















3

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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