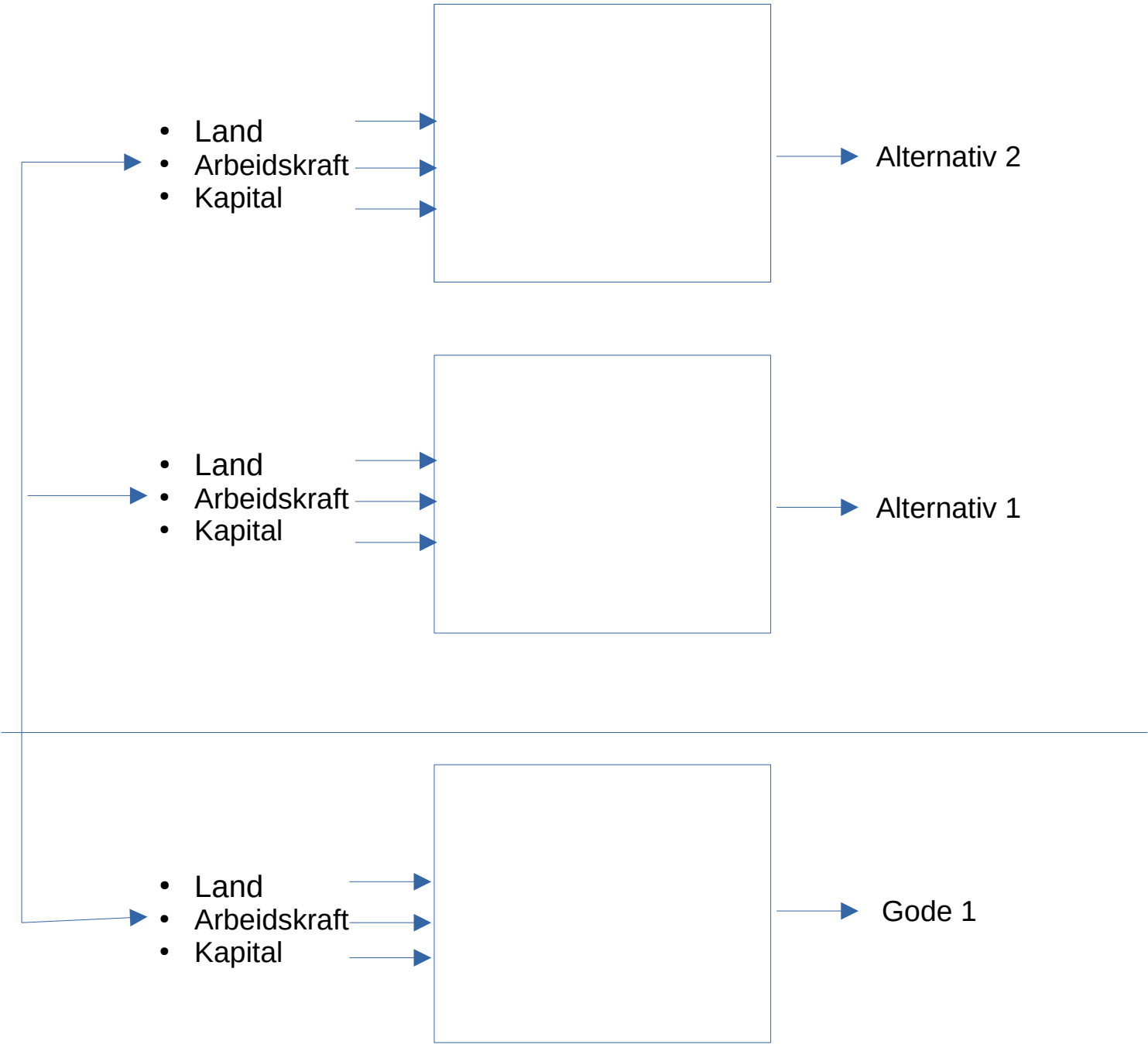
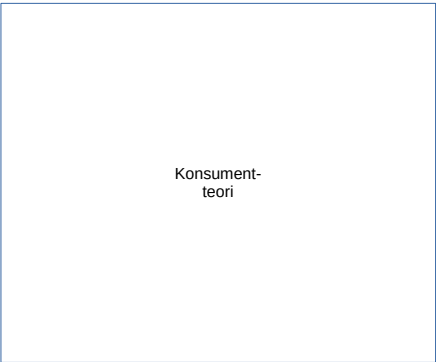


Alternativkostnad

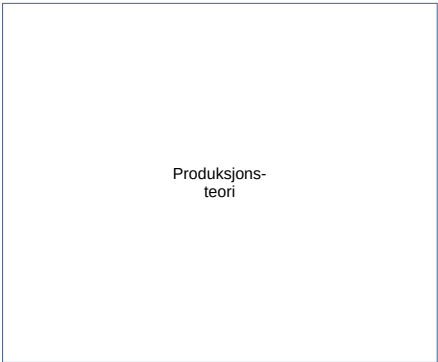


Mikroøkonomi oppbygging

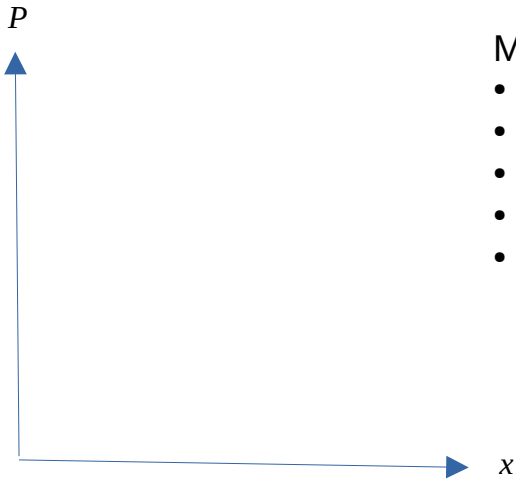
Behov



Ressurser

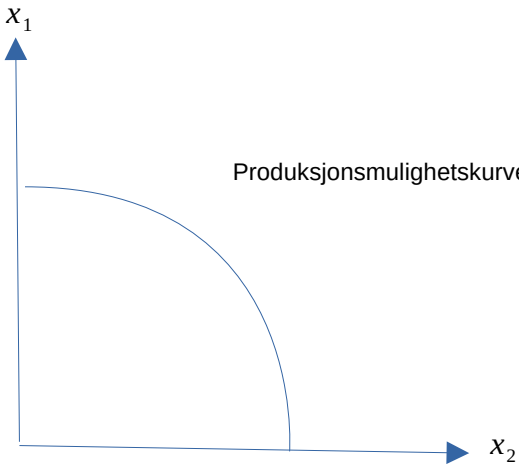


Partiell
Likevekt
(ett marked)

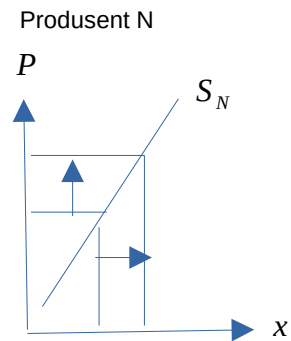
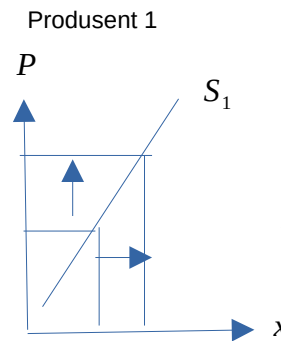
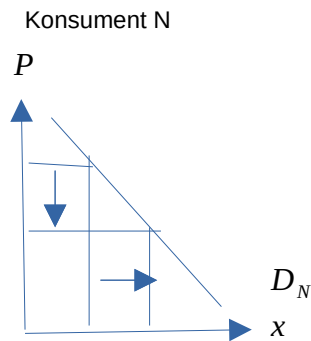
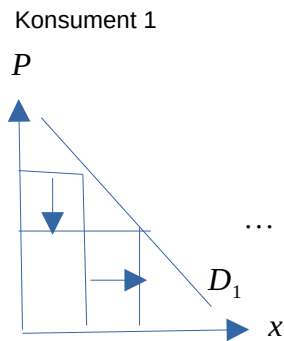


- Markedsformer:
- Fullkommen konkurranse
 - Monopol
 - Monopolistisk konkurranse
 - (Kartell, duopol, oligopol)
 - Prisdiskriminering

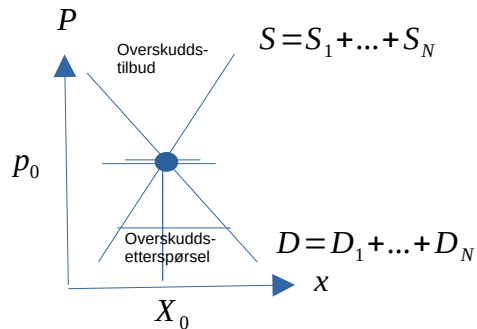
Generell
Likevekt
(mange
markeder)



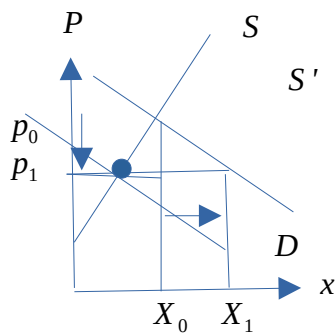
Oversikt: Markedet for fullkommen konkurranse



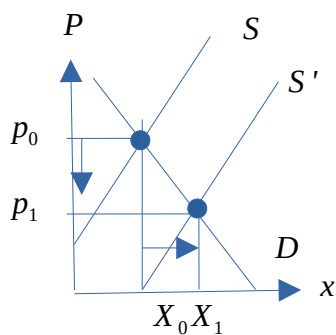
Fullkommen konkurranse



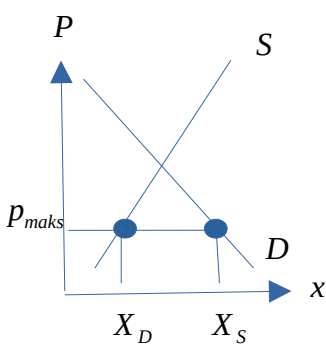
Skiftanalyse (slak etterspørselskurve)



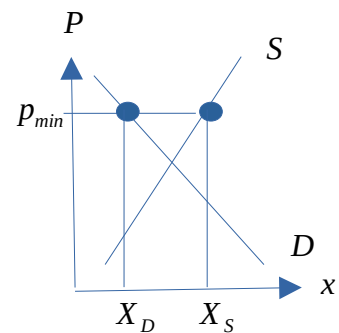
Skiftanalyse (bratt etterspørselskurve)



Maksimalpris

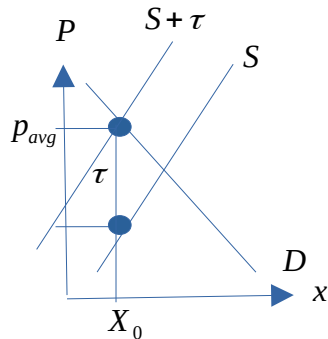


Minstepris



Avgift

Fullkommen konkurranse



Myndighetene

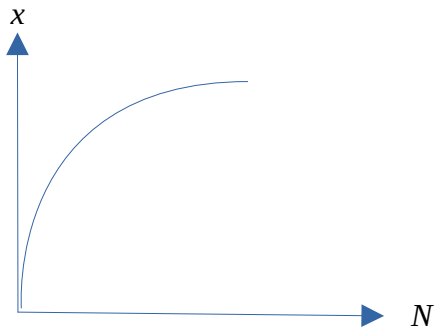
Produktfunktjonen

- N
- K

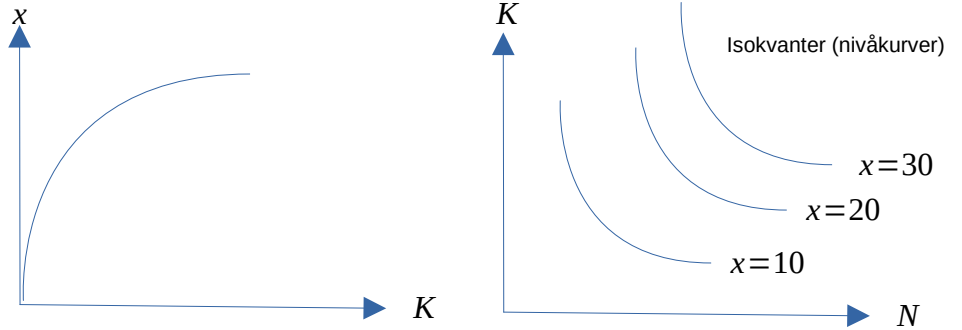


Produksjonsteori: Produksjon

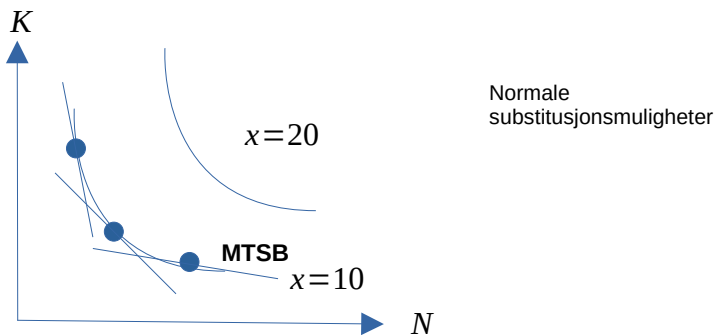
Produktfunksjonen på kort sikt - arbeidskraft



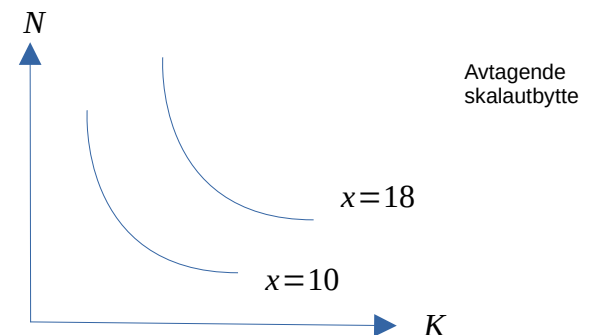
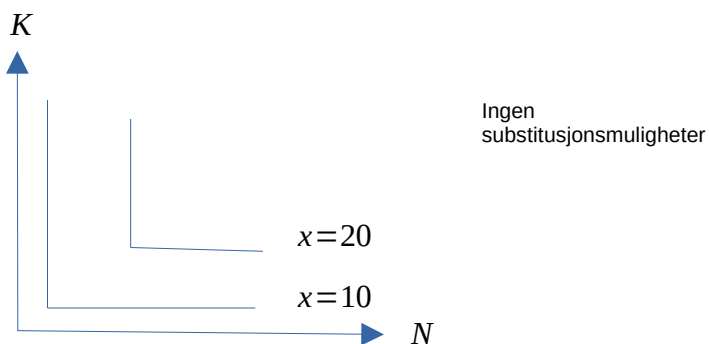
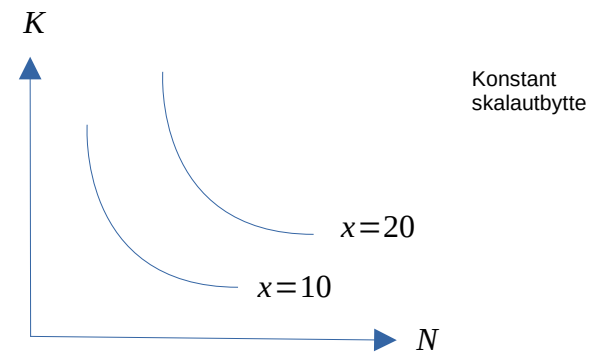
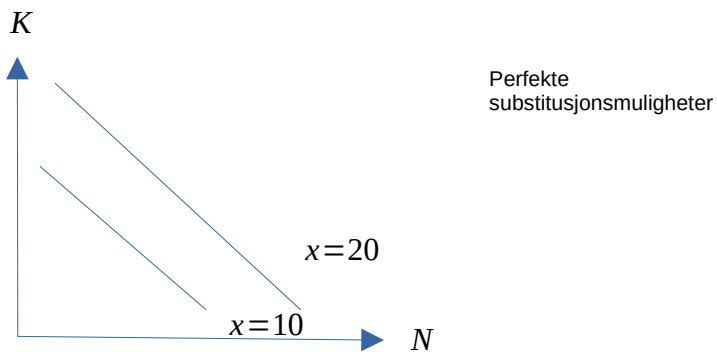
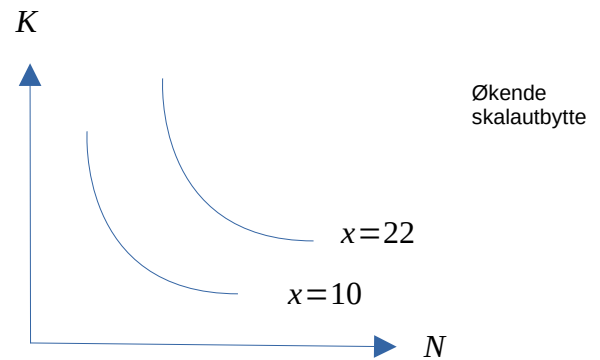
Produktfunksjonen på lang sikt



Tekniske substitusjonsmuligheter

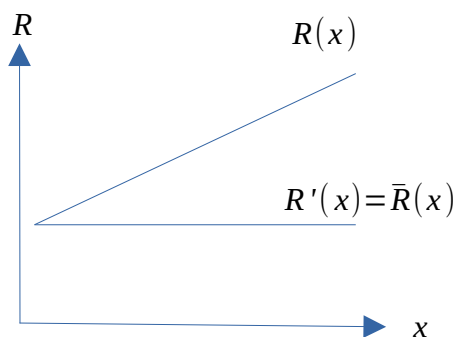


Skalaegenskaper

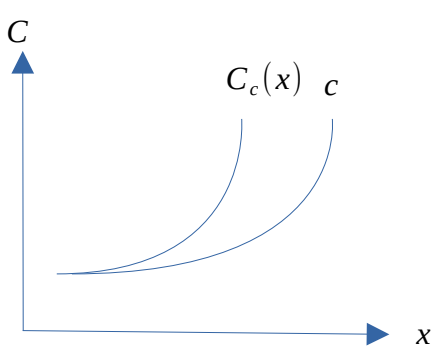


Produksjonsteori: Inntekter og kostnader

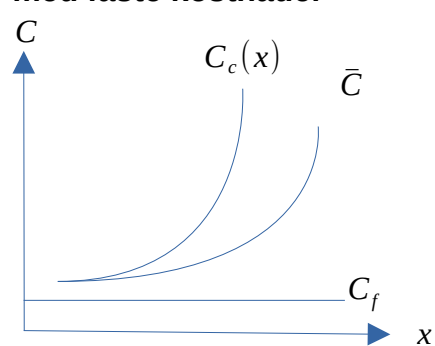
Inntekter



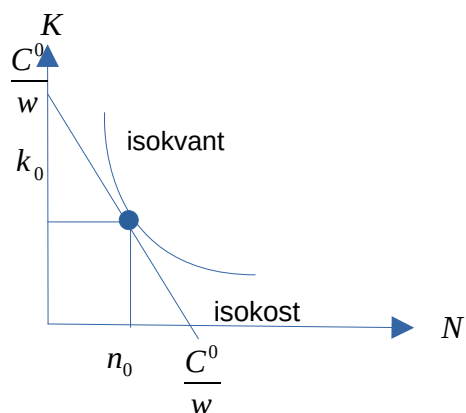
Kostnader uten faste kostnader



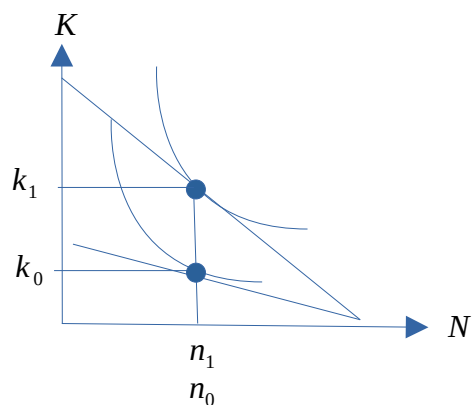
Kostnader med faste kostnader



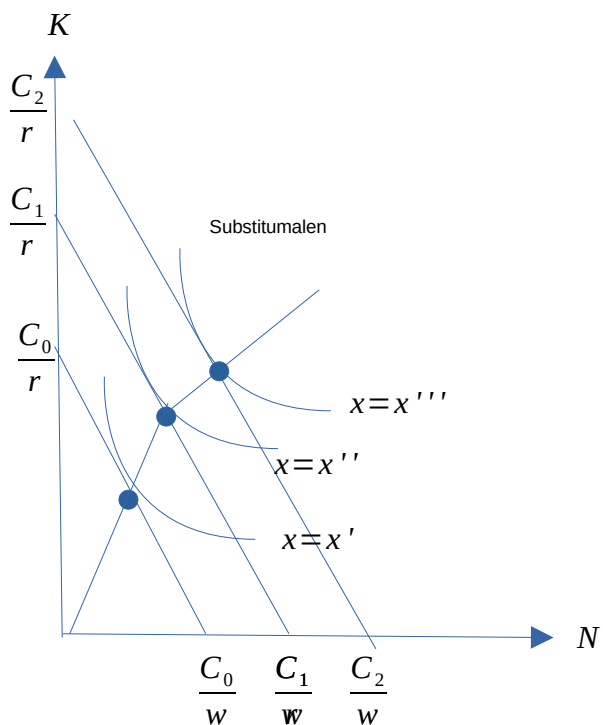
Kostnadsminimering (lang sikt) - Billigere arbeidskraft



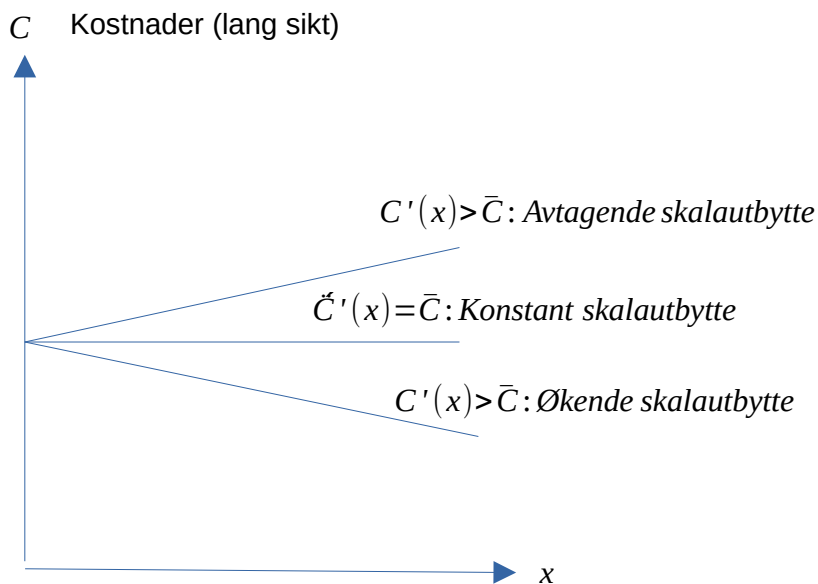
- Billigere kapital



Kostnadsminimering For et gitt budsjett

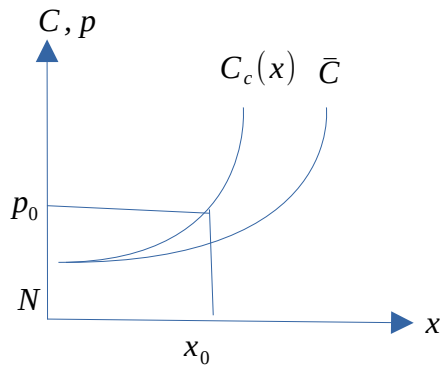


Kostnadsfunksjonen for ulike antagelser om skalaufbytte

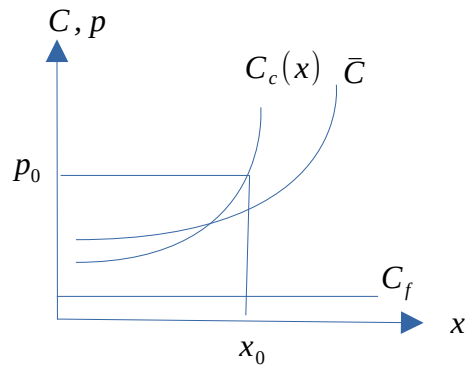


Produksjonsteori: Produsentens økonomiske adferd i gode- og arbeidsmarkedet

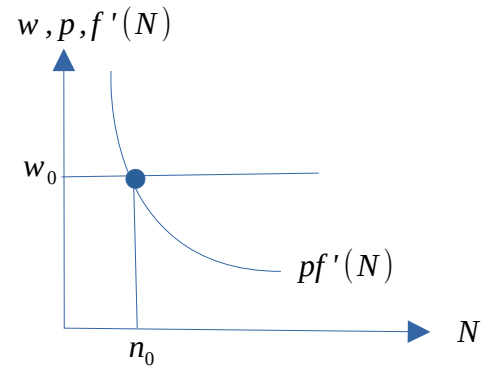
Produksjon (kort sikt) uten faste kostnader



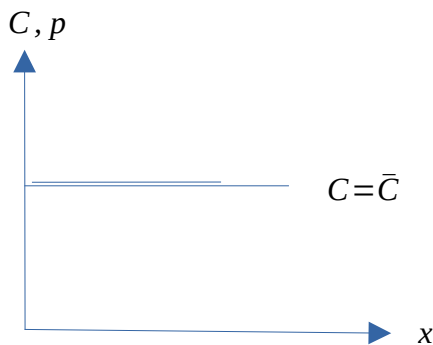
Produksjon (kort sikt) med faste kostnader



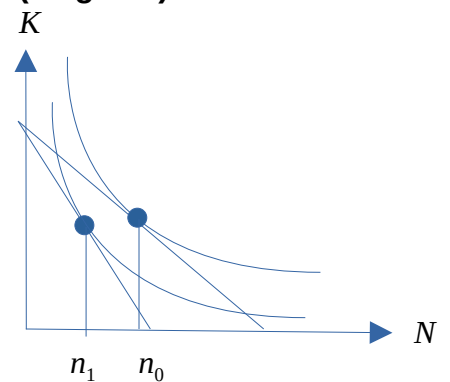
Bruk av arbeidskraft (kort sikt)



Produksjon (lang sikt), med konstant skalautbytte



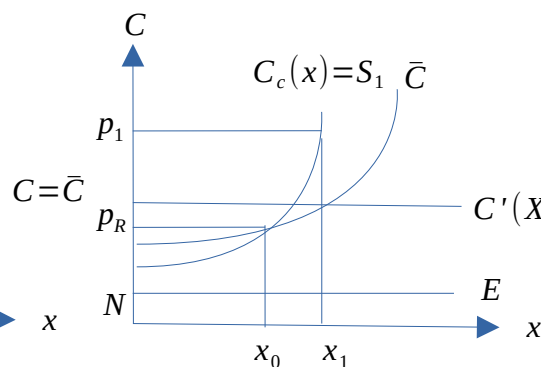
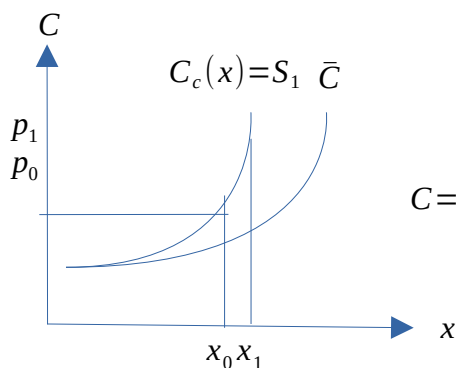
Bruk av arbeidskraft (lang sikt)



Tilbudsfunksjonen fra en produsent (kort og lang sikt)

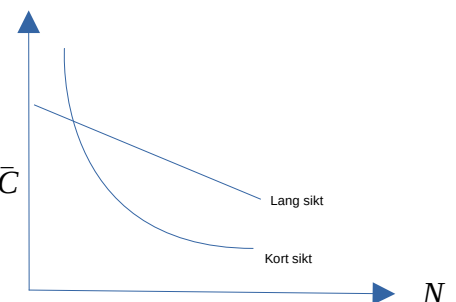
Uten faste kostnader

Med faste kostnader



Etterspørselsfunksjonen etter arbeidskraft fra en produsent (kort og lang sikt)

$w, p, f'(N)$



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:

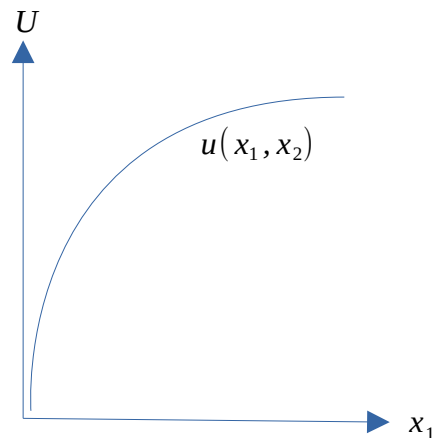
$$U = u(x_1, x_2)$$

Hvor vi antar at:

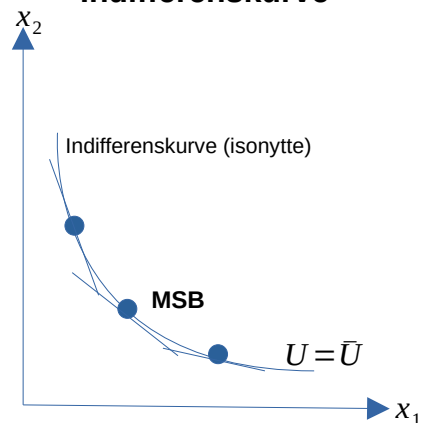
$$u'(x_1) > 0, u''(x_1) < 0$$

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

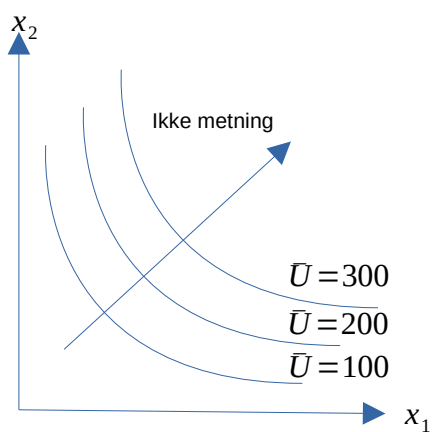
Nyttefunksjonen



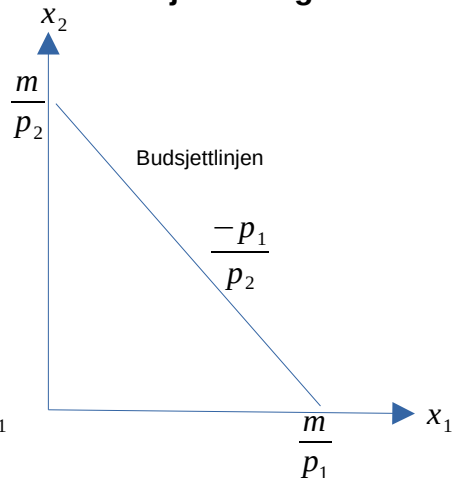
Indifferenskurve



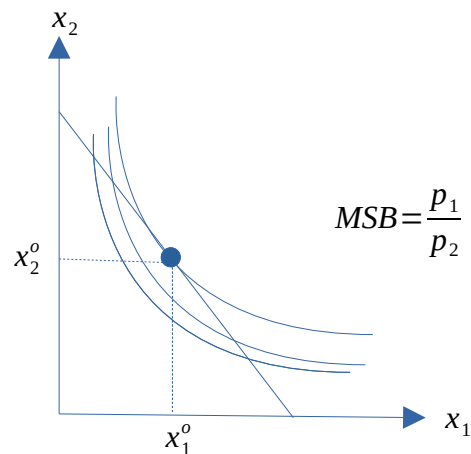
Indifferenskart



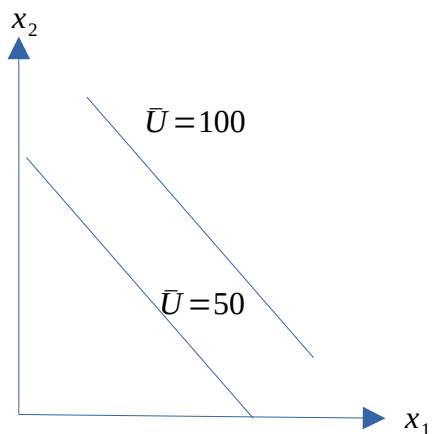
Budsjettbetingelsen



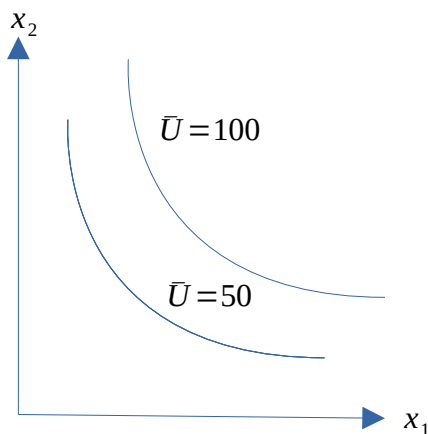
Optimal tilpasning



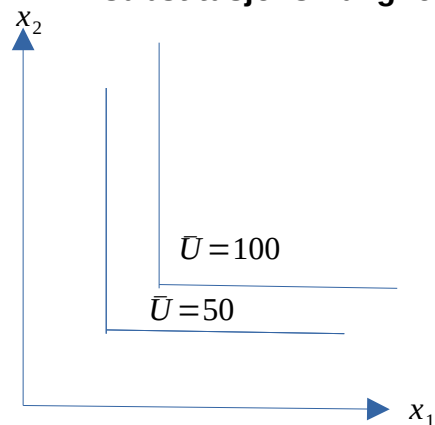
Perfekte substitusjonsmuligheter



Vanlige substitusjonsmuligheter

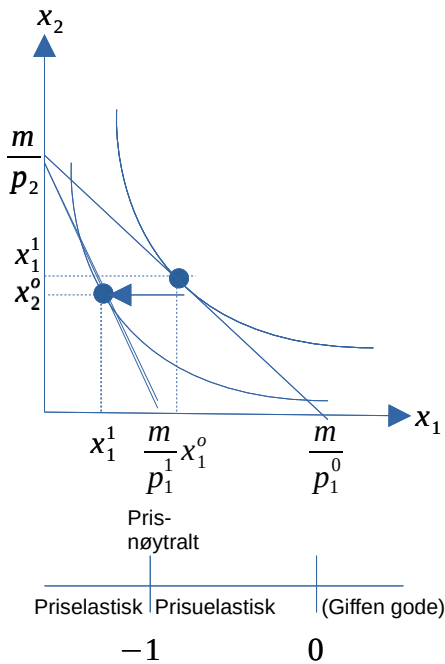


Ingen substitusjonsmuligheter

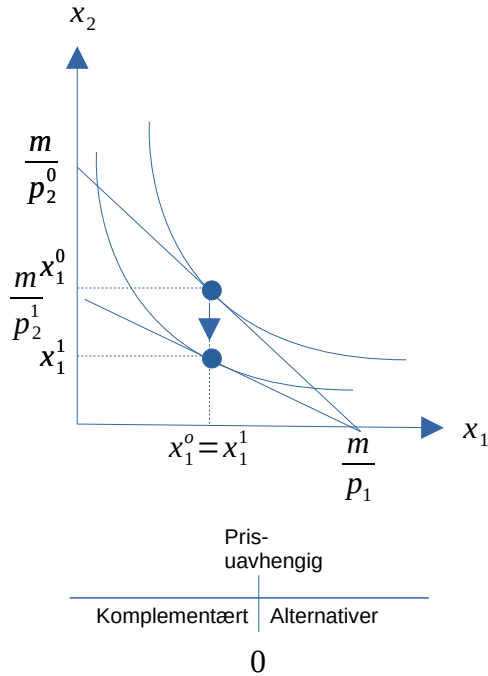


Konsument teori: Konsumentens økonomiske adferd i gode- og arbeidsmarkedet

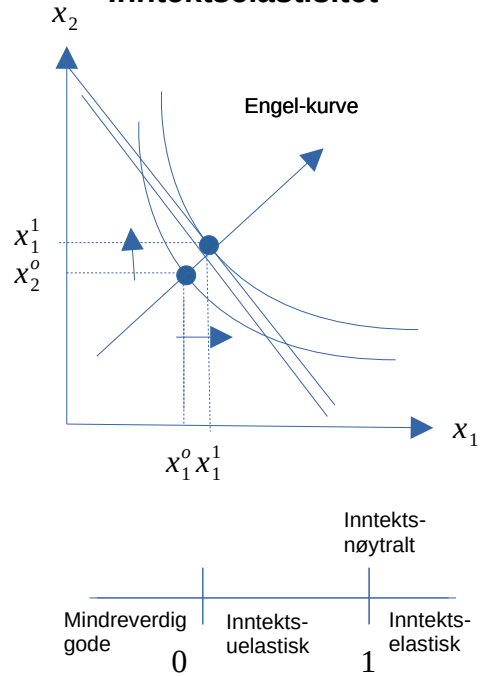
Egenpriselastisitet



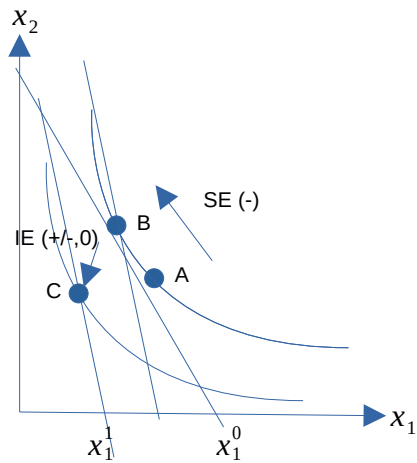
Krysspriselastisitet



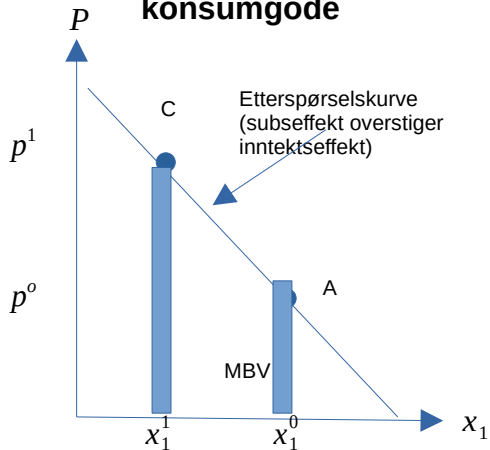
Inntektselastisitet



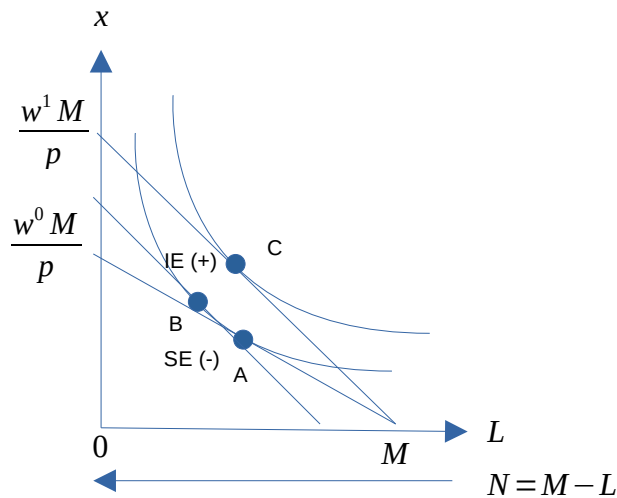
Utleddning av etterspørselskurven for gode 1



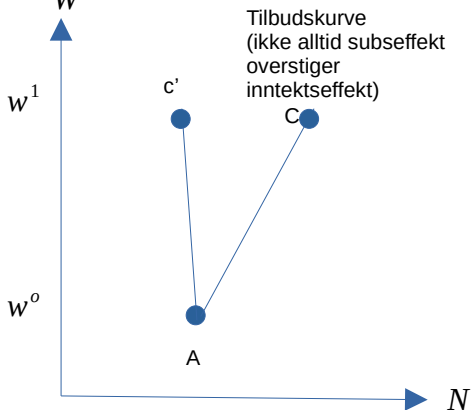
Etterspørsel av konsumgode



Utleddning av tilbudskurven for arbeidskraft



Tilbudet av arbeidskraft



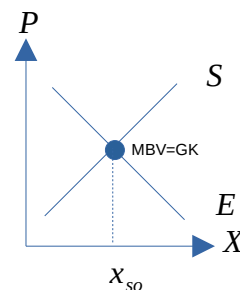
Fullkommen konkurranse

PLANLEGGING

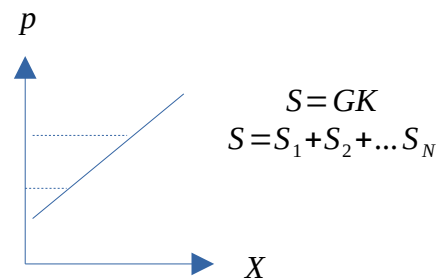
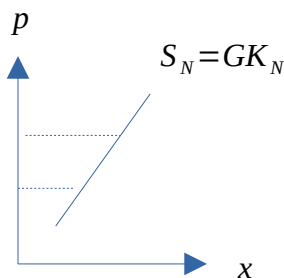
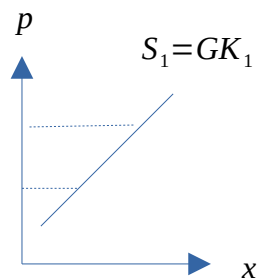
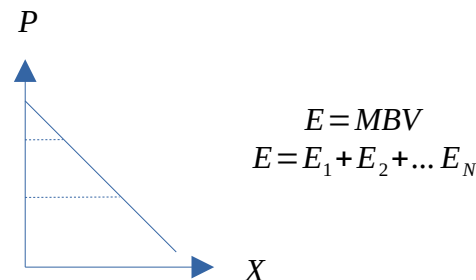
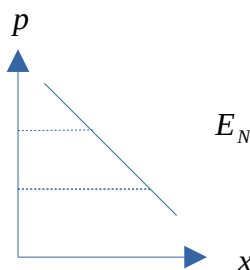
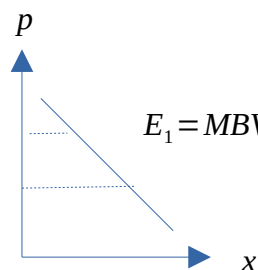
Produsent
 $GK = C'_v(X)$
 $VK = C_v(X)$

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
 $P - C'_v(X) + B'(X) - P = 0$
 $C'_v(X) = B'(X)$
 $MBV = GK$

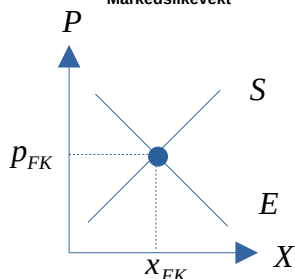


AGGREGERING



MARKEDDET

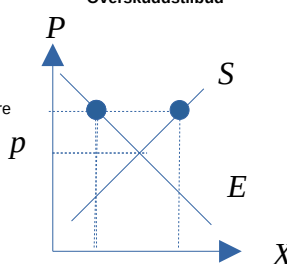
Markedslikevekt



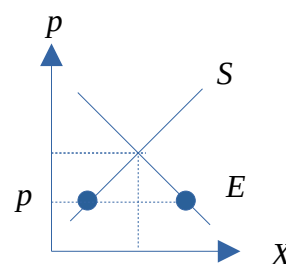
FORUTSETNINGER BAK FULKOMMEN KONKURRANSE

- 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 profitt
- 5) Bruker all relevant informasjon
- 6) Ingen transaksjonskostnader

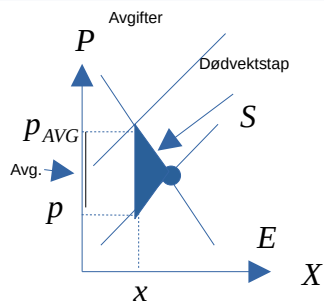
Overskuddstilbud



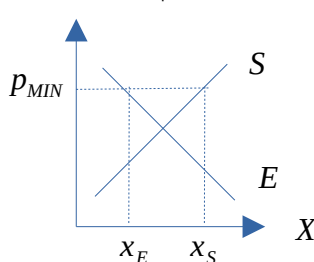
Overskuddsetterspørsel



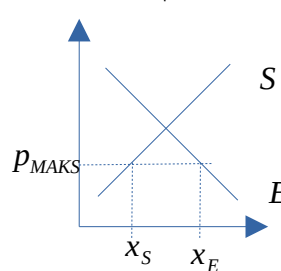
PRISREGULERING



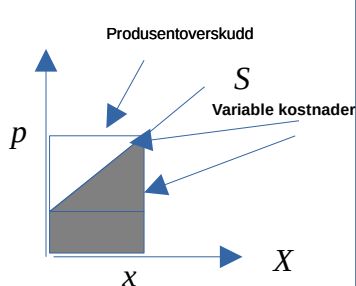
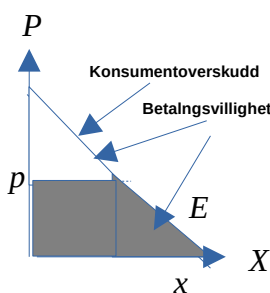
Minstepris



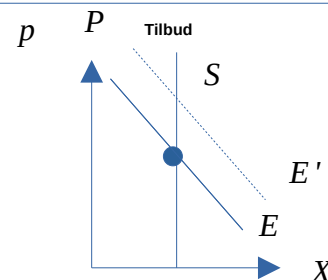
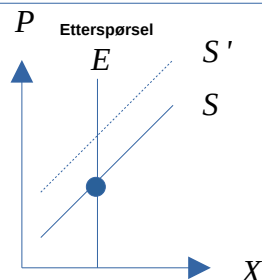
Makspris



OVERSKUDD



UELASTISK



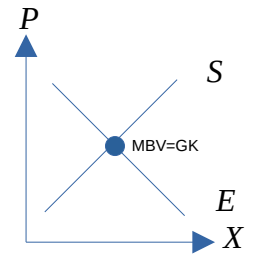
Monopol

PLANLEGGING

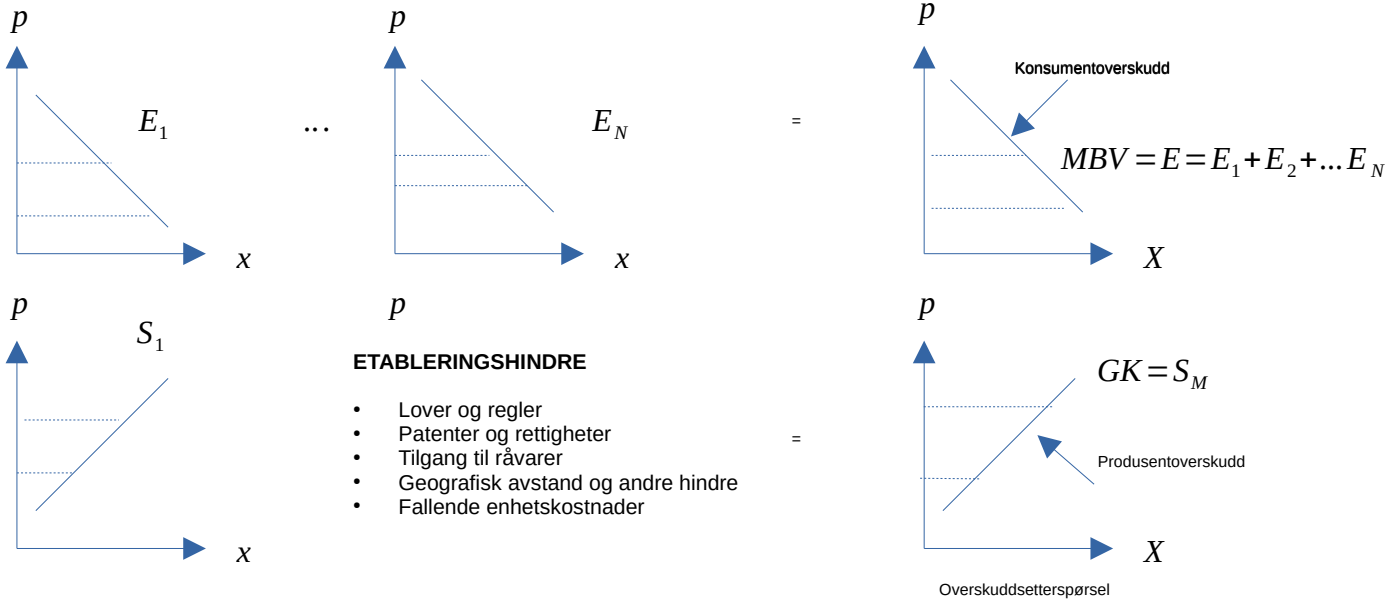
Produsent
 $GK = C'_v(X)$
 $VK = C_v(X)$
 $PO(X) = PX - C_v(X)$

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
 $P - C'_v(x) + B'(X) - P = 0$
 $C'_v(x) = B'(X)$
 $MBV = GK$



AGGREGERING



INTUISJON

OPTIMAL TILPASNING

- 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

FORMELT

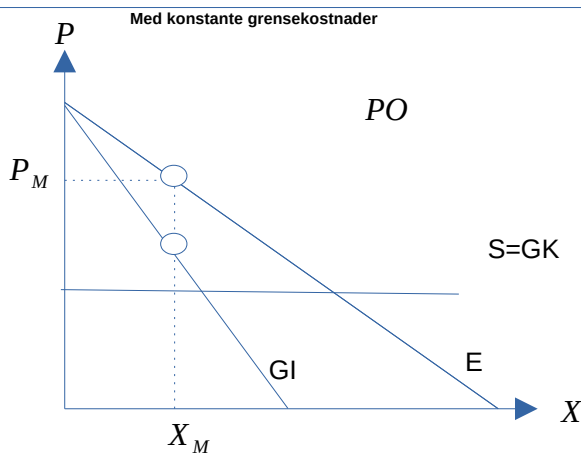
$R'(X) > C'(X)$
 $R'(X) < C'(X)$
 $R'(X_M) = C'(X_M)$

Lønner seg å øke produksjonen

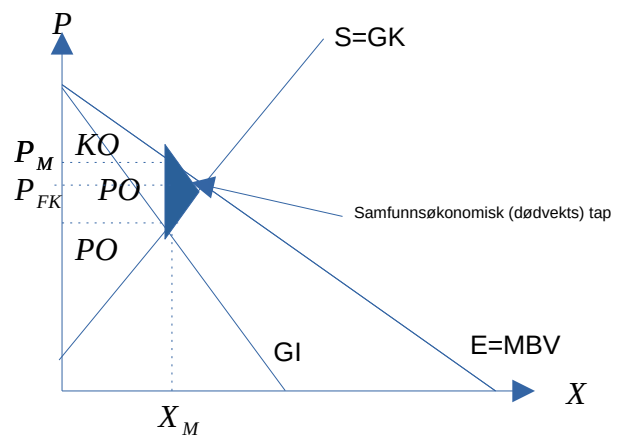
Lønner seg å redusere produksjonen

Optimal produksjon

GRAFISK



Med stigende grensekostnader (mer deltajert figur)



SAMMENL.

Fra fullkommen konkurranse til monopol

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

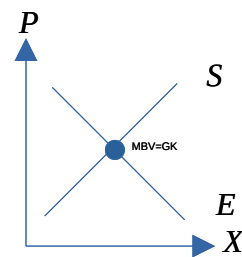
Ufullkommen konkurranse: Monopolistisk konkurranse

PLANLEGGER

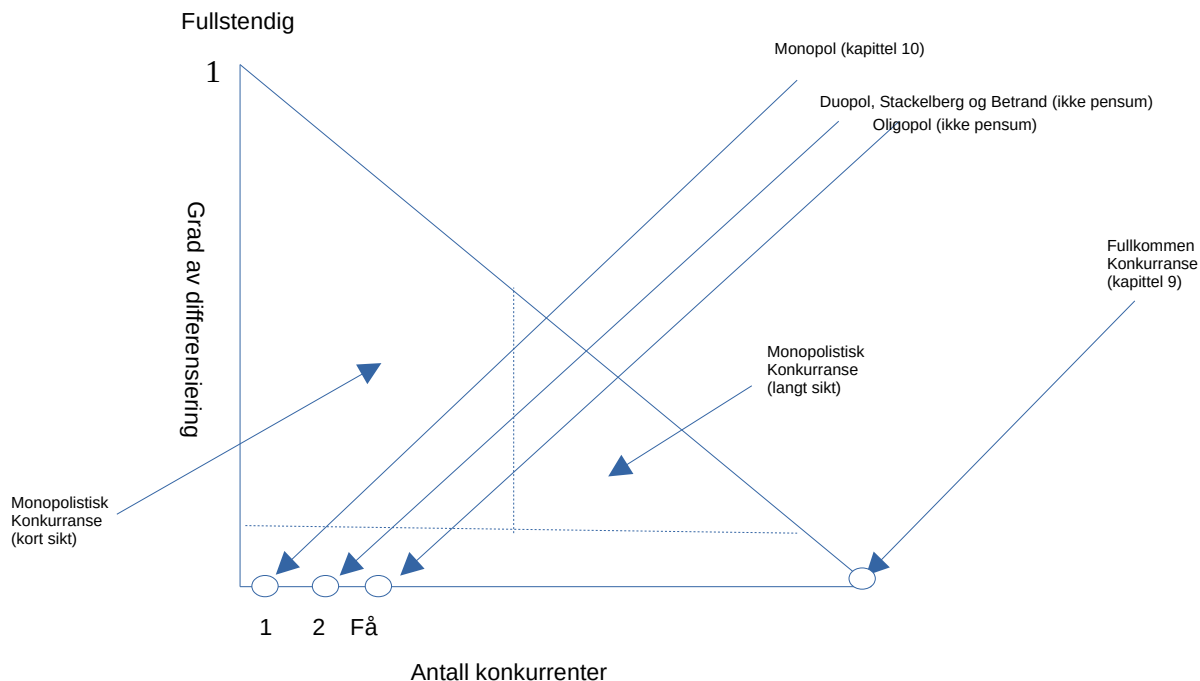
Produsent
 $GK = C'_v(X)$
 $VK = C_v(X)$
 $PO(X) = PX - C_v(X)$

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

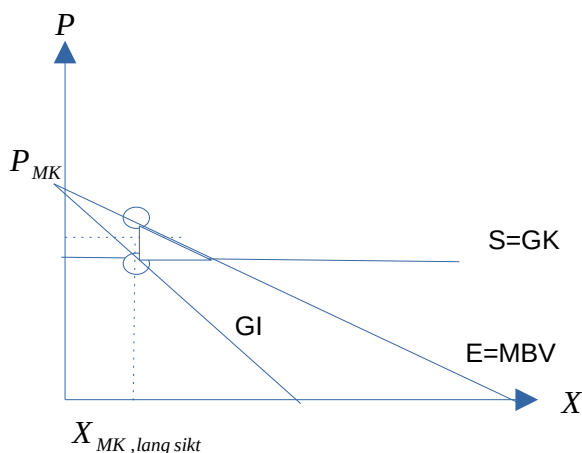
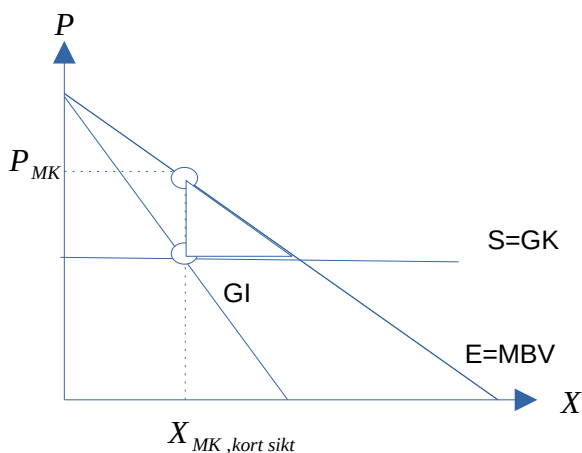


Kort sikt

Lang sikt

MONOPOLISTISK

KONKURRANSE



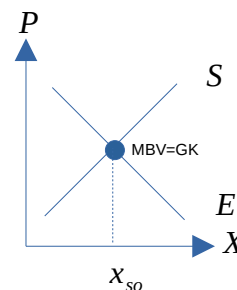
Ufullkommen konkurranse: Kartel, duopol, oligopol og monopolistiks konkurranse

PLANLEGGING

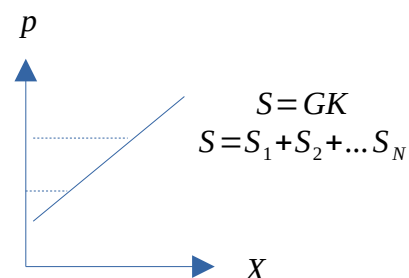
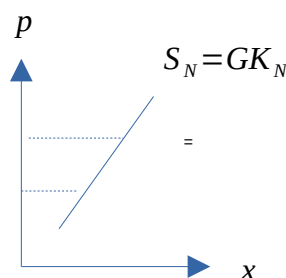
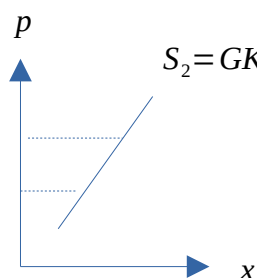
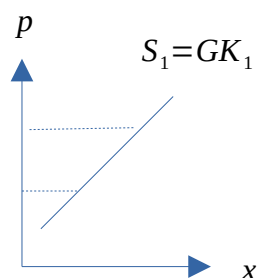
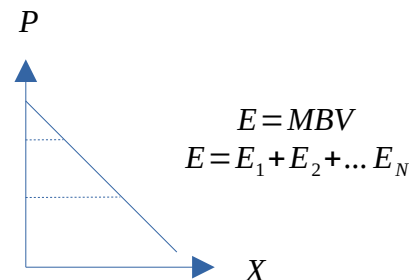
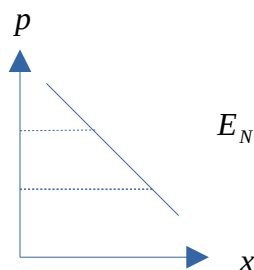
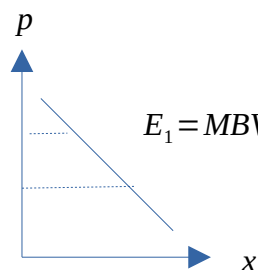
Produsent
 $GK = C'_v(X)$
 $VK = C_v(X)$

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

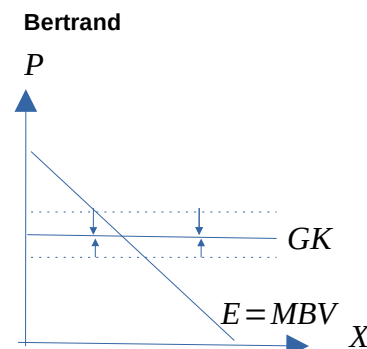
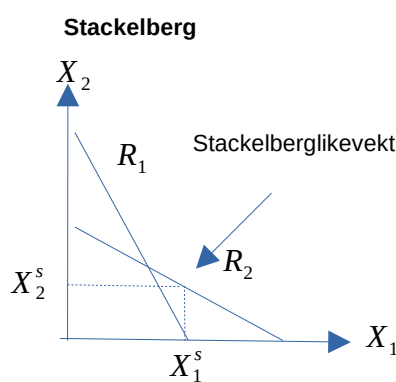
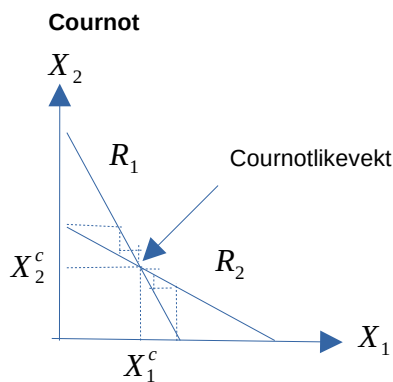
Sosial planelegger
 Velferd = $SO = PO + KO$
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 Maks SO mhp. X
 $P - C'_v(x) + B'(X) - P = 0$
 $C'_v(x) = B'(X)$
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AGGREGERING



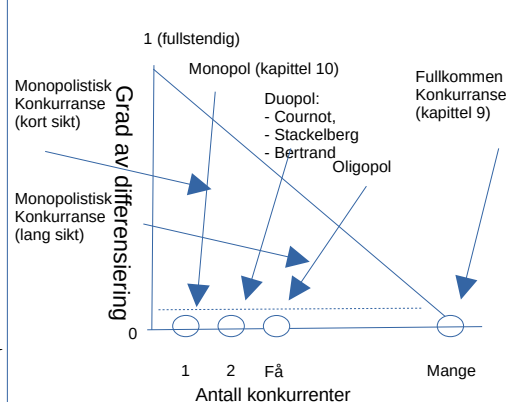
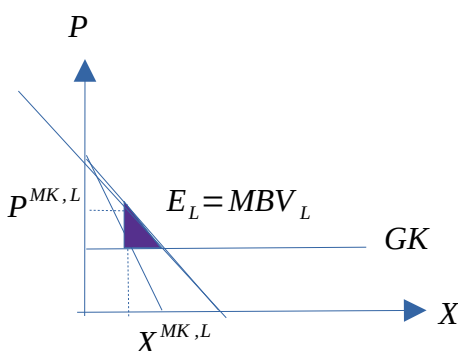
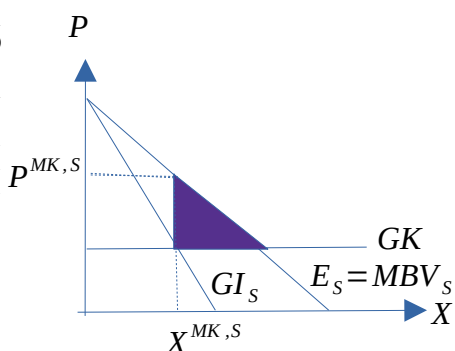
DUOPOL



Kort sikt

Lang sikt

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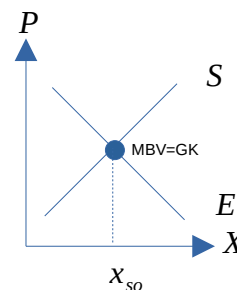
Ufullkommen konkurranse: Kartel, duopol, oligopol og monopolistiks konkurranse

PLANLEGGING

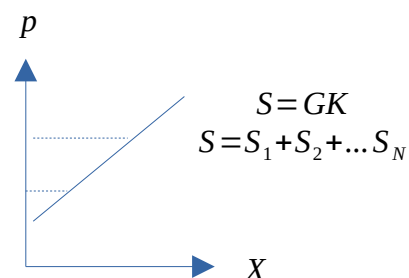
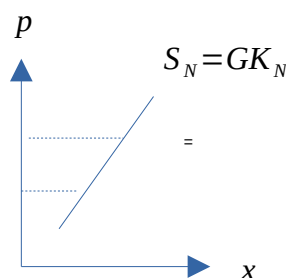
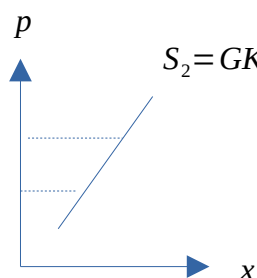
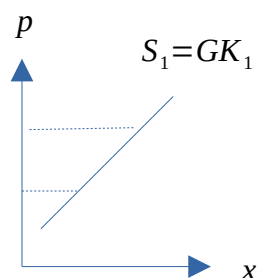
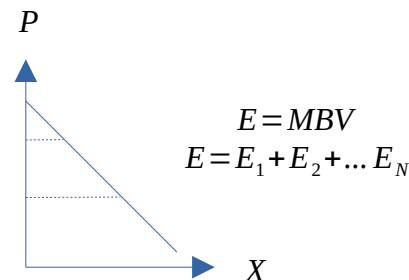
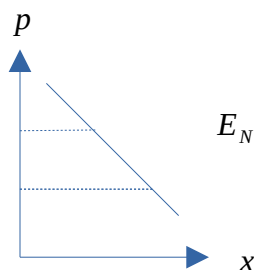
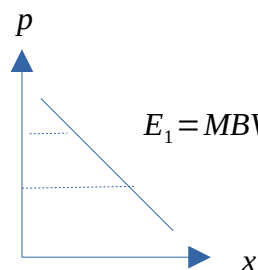
Produsent
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 $VK = C_v(X)$

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

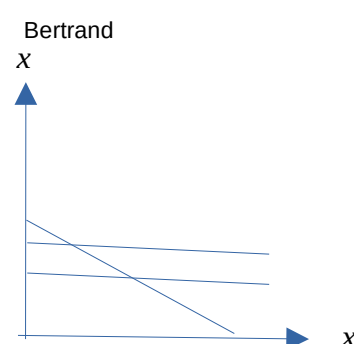
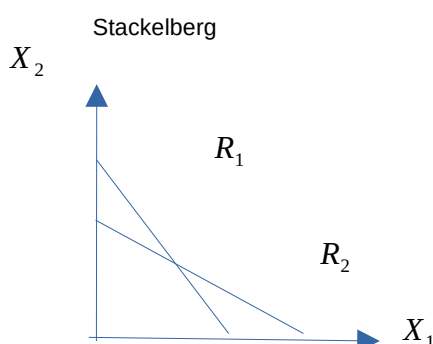
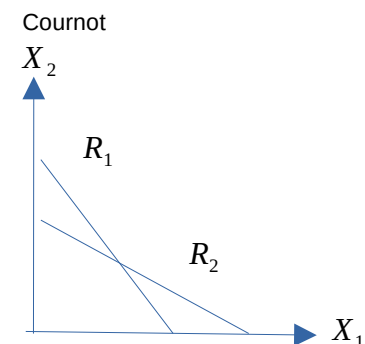
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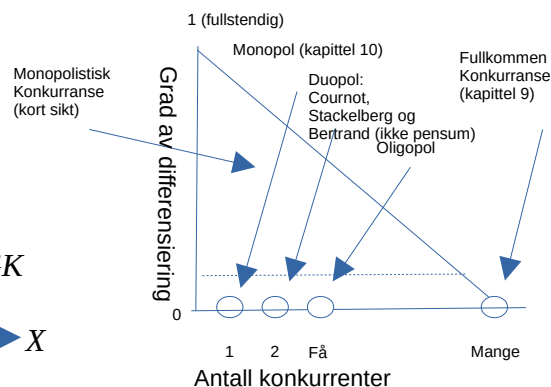
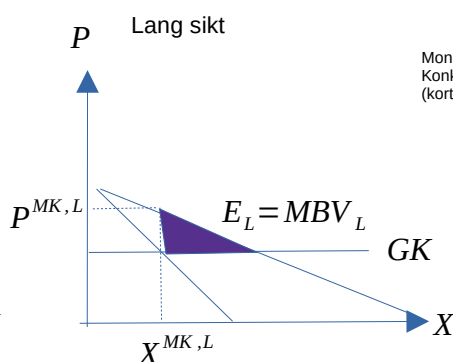
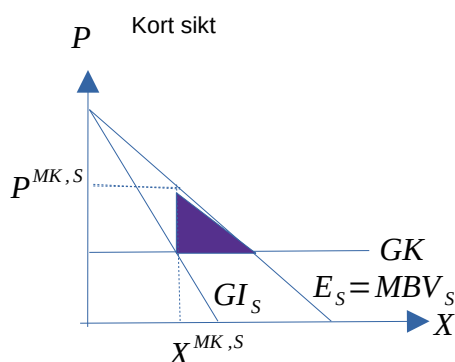
AGGREGERING



DUOPOL



MKONNOKUPORLANSISSEK



Prisdiskriminering

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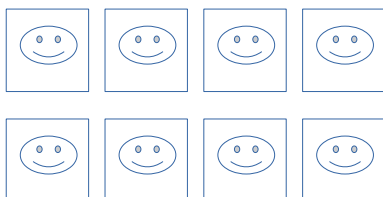
Vi har **prisdiskriminering** i et marked når en produsent har en fordel (dvs. kan få økt sin fortjeneste) ved å ta ulik pris til forskjellige etterspørere.

- 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.

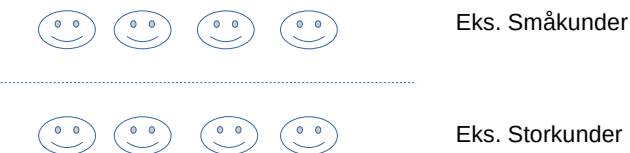
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Sorteringsmekanisme: Selvsortering

2.

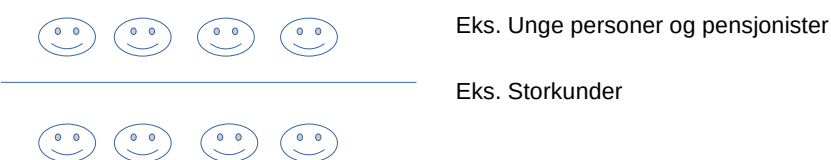
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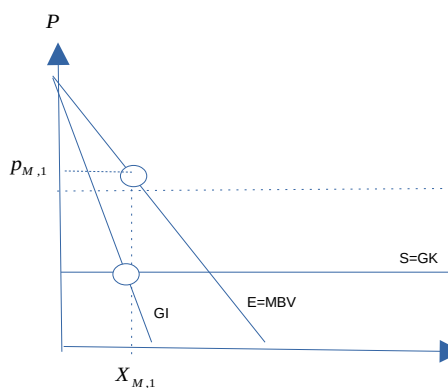
Sorteringsmekanisme: Separering

3.

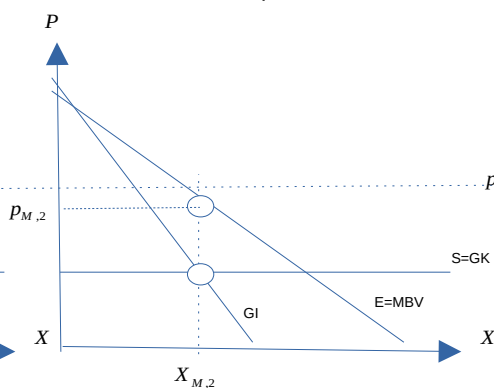
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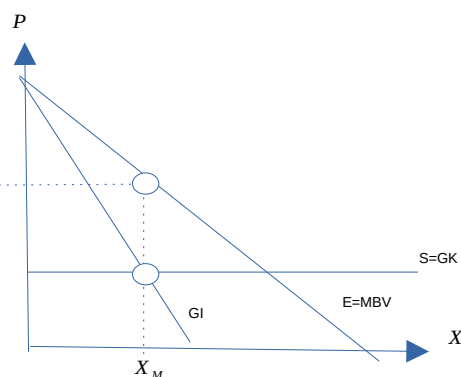
Segment 1:
Prisufølsomme etterspørere



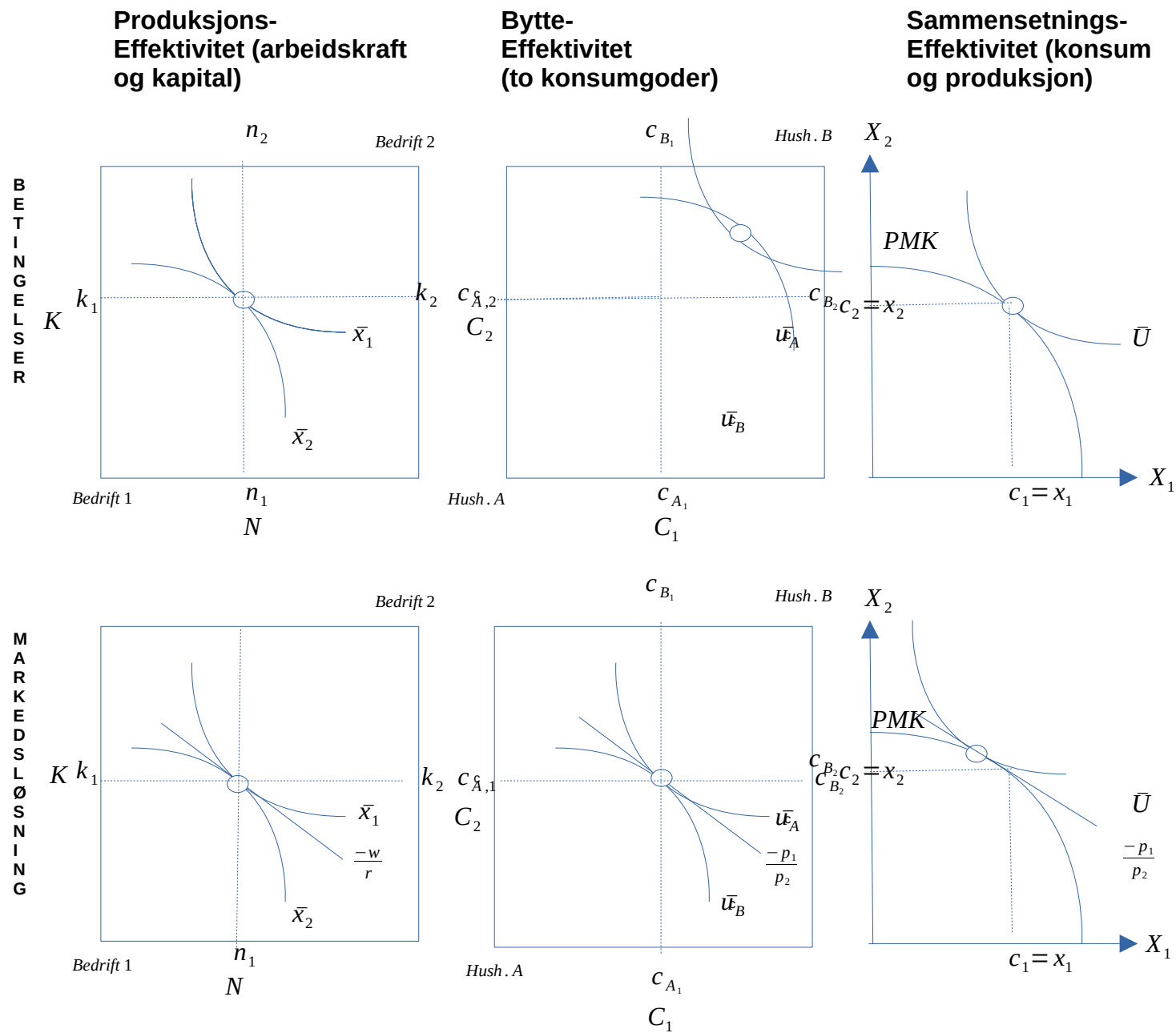
Segment 2:
Prisfølsomme etterspørere



Monopolist (uten segmentering)



Effektivitet og velferd



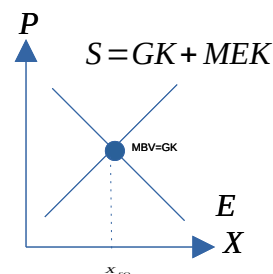
Markedssvikt og offentlige virkemiddelbruk

PLANLEGGER

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

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

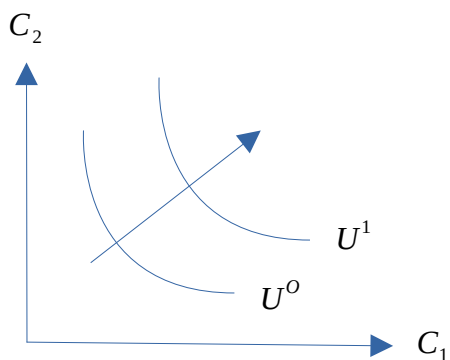
Sosial planelegger
Velferd $= SO = PO + KO$
 $SO = (PX - C_v(X)) + (B(X) - PX) - E(X)$
Maks SO mhp. X
 $P - C'_v(x) + B'(X) - P - E'(X) = 0$
 $C'_v(x) + E'(X) = B'(X)$
 $MBV = GK + MEK$



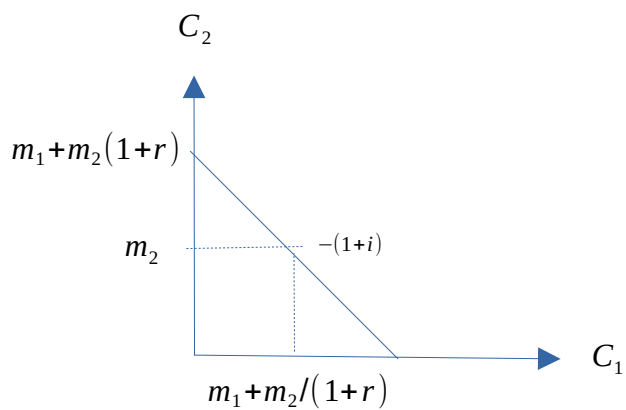
	Markedsmakt	Eksterne virkninger	Andre tilfeller
Markedssvikt		<p>Eksternaliteter: Er bivirkninger av andres konsum eller produksjon som den som forårsaker bivirkninger ikke tar hensyn til når man skal fatte beslutningen om hvor mye man skal produsere eller konsumere.</p>	<p>Kollektive goder:</p> <ul style="list-style-type: none"> - Ikke rivaliserende - Ikke ekskluderende <hr/> <p>Formyndergoder:</p> <ul style="list-style-type: none"> Merit goods Merit bads <hr/> <p>Ufullstendig informasjon</p> <ul style="list-style-type: none"> - Assymetrisk informasjon - Ufullstendig informasjon tilknyttet Godens beslutningsgrunnlag
	<p>Løsninger</p> <ul style="list-style-type: none"> • Lover og regler • Institusjoner og tilsyn • Andre tiltak som sikrer konkurranse 	<p>Avgifter og subsidider</p> <p>Direkte reguleringer: Kvoter</p>	<p>Kollektive goder</p> <ul style="list-style-type: none"> - Offentlige bør produsere inntil Summan av mbv er lik grensekostnad <p>Formyndergoder</p> <ul style="list-style-type: none"> Økt skatt eller redusert skatt <hr/> <p>Ufullstendig informasjon</p> <ul style="list-style-type: none"> Offentlige kan forbedre informasjonsgrunnlaget

Optimal tilpasning over tid

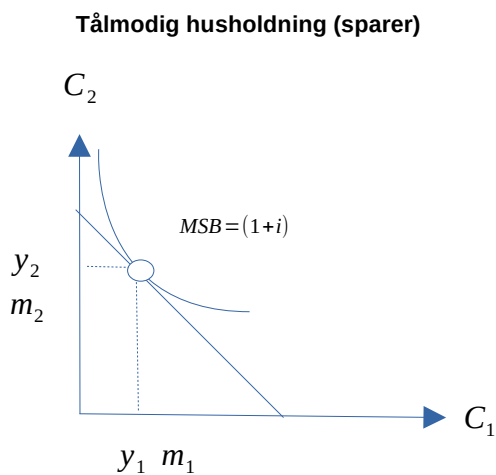
Indifferenskart



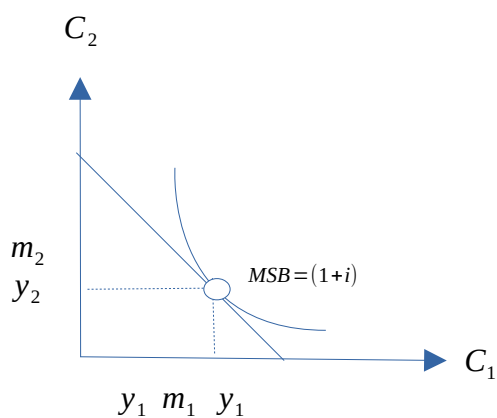
Budsjettbetingelsen



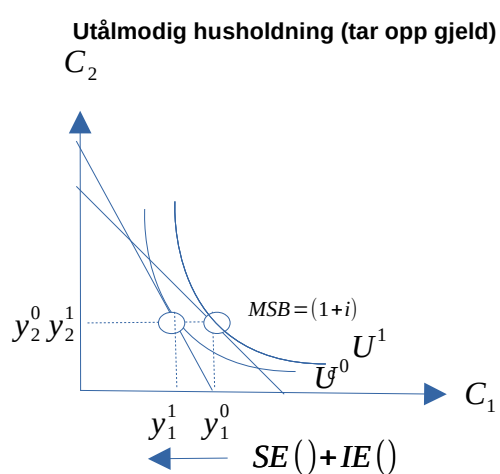
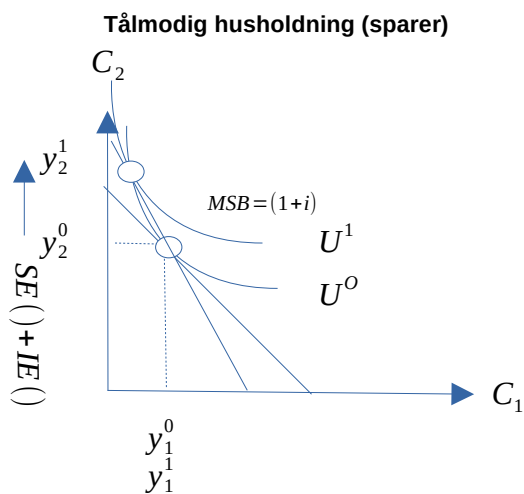
Optimal tilpasning



Utålmodig husholdning (tar opp gjeld)



Rentekning



Inntektsøkning

