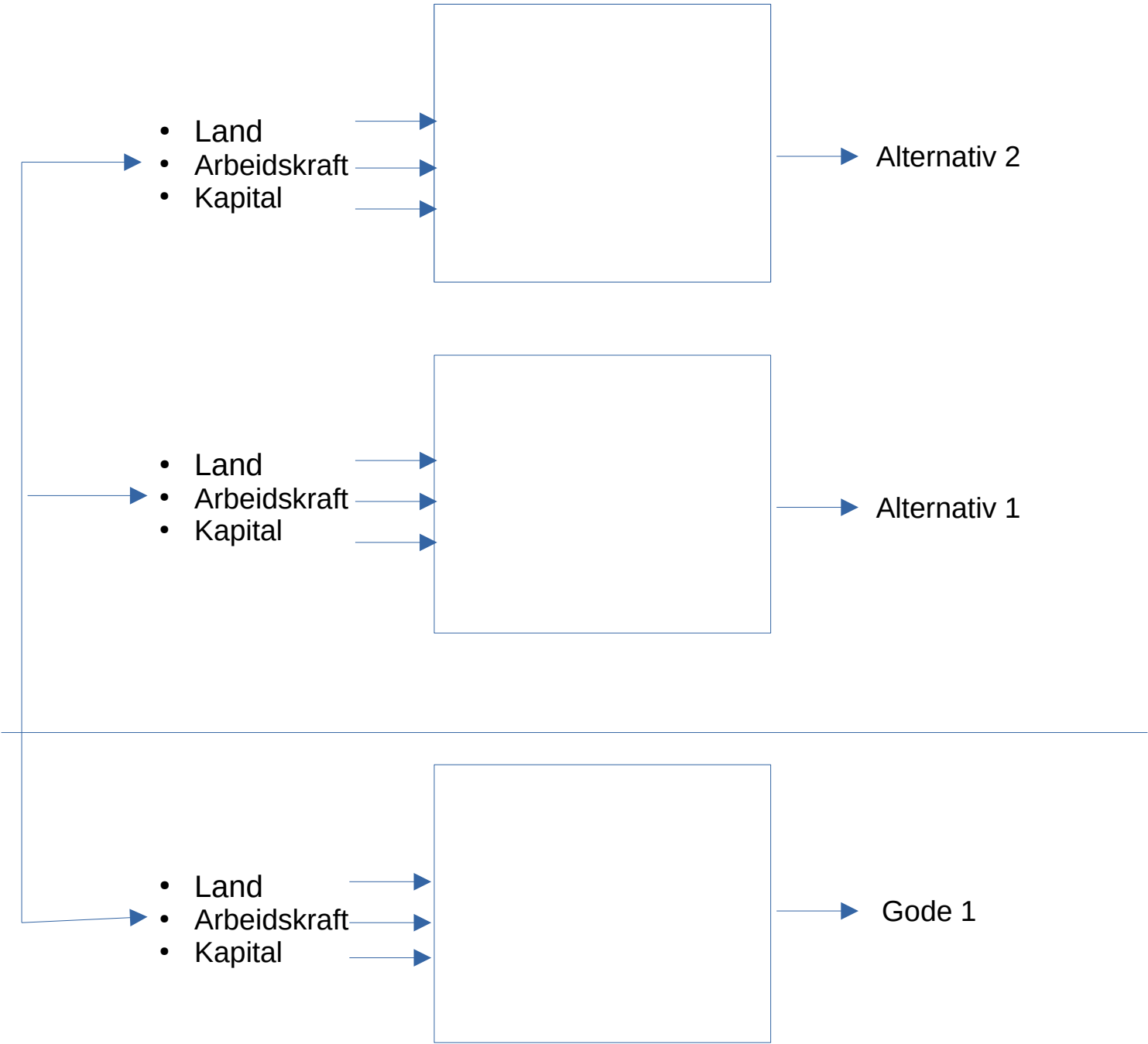
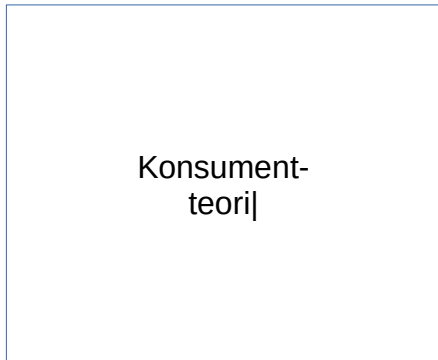


Alternativkostnad



Mikroøkonomi oppbygging

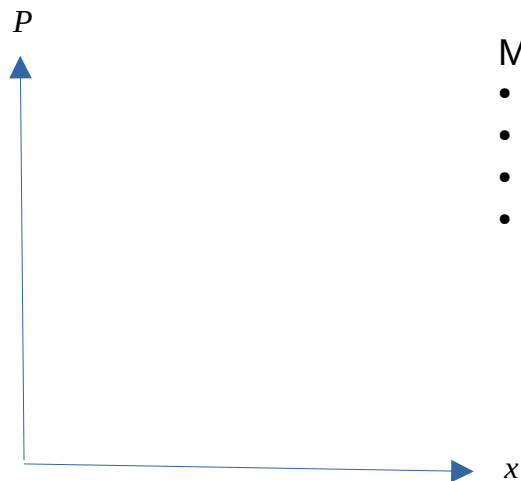
Behov



Ressurser



Partiell
Likevekt
(ett marked)

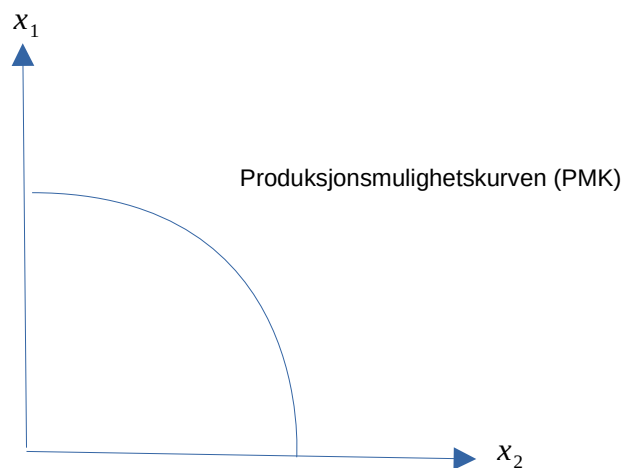


Markedsformer:

- Fullkommen konkurranse
- Monopol
- Monopolistisk konkurranse
- (Kartell, duopol, oligopol)

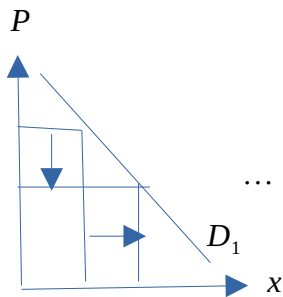
Andre emner:

- Prisdiskriminering
- Markedssvikt
 - Markedssvikt
 - Eksternaliteter
 - Kollektive goder
- Internasjonal handel

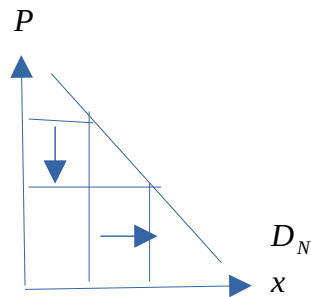


Oversikt: Markedet for fullkommen konkurranse

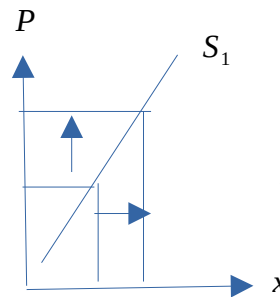
Konsument 1



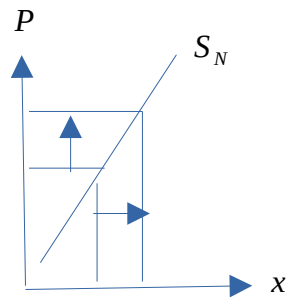
Konsument N



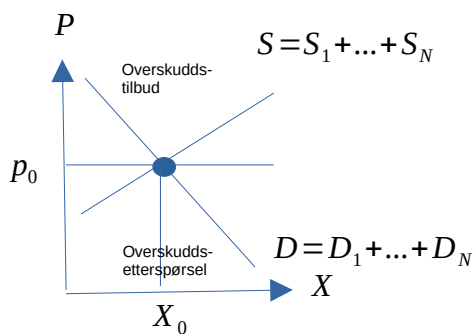
Produsent 1



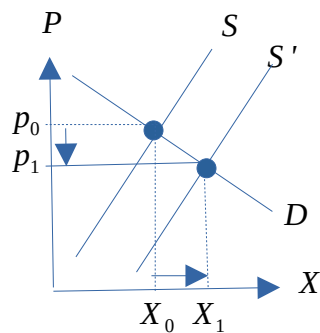
Produsent N



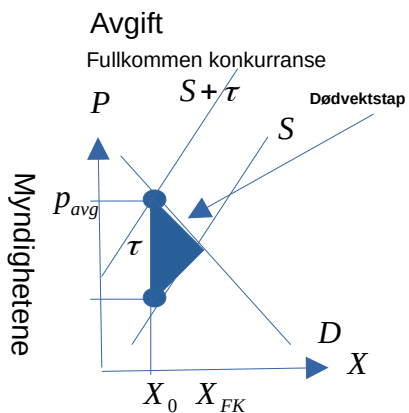
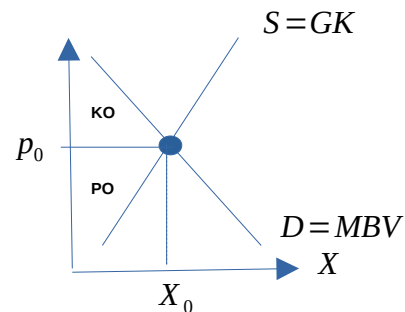
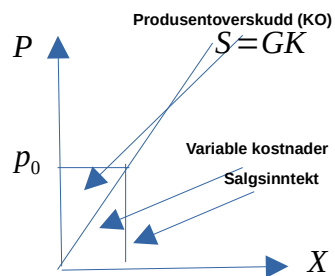
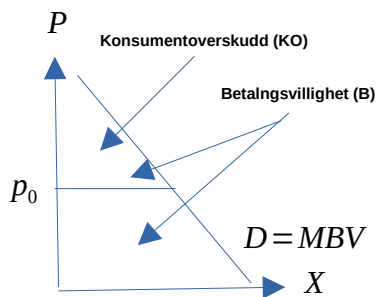
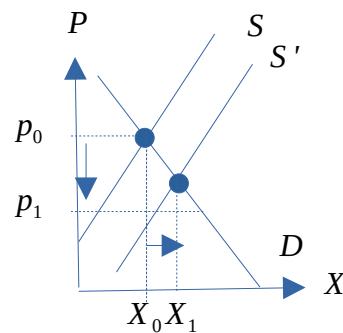
Fullkommen konkurranse



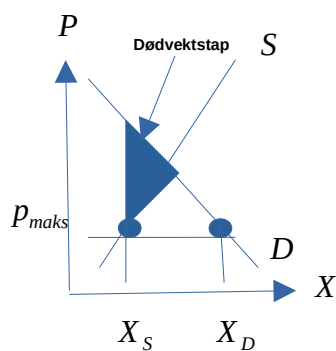
Skiftanalyse (slak etterspørselskurve)



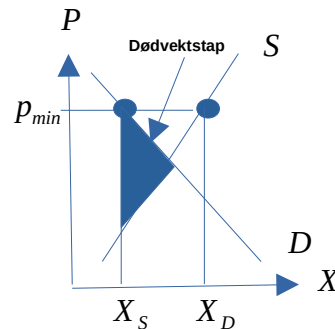
Skiftanalyse (bratt etterspørselskurve)



Maksimalpris



Minstepris

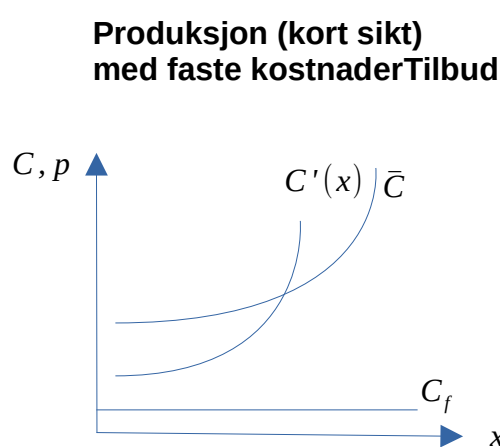
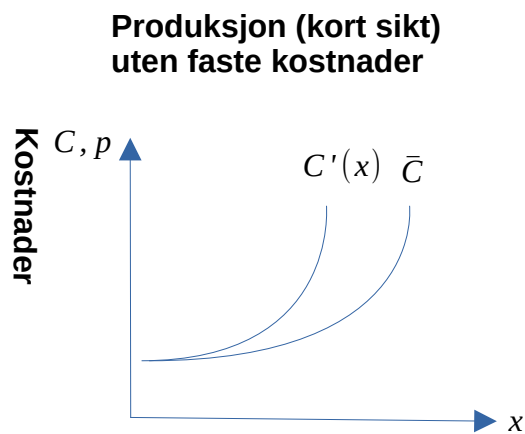
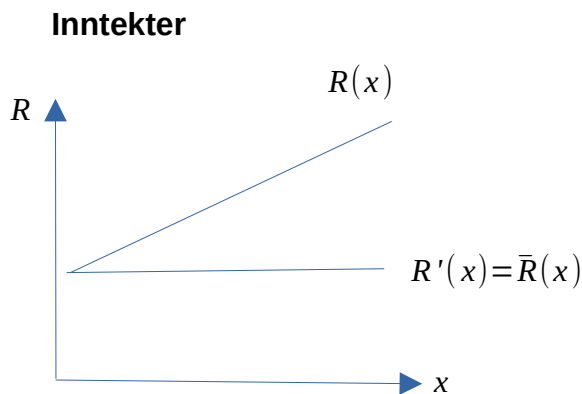
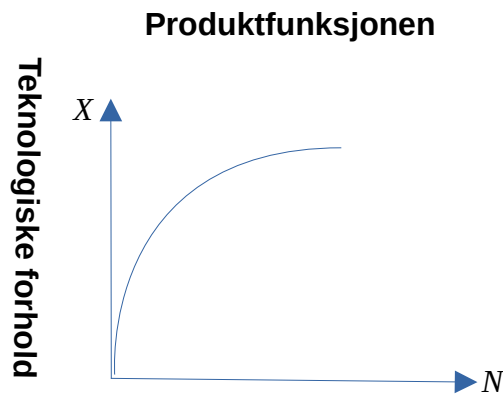


Produktfunktjonen

- N
- K



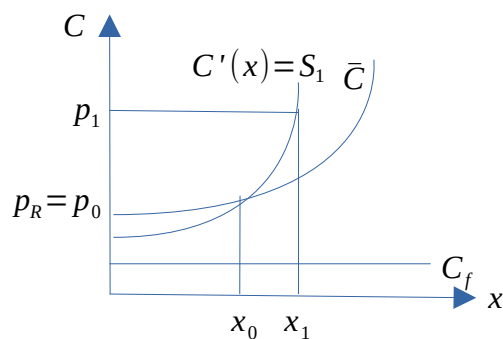
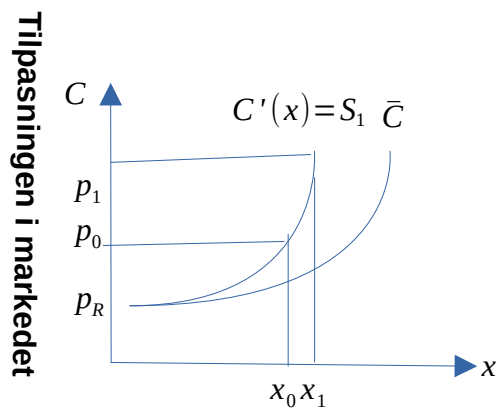
Produksjonsteori på kort sikt



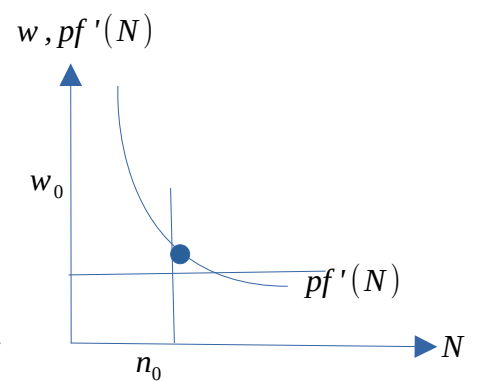
Tilbudsfunksjonen fra en produsent

Uten faste kostnader

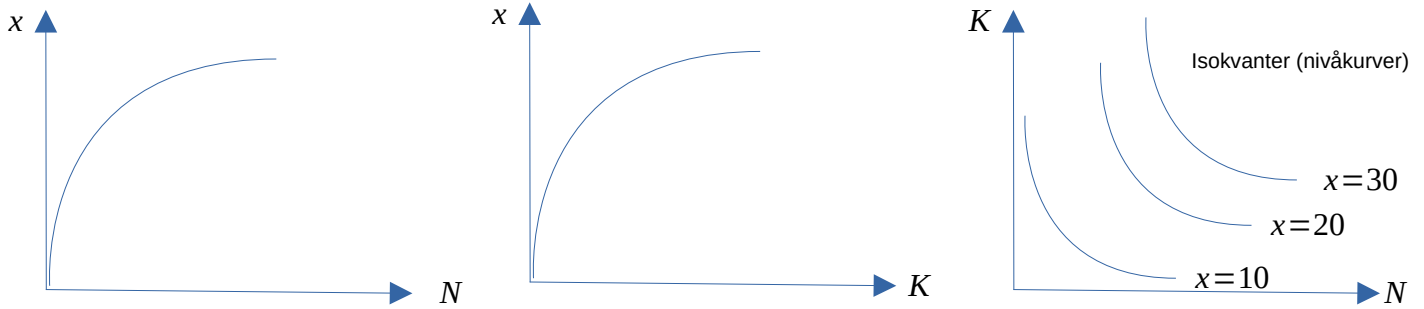
Med faste kostnader (reversible)



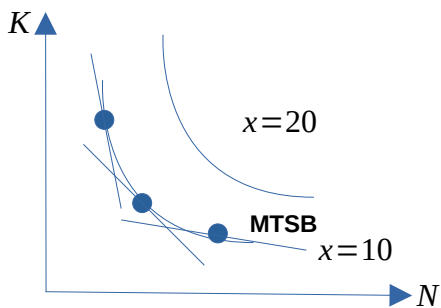
Etterspørselen etter arbeidskraft



Produksjonsteori på lang sikt

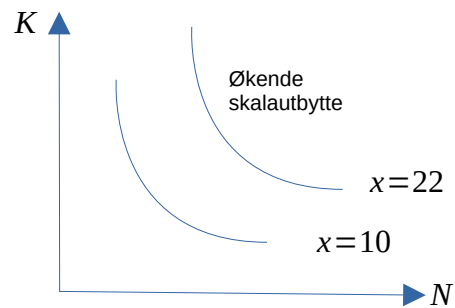


Tekniske substitusjonsmuligheter

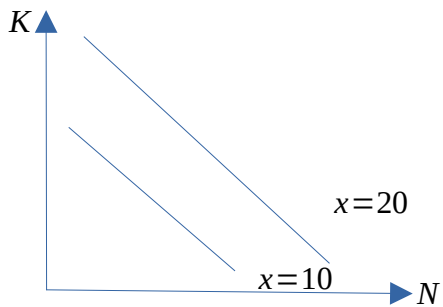


Normale substitusjonsmuligheter

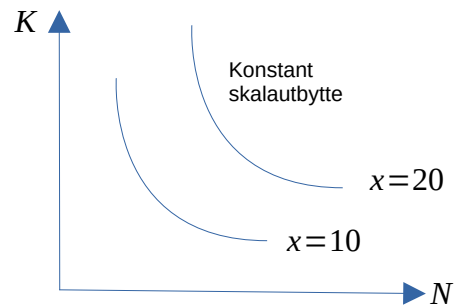
Skalaegenskaper



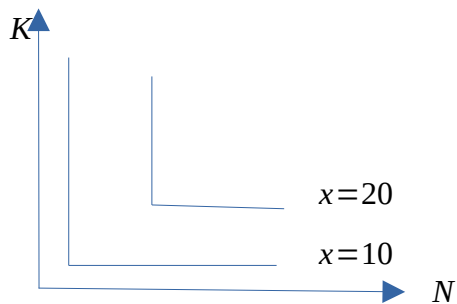
Økende skalausbytte



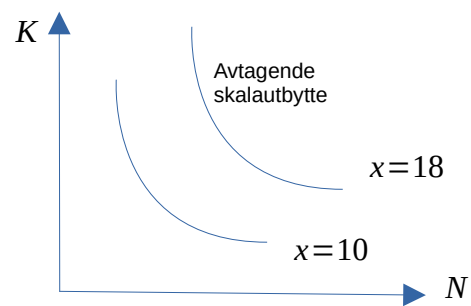
Perfekte substitusjonsmuligheter



Konstant skalausbytte



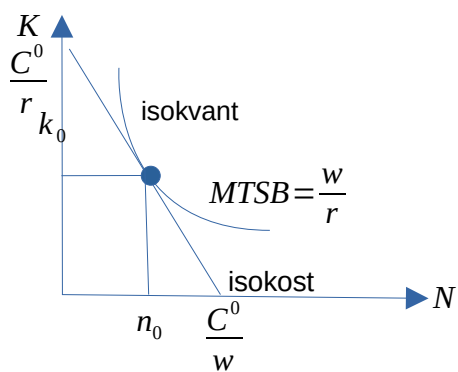
Ingen substitusjonsmuligheter



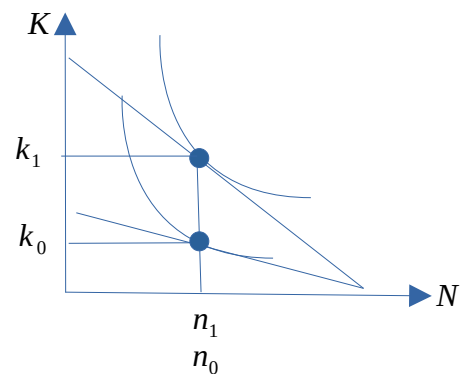
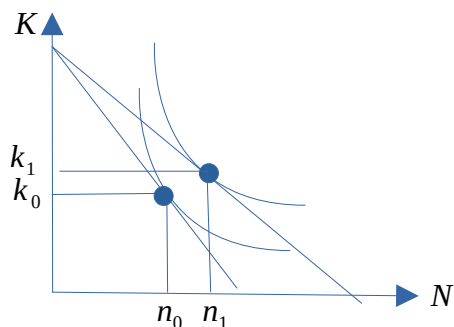
Avtagende skalausbytte

Produksjonsteori på lang sikt

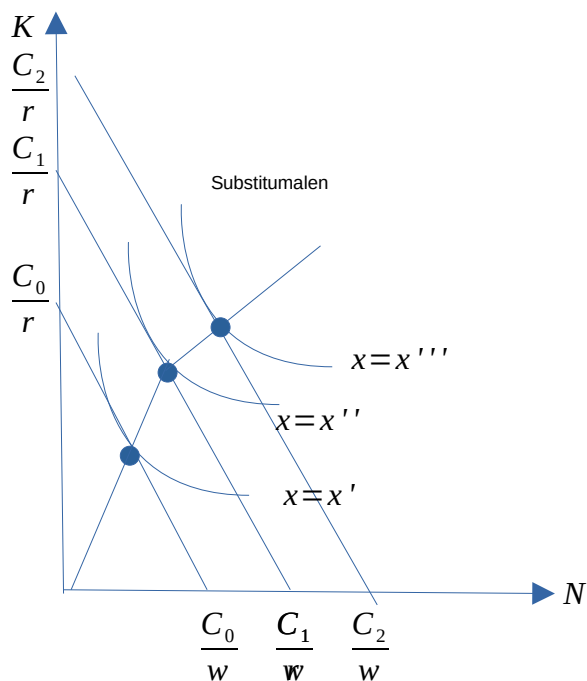
Kostnadsminimering (lang sikt) - Billigere arbeidskraft



- Billigere kapital

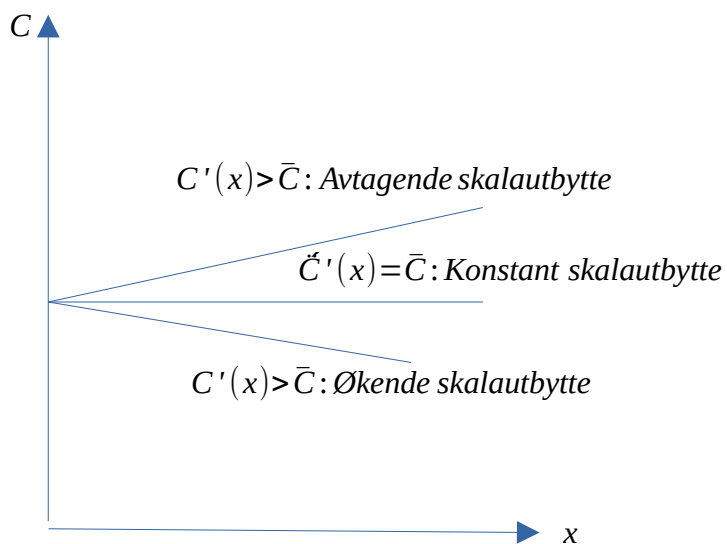


Kostnadsminimering For et gitt budsjett



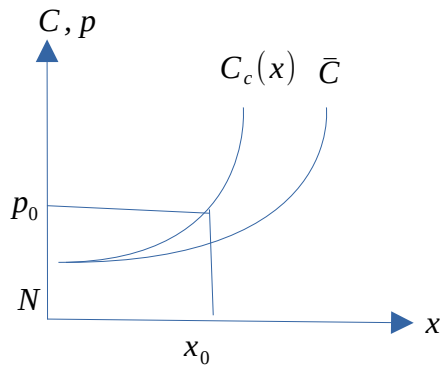
Kostnadsfunksjonen for ulike antagelser om skalaufbytte

Kostnader (lang sikt)

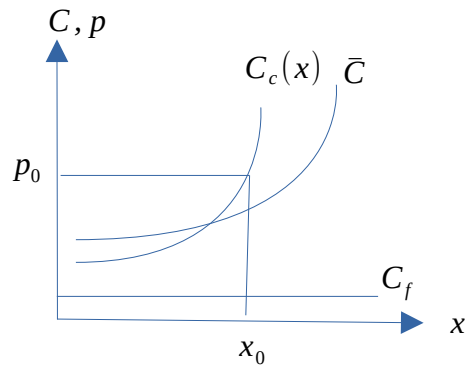


Produksjonsteori: Produsentens økonomiske adferd i gode- og arbeidsmarkedet

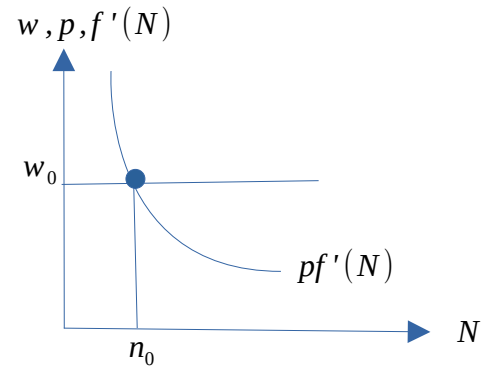
Produksjon (kort sikt) uten faste kostnader



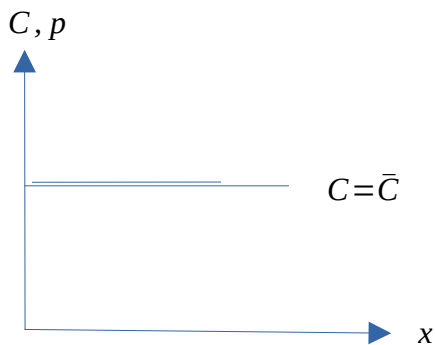
Produksjon (kort sikt) med faste kostnader



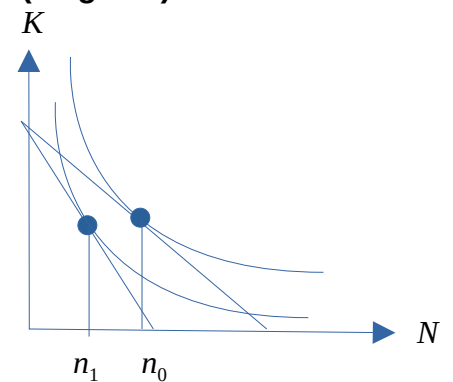
Bruk av arbeidskraft (kort sikt)



Produksjon (lang sikt), med konstant skalautbytte



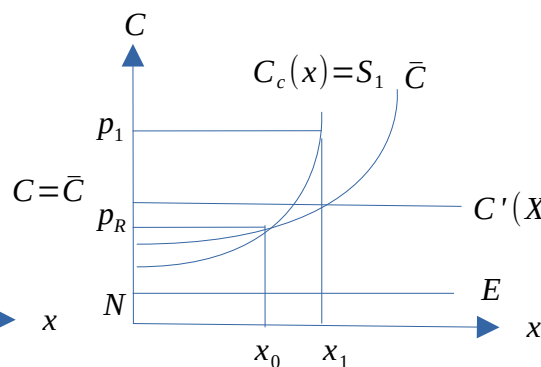
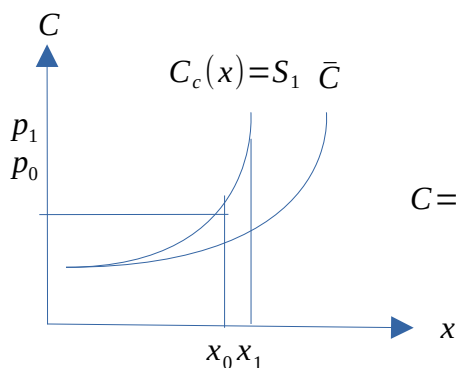
Bruk av arbeidskraft (lang sikt)



Tilbudsfunksjonen fra en produsent (kort og lang sikt)

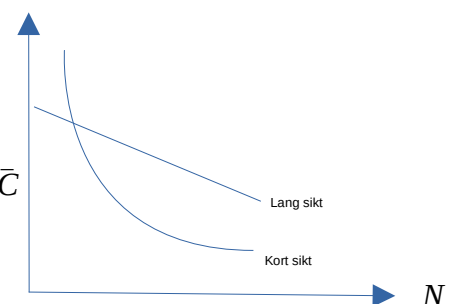
Uten faste kostnader

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:

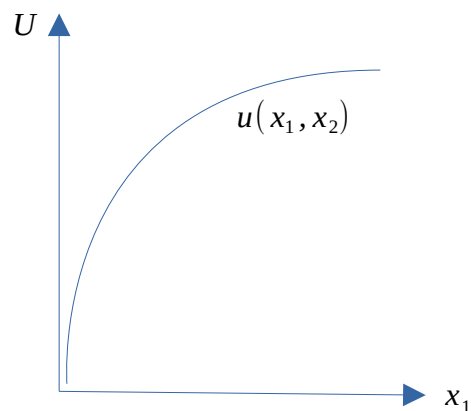
$$U = u(x_1, x_2)$$

Hvor vi antar at:

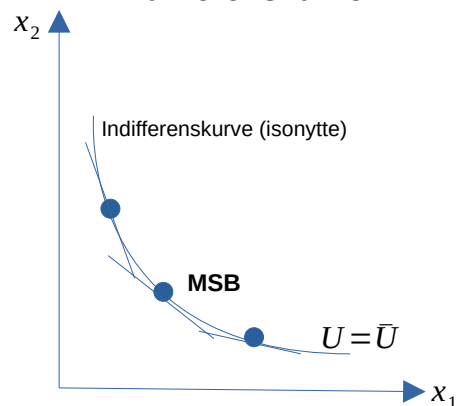
$$u'(x_1) > 0, u''(x_1) < 0$$

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

Nyttefunksjonen

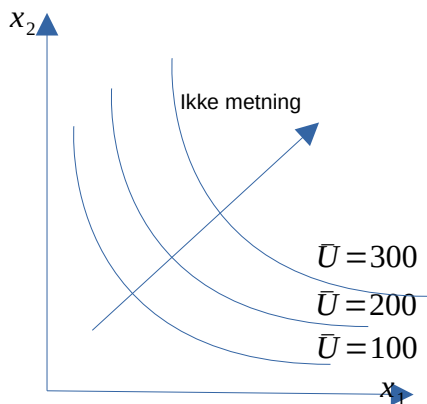


Indifferenskurve

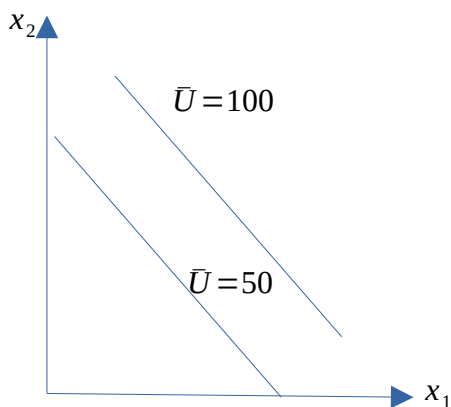


Budsjettbetingelsen

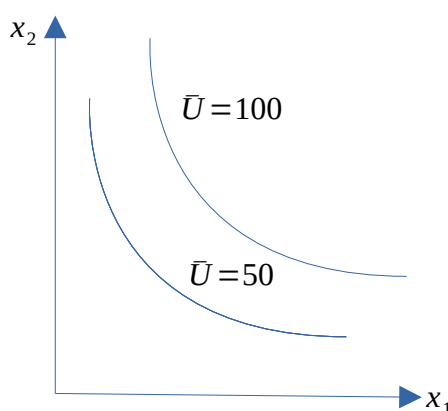
Indifferenskart



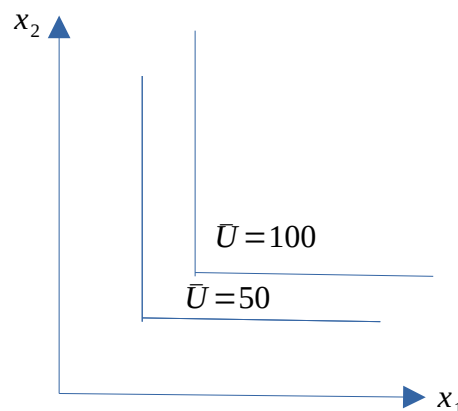
Perfekte substitusjonsmuligheter



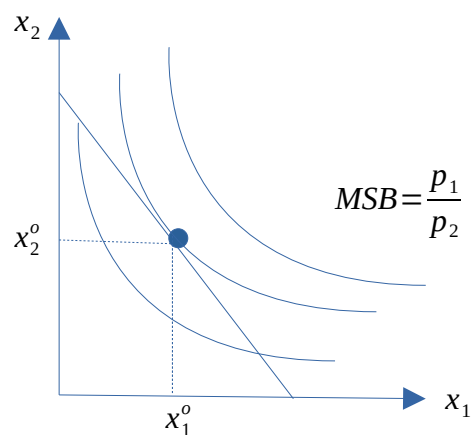
Vanlige substitusjonsmuligheter



Ingen substitusjonsmuligheter

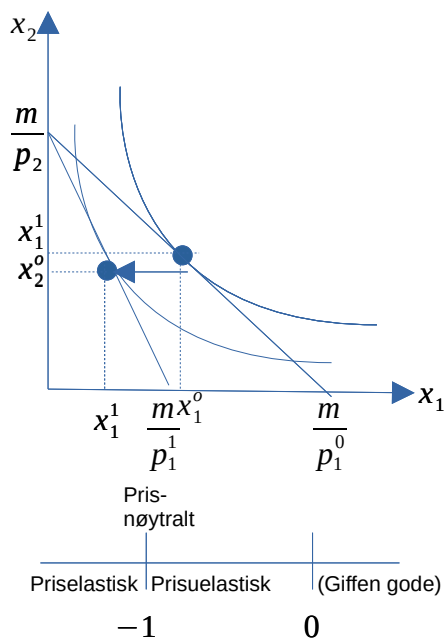


Optimal tilpasning

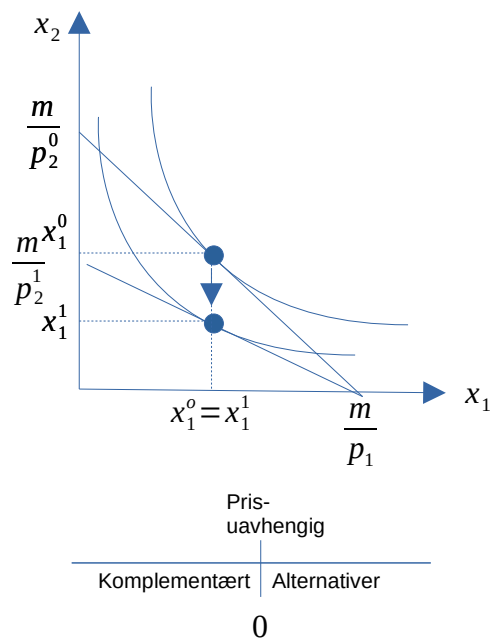


Konsumentteori: Konsumentens økonomiske adferd i gode- og arbeidsmarkedet

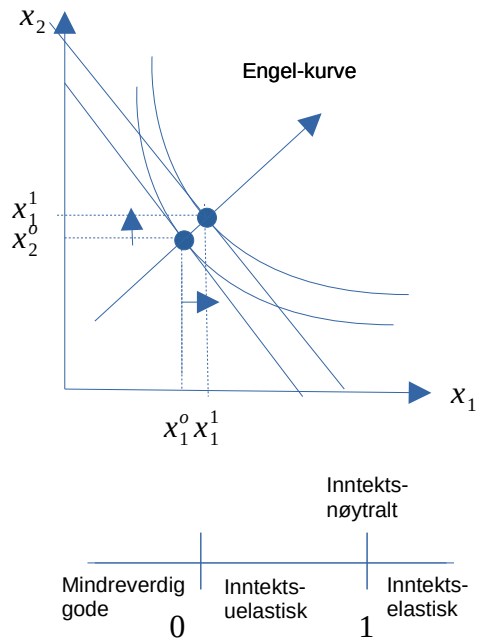
Egenpriselastisitet



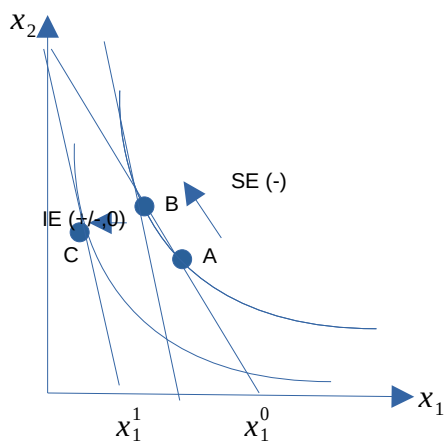
Krysspriselastisitet



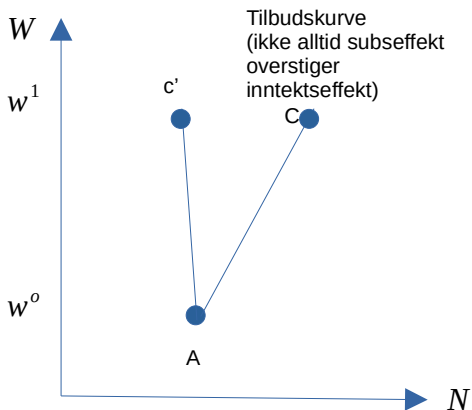
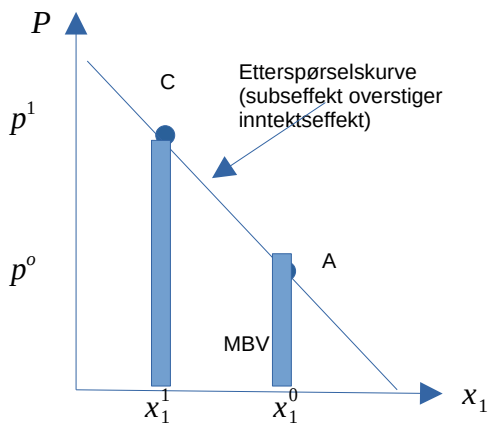
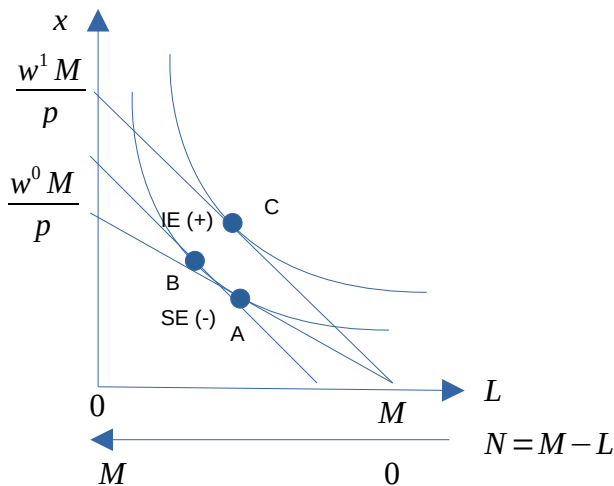
Inntektselastisitet



Utleddning av etterspørselskurven for gode 1



Utleddning av tilbudskurven for arbeidskraft (ikke pensum)



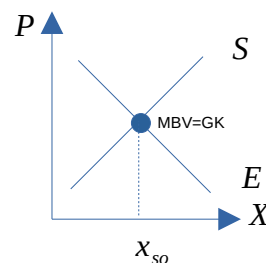
Fullkommen konkurranse

PLANLEGGING

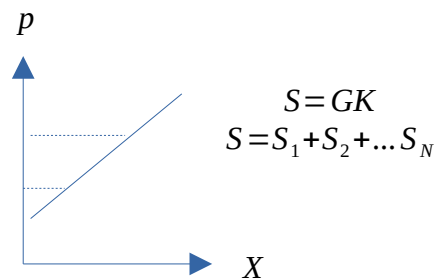
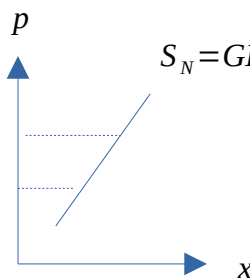
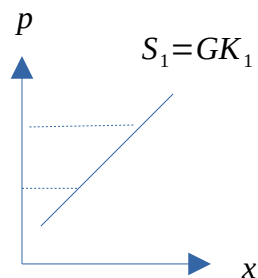
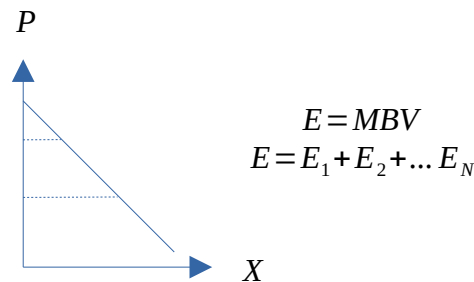
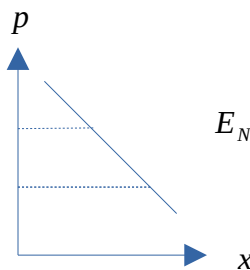
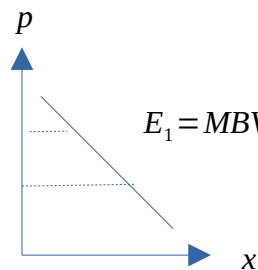
Produsent
 $GK = C'_v(X)$
 $VK = C_v(X)$

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

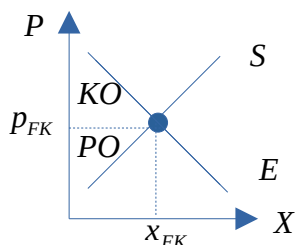


Markedslikevekt

Overskuddstilbud

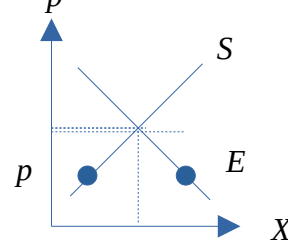
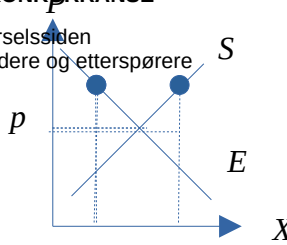
Overskuddsetterspørsel

MARKEDET

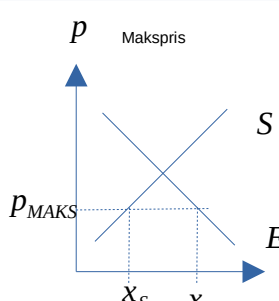
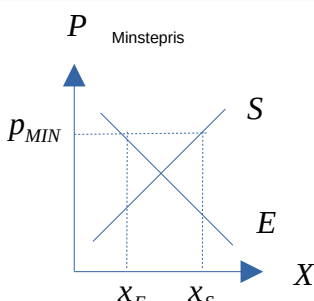
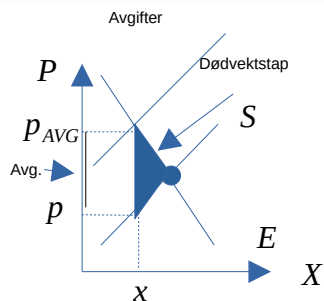


FORUTSETNINGER BAK FULKOMMEN KONKURRANSE

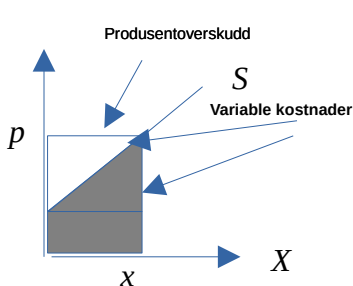
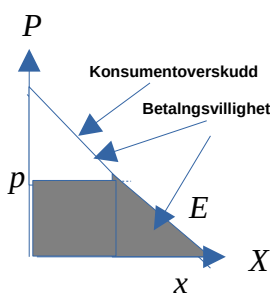
- 1) Mange aktører på både tilbuds- og etterspørselsiden
- 2) Prisen blir bestemt i et samspill mellom tilbydere og etterspørere
- 3) Homogene varer
- 4) Rasjonelle aktører: Maks nytte og profitt
- 5) Bruker all relevant informasjon
- 6) Ingen transaksjonskostnader



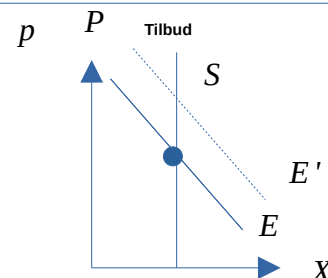
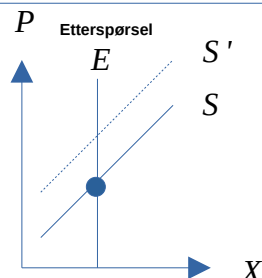
PRISREGULERING



OVERSKUDD



UELASTISK



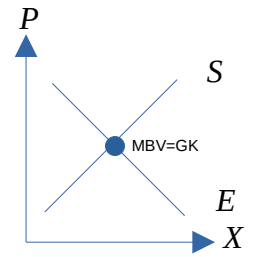
Monopol

PLANLEGGING

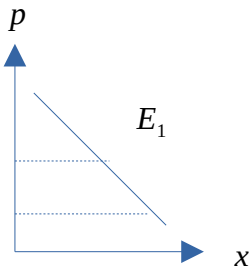
Produsent
 $GK = C'_v(X)$
 $VK = C_v(X)$

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

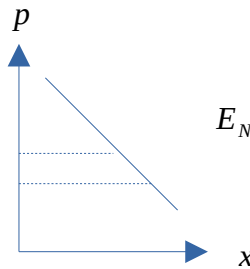
Sosial planelegger
Velferd $= SO = PO + KO$
 $SO = (PX - C_v(X)) + (B(X) - PX)$
Maks SO mhp. X
 $P - C'_v(x) + B'(X) - P = 0$
 $C'_v(x) = B'(X)$
 $MBV = GK$



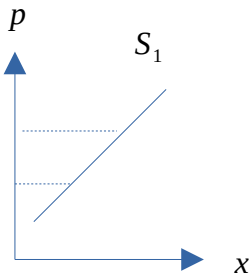
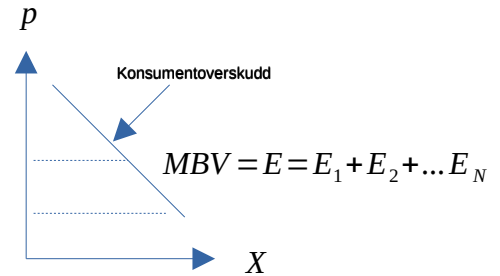
AGGREGERING



...



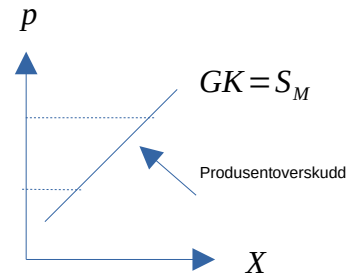
=



ETABLERINGSHINDRE

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

=



Overskuddsetter spørsmål

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 pris
- $C'(x)$ Endring i kostnad ved å produsere en enhet mer

Optimal produksjon

FORMELT

$$R'(X) > C'(X)$$

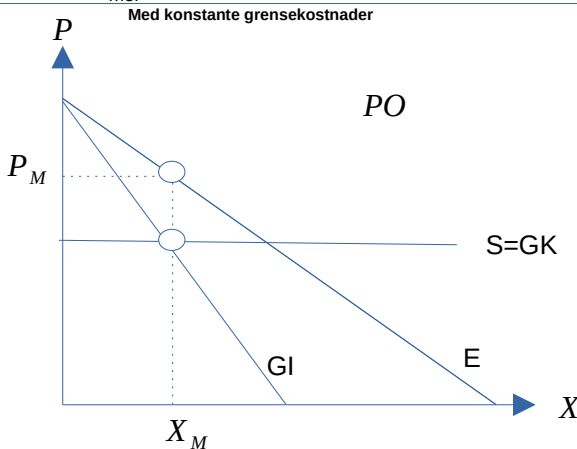
$$R'(X) < C'(X)$$

$$R'(X_M) = C'(X_M)$$

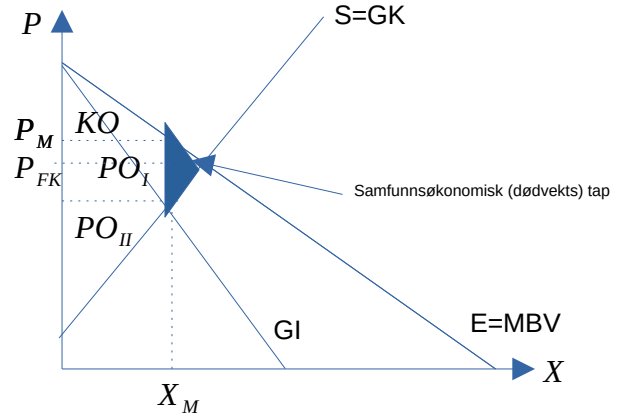
Lønner seg å øke produksjonen

Lønner seg å redusere produksjonen

GRAFISK



Med stigende grensekostnader (mer deltajert figur)



SAMMENL.

Fra fullkommen konkurranse til monopol

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

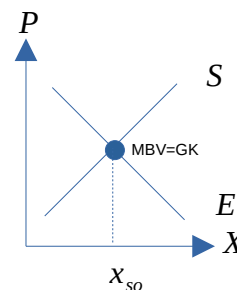
Ufullkommen konkurranse: Kartel, duopol, oligopol og monopolistiks konkurranse

PLANLEGGER

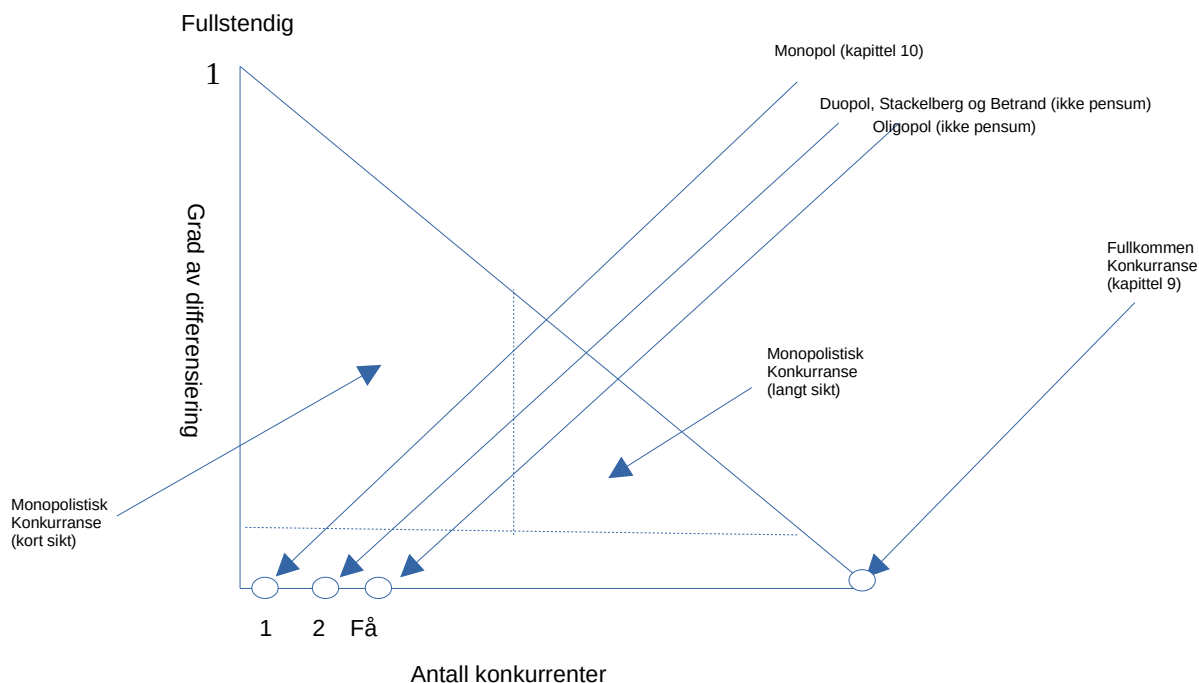
Produsent
 $GK = C'_v(X)$
 $VK = C_v(X)$

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

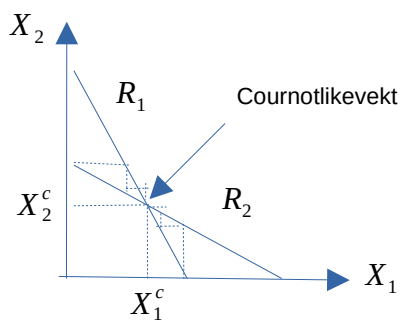


MARKEDSFORMER



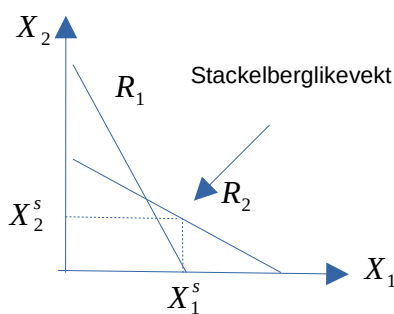
DUOPOL

Cournot



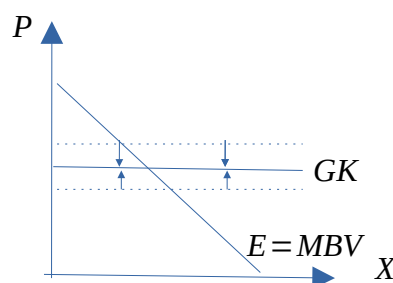
Kort sikt

Stackelberg

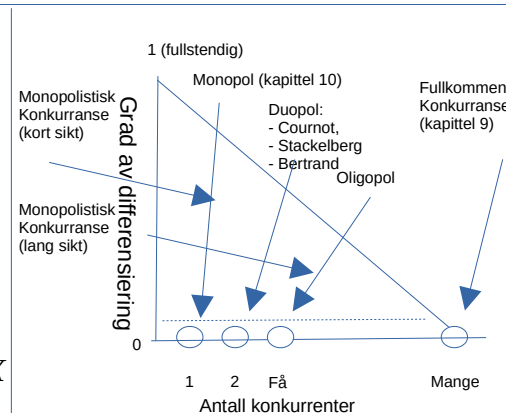
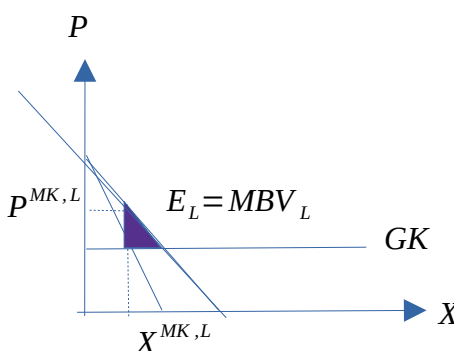
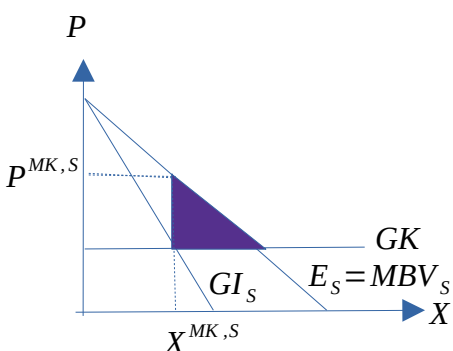


Lang sikt

Bertrand



MKONNOKUPORLANSISK



Prisdiskriminering

F
O
R
R
U
T
S
E
T
N

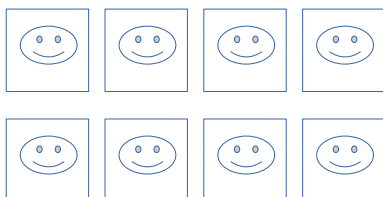
Vi har **prisdiskriminering** i et marked når en produsent har en fordel (dvs. kan få økt sin fortjeneste) ved å ta ulik pris til forskjellige etterspørere.

- 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.

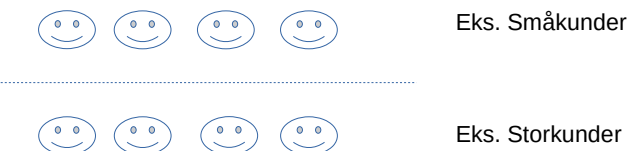
G
R
A
D
S



Sorteringsmekanisme: Selvsortering

2.

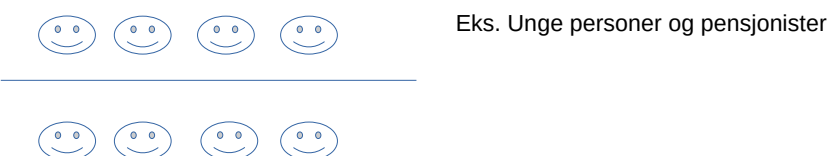
G
R
A
D
S



Sorteringsmekanisme: Separering

3.

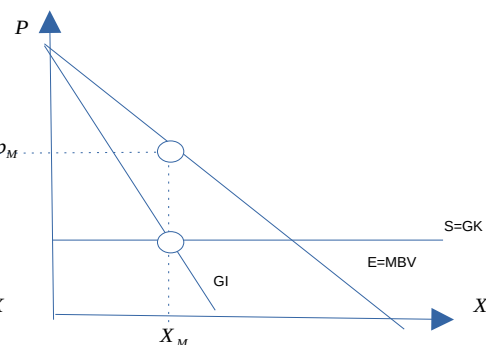
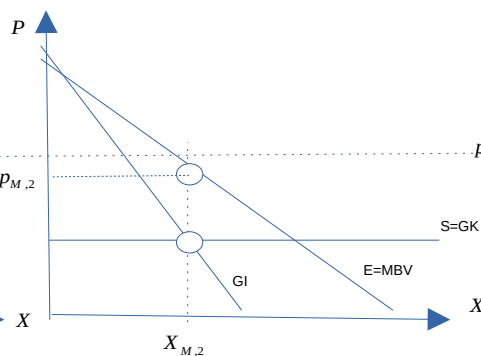
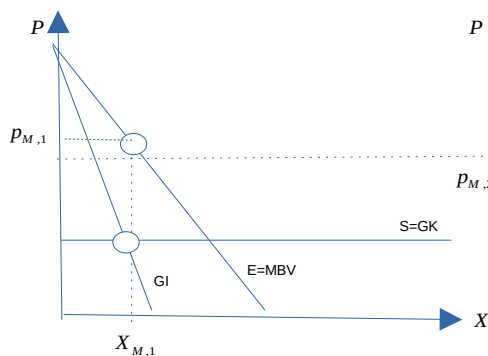
G
R
A
D
S



Segment 1:
Prisufølsomme etterspørere

Segment 2:
Prisfølsomme etterspørere

Monopolist (uten segmentering)



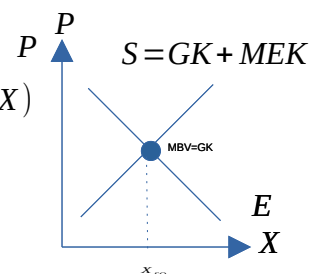
Markedssvikt og offentlige virkemiddelbruk

PLANLEGGER

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

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

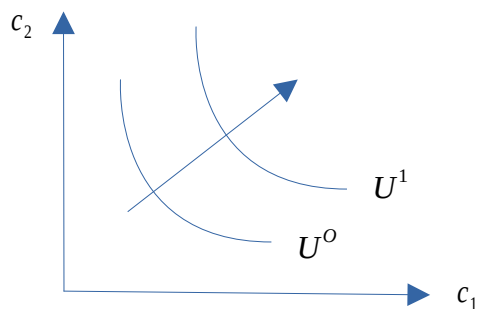
Sosial planelegger
 $Velferd = SO = PO + KO$
 $SO = (PX - C_v(X)) + (B(X) - PX) - E(X)$
Maks SO mhp. X
 $P - C'_v(x) + B'(X) - P - E'(X) = 0$
 $C'_v(x) + E'(X) = B'(X)$
 $MBV = GK + MEK$



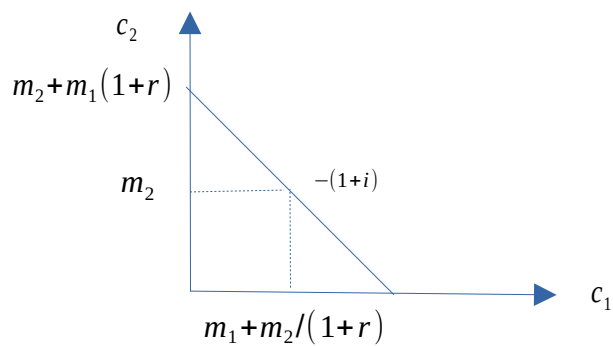
	Markedsmakt	Eksterne virkninger	Kollektive goder
Markedssvikt		<p>Eksternaliteter: Er bivirkninger av andres konsum eller produksjon som den som forårsaker bivirkninger ikke tar hensyn til når man skal fatte beslutningen om hvor mye man skal produsere eller konsumere.</p>	<p>Kollektive goder:</p> <ul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

Optimal tilpasning over tid

Indifferenskart



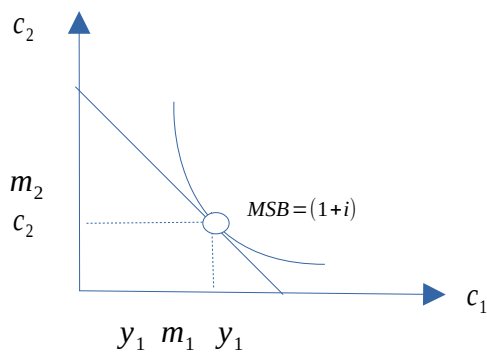
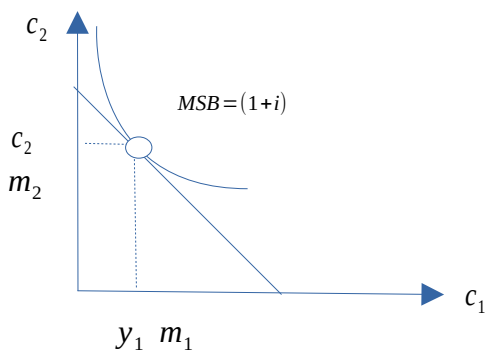
Budsjettbetingelsen



Tålmodig husholdning (sparer)

Utålmodig husholdning (tar opp gjeld)

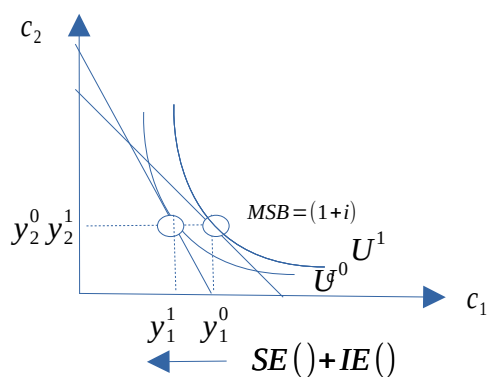
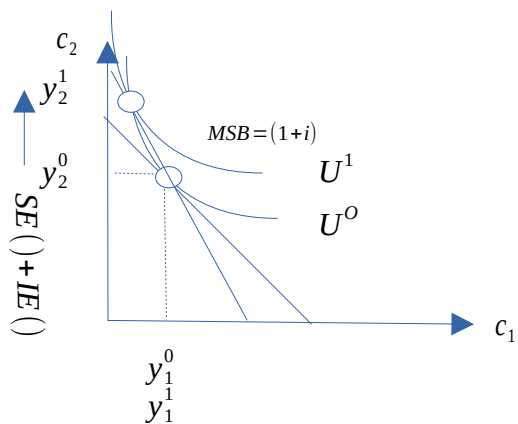
Optimal tilpasning



Tålmodig husholdning (sparer)

Utålmodig husholdning (tar opp gjeld)

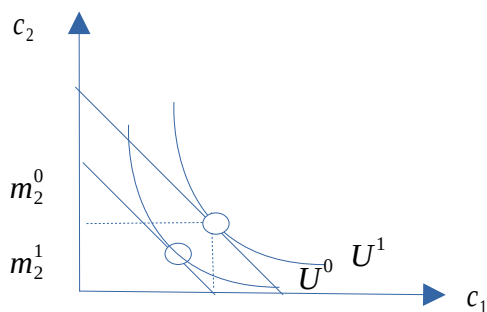
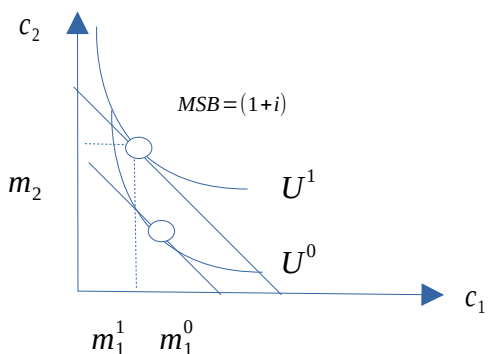
Rentetøknning



For periode 1

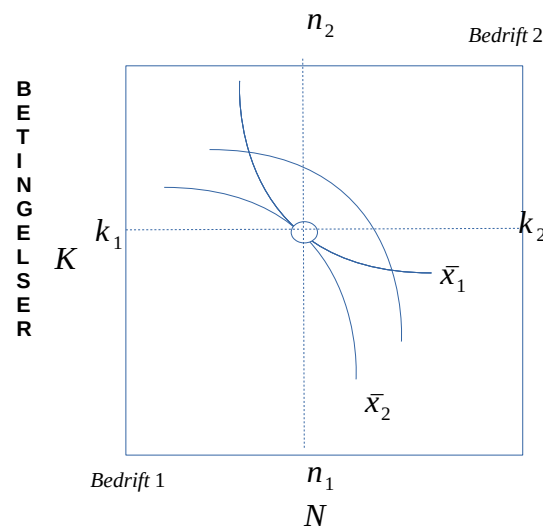
For periode 2

Inntektsøkning

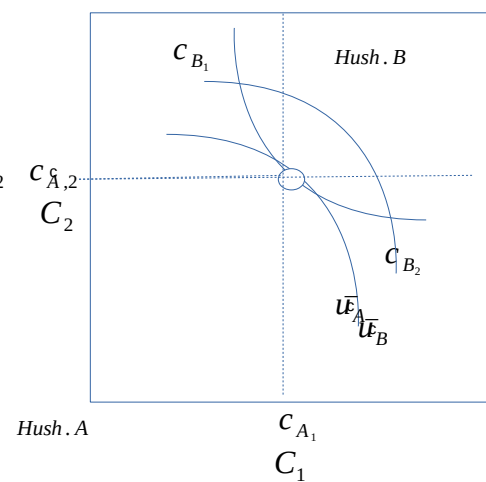


Effektivitet og velferd

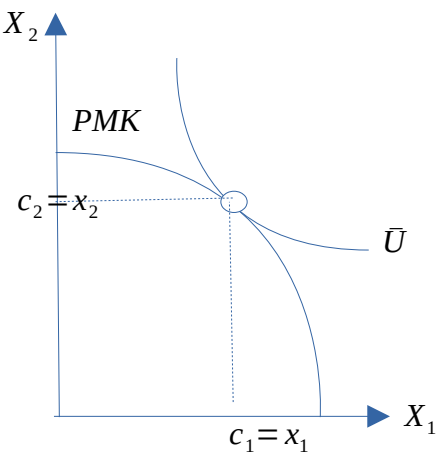
Produksjons-
Effektivitet (arbeidskraft
og kapital)



Bytte-
Effektivitet
(to konsumgoder)



Sammensetnings-
Effektivitet (konsum
og produksjon)



M
A
R
K
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