{b+d}$$

$$= \frac{ab + ad - ab + bc}{b+d}$$

$$\Rightarrow Q^* = \frac{ad + bc}{b+d}$$



If supply curve is steeper than the demand curve (if both are +vely sloped then it is an unstable equilibrium)

$$C = wL + rk$$

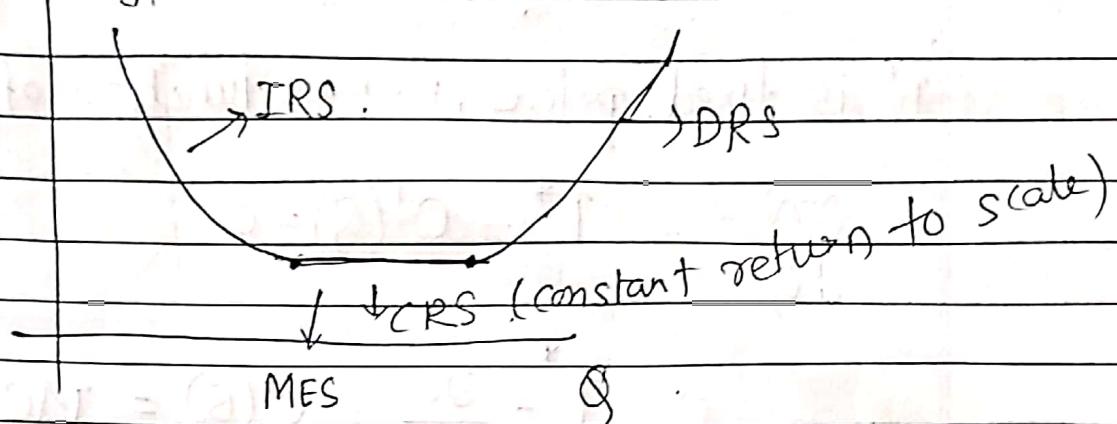
$$AC = \frac{wL + rk}{Q}$$

for increasing (IRS) $\frac{K(wL + rk)}{K'Q}$
return to scale.

where $K' > K$; $AC \downarrow$.

Vice-versa for decreasing return to scale (DRS).

$LAC = \text{long run avg. cost}$



Efficient Scale of Production

(Min. Efficient scale) (MES)

→ Amount of output for which AC reaches minimum.

Market Structure

Perfect
Competition

Monopolistic
comph.

Monopoly

Oligopoly

Duopoly

* Perfect Competition :-

Assumptions :-

Everybody has equal perfect information.

Nobody has any advantage.

Auction

Bidding

} Entry and Exit are free for producers.

① many sellers

② perfect information.

③ entry and exit are free.

④ Every seller is a price taker.

Dutch English

Price

Price

high to low

low to high

⑤ Product is homogeneous.



Profit maximization for perfectly competitive Market

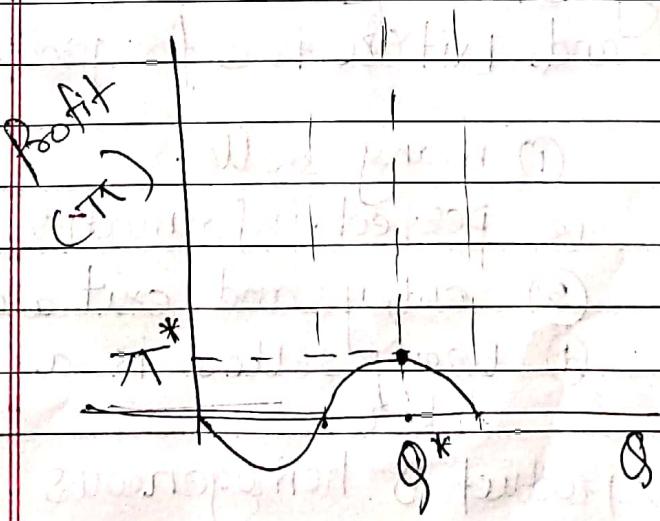
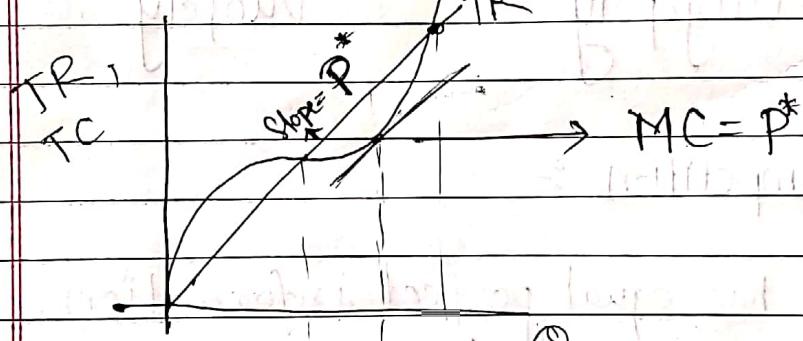
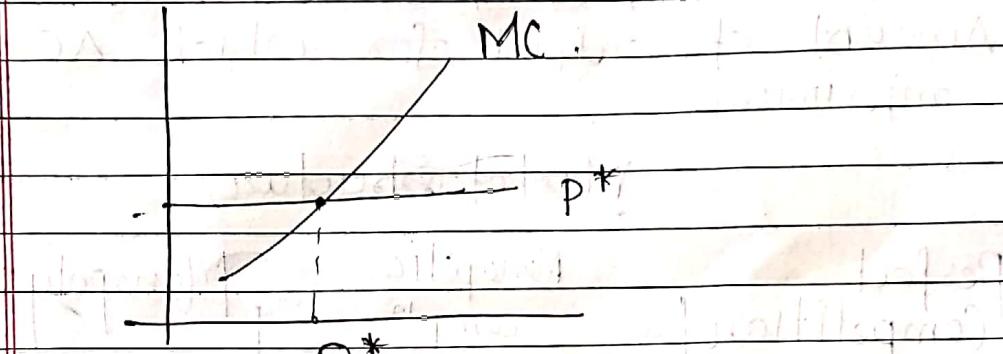
Project
Date 201
Structure

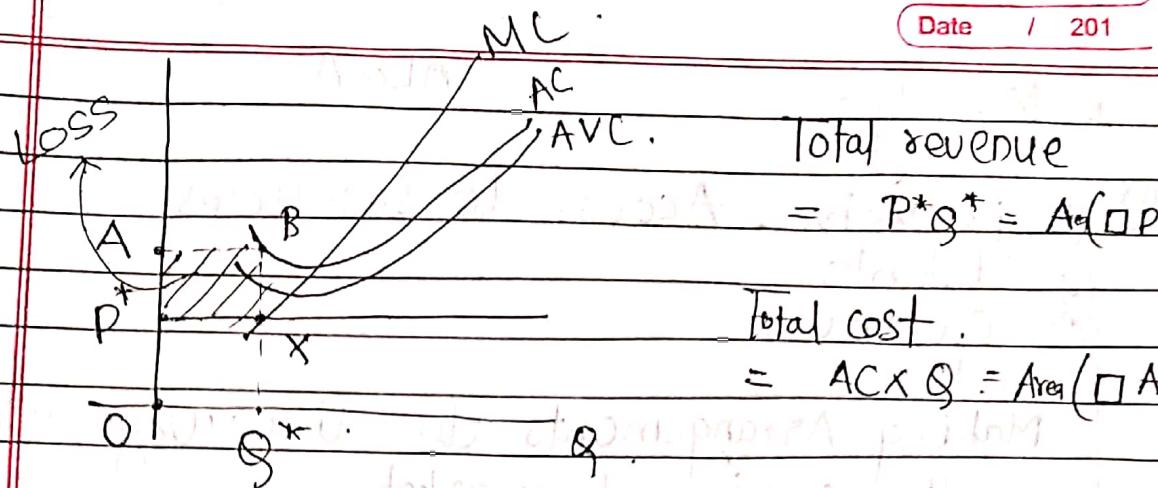
$$\pi = P^* Q - C(Q)$$

(P^* is fixed price; no more function of Q)

$$\frac{\partial \pi}{\partial Q} = P^* - C'(Q) = 0.$$

$$\Rightarrow P = \frac{\partial C}{\partial Q} = C'(Q) = MC.$$





$$\text{Total revenue} = P^* Q^* = A_c(Q) P^* Q^*$$

Total cost.

$$= A_c(Q) Q^* = \text{Area}(ABQ^*)$$

$$P > AC \Rightarrow \pi > 0$$

$$P < AC \Rightarrow \pi < 0$$

$$P = AC \Rightarrow \pi = 0$$

$$C = aQ^3 + bQ^2 + cQ + d$$

$$MC = 3aQ^2 + 2bQ + c$$

$$\frac{dMC}{dQ} = 6aQ + 2b = 0$$

$$dQ$$

$$Q^* = \frac{-2b}{6a} = \frac{a - b}{3a}$$

$$MC_{\min} = 3a \left(\frac{-b}{3a} \right)^2 + 2b \left(\frac{-b}{3a} \right) + c$$

$$= \frac{3ab^2}{9a^2} + \frac{-2ab^2}{3a^2} + \frac{c \cdot 3a^2}{3a^2}$$

$$MC_{\min} = \frac{3ac - b^2}{3a} \geq 0$$

$$3ac > b^2$$

* Monopoly :-

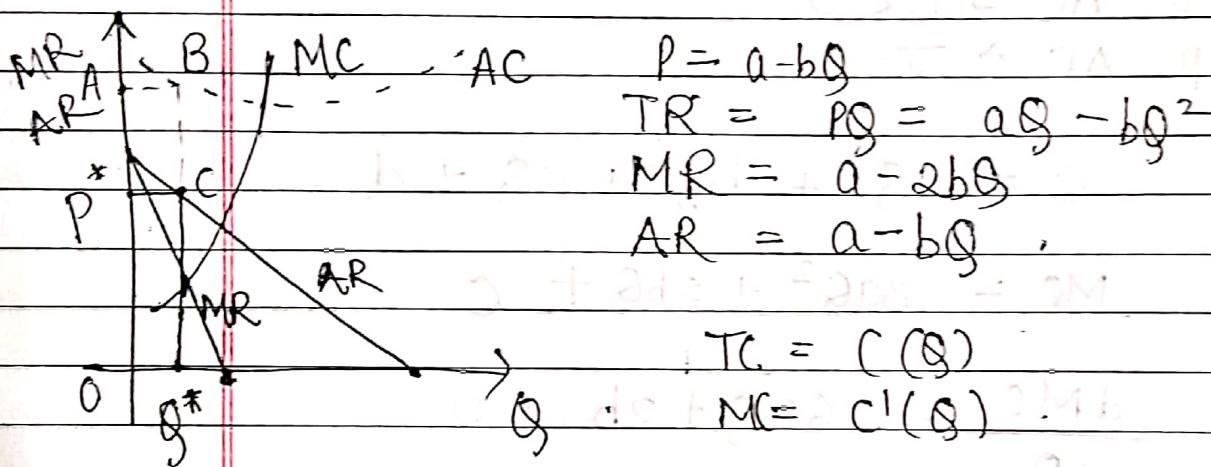
ALCoA

Reasons

- ① Exclusive Access to resources
- ② Patents
- ③ Cartel

Making Arrangements to discourage other people coming to market.

- ④ Economies of scale



$$P = a - bQ$$

$$TR = PQ = aQ - bQ^2$$

$$MR = a - 2bQ$$

$$AR = a - bQ$$

$$TC = C(Q)$$

$$TC + MC = a + C'(Q)$$

$$TR = P(Q) \cdot Q$$

$$MR = \frac{d(P(Q))}{dQ} \cdot Q + P(Q) \cdot \frac{dQ}{dQ}$$

$$= P(Q) \left[\frac{dP}{dQ} \cdot Q + 1 \right]$$

$$MR = P(Q) \left[1 - \frac{1}{e} \right] \quad e \rightarrow \text{elasticity}$$

$$e = \frac{dQ/Q}{dP/P} \quad (\text{in general})$$

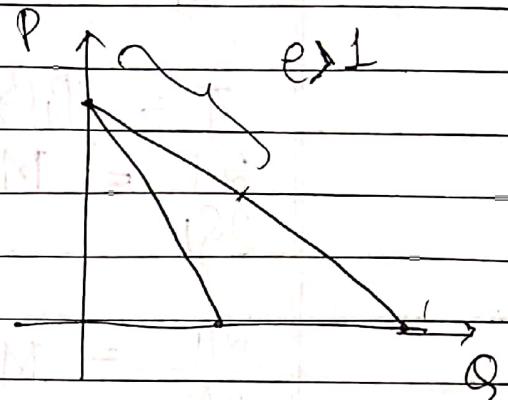
Break-even amt. of Q produced for which
 (when AC is tangential to P line)

for max profit (π^*),

$$MR = MC$$

$$\rightarrow P\left(1 - \frac{1}{e}\right) = MC$$

So, producer should produce where $e \geq 1$.



* Price Discriminations :-

First Degree

for each unit of output, price is different.

Second Degree

Electricity Bills

Upto certain extent of output, price is similar.

Third Degree

Price difference based on consumers.
 Based on - Age, Income, etc.

$$\text{Total cost (C)} = C(Q_1 + Q_2)$$

$$P_1(Q_1) \quad P_2(Q_2)$$

 Q_1 Q_2

$$\pi = P_1(Q_1)Q_1 + P_2(Q_2)Q_2 - C(Q_1 + Q_2)$$

$$\frac{\partial \pi}{\partial Q_1} = MR_1 - MC = 0$$

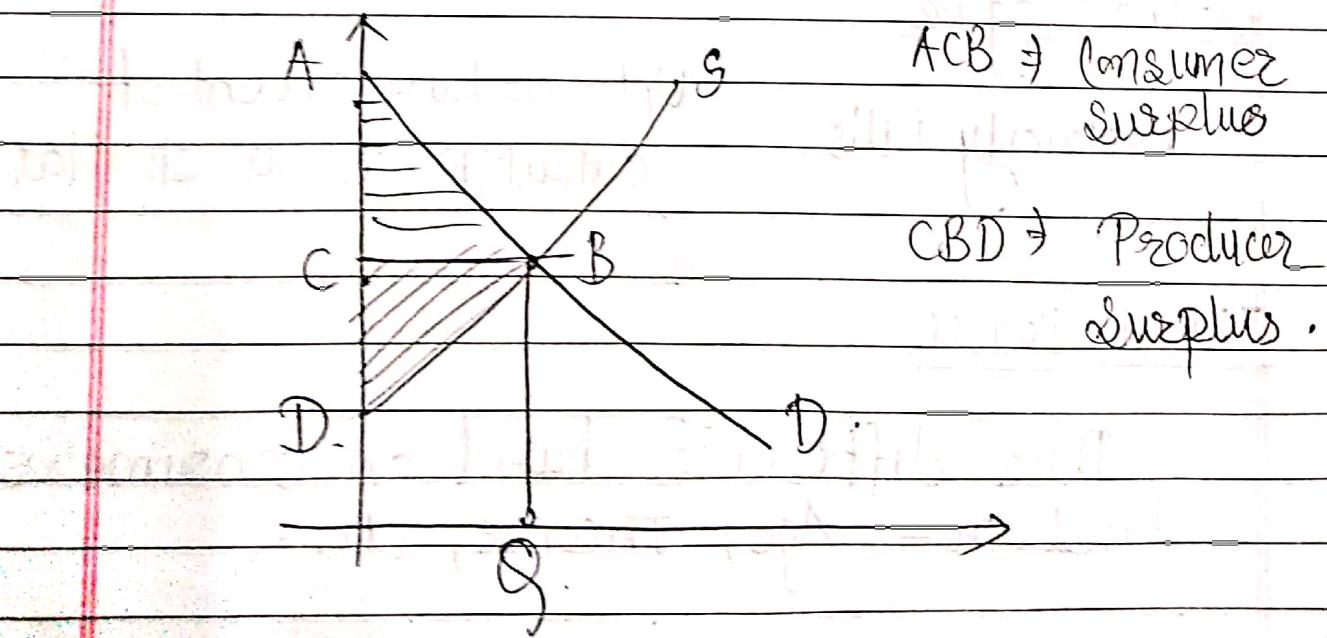
$$\Rightarrow MR_1 = MR_2 = MC$$

$$\frac{\partial \pi}{\partial Q_2} = MR_2 - MC = 0$$

$$\Rightarrow P_1 \left(1 - \frac{1}{e_1}\right) = P_2 \left(1 - \frac{1}{e_2}\right) = MC$$

If $P_1 > P_2 ; e_1 < e_2$
 $P_1 < P_2 ; e_1 > e_2$

Those who respond less with price change can be charged more. (Rich).

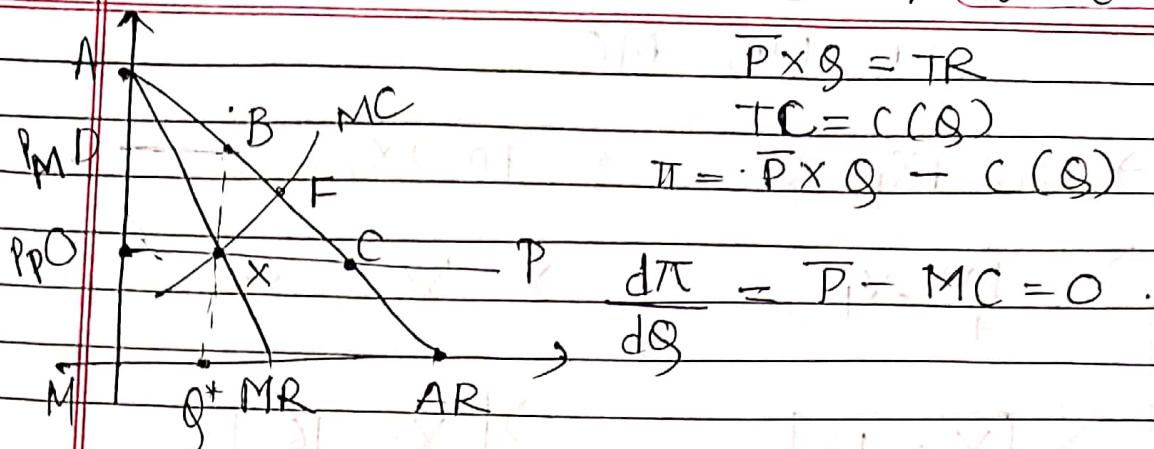


How Perfectly Competitive Environment & Monopoly relate for both Consumer & Producer

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ΔACO = Consumer Surplus in Perfectly Competitive environment
= CSP

$\Delta ADBI$ = Consumer Surplus in Monopoly.
= CSM

Loss in CS = $\Delta DBCO$

~~Loss~~ \Rightarrow Gain of Producers in Monopoly = $DBXO$.

ΔBXO = Deadweight Loss.

$$\text{f.t.) } C = 8X + 100 \quad X_1 = 100 - 0.5P_1 \\ \Rightarrow \text{Total Cost} \quad X_2 = 40 - P_2 \\ X \Rightarrow \text{Total Output} \quad X_1 + X_2 = X$$

$$TR_1 = P_1 X_1 \\ = 200X_1 - 2X_1^2$$

$$P_1 = 200 - 2X_1$$

$$TR_2 = 40X_2 - X_2^2 = P_2 X_2$$

$$P_2 = 40 - X_2$$

$$MC = 8$$

$$MR_1 = 200 - 4X_1$$

$$MR_2 = 40 - 2X_2$$

$$MR_1 = MR_2 = MC$$

$$\Rightarrow 200 - 4X_1 = 8 \Rightarrow 40 - 2X_2 = 8$$

$$\Rightarrow \frac{192}{4} = X_1 \Rightarrow 82 = 2X_2$$

$$\Rightarrow X_1 = 48$$

$$\Rightarrow X_2 = 16$$

$$P_1 = 200 - 2(48)$$

$$P_2 = 40 - X_2 \\ = 40 - 16$$

$$P_1 = 104$$

$$P_2 = 24$$

$$\left[P_1 \left(1 - \frac{1}{e_1} \right) = P_2 \left(1 - \frac{1}{e_2} \right) \right]$$

$$e_1 = \frac{dX_1}{X_1 \cdot \frac{P_1}{dP_1}}$$

$$e_2 = \frac{dX_2}{X_2 \cdot \frac{P_2}{dP_2}}$$

$$= \frac{P_1}{X_1} \cdot \frac{dX_1}{dP_1}$$

$$= \frac{P_2}{X_2} \cdot \frac{dX_2}{dP_2}$$

$$e_1 = \frac{104}{48} \cdot (-0.5) \quad e_2 = \frac{24}{16} \cdot (-1)$$

$$e_1 = -\frac{104}{96}$$

$$e_2 = -\frac{24}{16}$$

$$e_1 = -1.08$$

$$e_2 = -1.5$$

price

quantity

Revenue/segment
cost/parameter

$$P = 100 - 3q + 4\sqrt{A}; \quad C = 4q^2 + 10q + A.$$

$$\Rightarrow TR = Pq$$

$$TR = (100 - 3q + 4\sqrt{A})q = 100q - 3q^2 + 4\sqrt{A}q.$$

$$TC = C = 4q^2 + 10q + A$$

$$\pi = TR - TC$$

$$= (100q - 3q^2 + 4\sqrt{A}q) - (4q^2 + 10q + A)$$

$$\pi = 90q - 7q^2 + 4\sqrt{A}q - A$$

$$\frac{\partial \pi}{\partial q} = 90 - 14q + 4\sqrt{A} = 0$$

$$\frac{\partial \pi}{\partial A} = \frac{-1}{2\sqrt{A}} + 4 = 0$$

$$\Rightarrow 4q = 2\sqrt{A}$$

$$\Rightarrow 12q = \sqrt{A}$$

$$\Rightarrow 90 - 14q + 4(2q) = 0$$

$$\Rightarrow 90 - 6q = 0 \Rightarrow q = 15$$

$$\Rightarrow 30 = \sqrt{A} \Rightarrow A = 900$$

$$q = 15, A = 900$$

for profit maximization

Q. Long Run Cost function $C = q^3 - 4q^2 + 8q$
(for 1 producer)

There are total n producers.

producer will stay if $\pi > 0$.

What is industry's long run supply function?

Demand function = $2000 - 100P$

for total market

$n, P, q \Rightarrow$ (Optimal Value)
↓
Price.

$$\Rightarrow D = nq \quad (1)$$

$$AC = \text{Average Cost} = \frac{C}{q} = q^2 - 4q + 8$$

$$\text{for min } AC \rightarrow \frac{\partial(AC)}{\partial q} = 2q - 4 = 0 \quad \boxed{q^* = 2}$$

$$\Rightarrow AC_{\min} = 4 - 4(2) + 8$$

$$\Rightarrow \boxed{AC_{\min} = 4}$$

If $P > 4$ Stay $\boxed{P^* = 4}$
 $P \leq 4$ Leave.

$$D = 2000 - 100(4) = 1600$$

$$\Rightarrow nq = 1600 \quad P \propto q$$

$$\Rightarrow \boxed{n = 800}$$

4 800 2

Solve both for Monopoly & P.C. Markets - (P, q, π).
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g. $P = 100 - 4q ; \quad TC = 50 + 20q$.

Monopoly

$$MC = 20$$

$$TR = pq$$

$$= (100 - 4q)q$$

$$TR = 100q - 4q^2$$

$$100 - 8q = 20$$

$$8q = 80$$

$$\boxed{q^* = 10}$$

$$MR = 100 - 8q \quad MC = 20$$

$$\pi = TR - TC = (600) - (250) = \boxed{350}$$

$$\boxed{P = 60}$$

Perfectly Competitive

$$P = MC \Rightarrow P = 20$$

$$q^* = 20$$

$$\begin{aligned} \pi &= TR - TC = (100q - 4q^2) - (50 + 20q) \\ &= (2000 - 1600) - (50 + 400) \\ &= 400 - 450 \\ \boxed{\pi} &= -50 \end{aligned}$$