











3

8

If after an increase price...

Total Revenue
remain the
Same



Demand is
unit elastic

Total Revenue
increase

Total Revenue
decrease



Demand
is Elastic



Demand is
Inelastic

If after an **increase** price...

Total Revenue
decrease

Demand
is Elastic

Total Revenue
remain the
Same

Demand is
unit elastic

Total Revenue
increase

Demand is
Inelastic

