Monopoly Part II

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Outline

- 독점의 개념
- 독점기업의 이윤극대화전략
- 독점과 완전경쟁: 후생평가
- 독점과 정책
- 가격차별

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복습: 독점기업의 이윤극대화

Profit Maximization in Monopoly

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독점시장과 완전경쟁시장의 두 가지 차이

- 독점시장의 분석에서는 공급곡선이 무의미
  - 가격 수량 모두 독점기업이 정할 수 있기 때문 → 독점시장에서는 공급곡선이 무의미
- 또 한가지의 차이: 독점시장에서는 단일 기업의 공급이 상품시장의 공급 그 자체

독점시장에서의 MR
MR in Monopoly

- 그렇다고 독점시장의 제약이 없는 것은 아님
  - 사고실험: 이윤극대화를 위해 상품 1개를 100조 원에 판매할 수는 없는 것 → 수요측 제약 존재
  - 이 시장에서는 1개의 기업만이 존재므로 자신이 만든 상품은 자신이 설정한 가격에 그 수요량만큼 판매됨
  - ∴ 상품의 가격이 P일 때의 판매량 = 가격 P에서의 시장수요량
  - 따라서 1개를 더 팔기 위해서는 시장수요가 1개 더 증가하도록 가격을 낮춰야 함

MR의 비직관성
Not Intuitive MR

- 한계분석에서 최적생산량은 MR, MC가 만나는 수준에서 결정
- MR의 직관은 TR곡선의 기울기라는 것
  - MR curve는 다른 변수들과는 달리 직관적으로 이해하기가 쉽지 않음
- MR곡선의 유도
  - 시장수요 → TR계산 → MR계산

완전경쟁시장의 개별기업이 직면하는 시장수요
Market Demand in Perfect Mkt.

- 완전경쟁시장의 개별기업: 시장공급자 중 극히 일부기업
- 개별기업이 각각 직면하는 수요곡선은 시장균형 가격을 높이로 하는 수평선임:
  - 균형가격보다 높을 경우: 아무도 구매하지 않음
  - 균형가격보다 낮을 경우: 이윤이 0보다 작아지기 때문에 생산유인이 없음

독점기업이 직면하는 시장수요
Market Demand in Monopoly

- 독점기업은 개별기업이지만, 해당 상품 시장에서 유일한 공급자
  - 해당상품은 모두 독점기업이 공급
- 따라서 독점기업은 시장수요곡선과 직접 직면

MR cv. and MC cv. (individual firms)

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Q(가마)	MC(만원/가마)	MR(만원/가마)
0	10.5	20
19	11.8	20
36	13.3	20
51	15.4	20
64	18.2	20
75	22.2	20
84	28.6	20
91	40.0	20
96		

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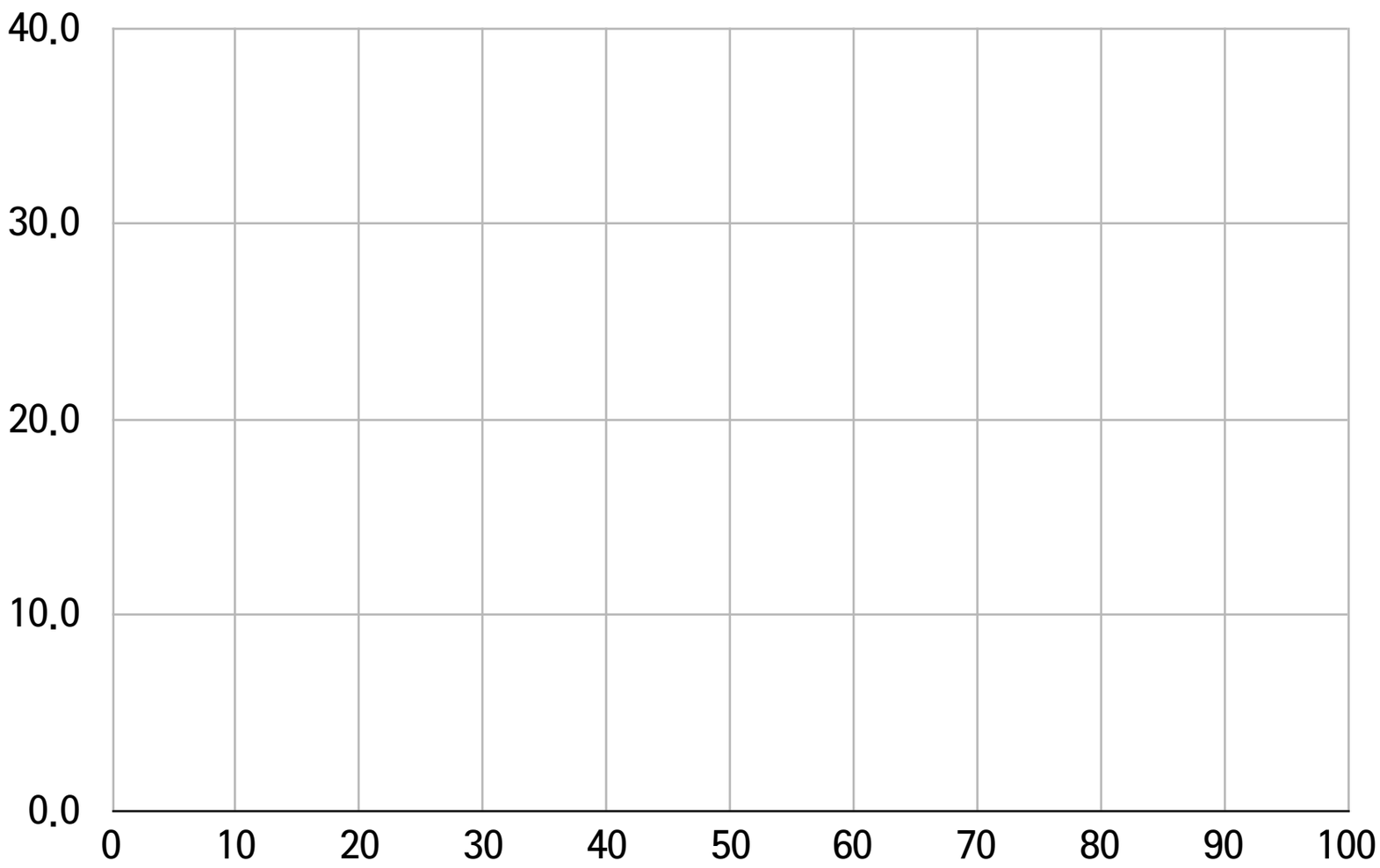

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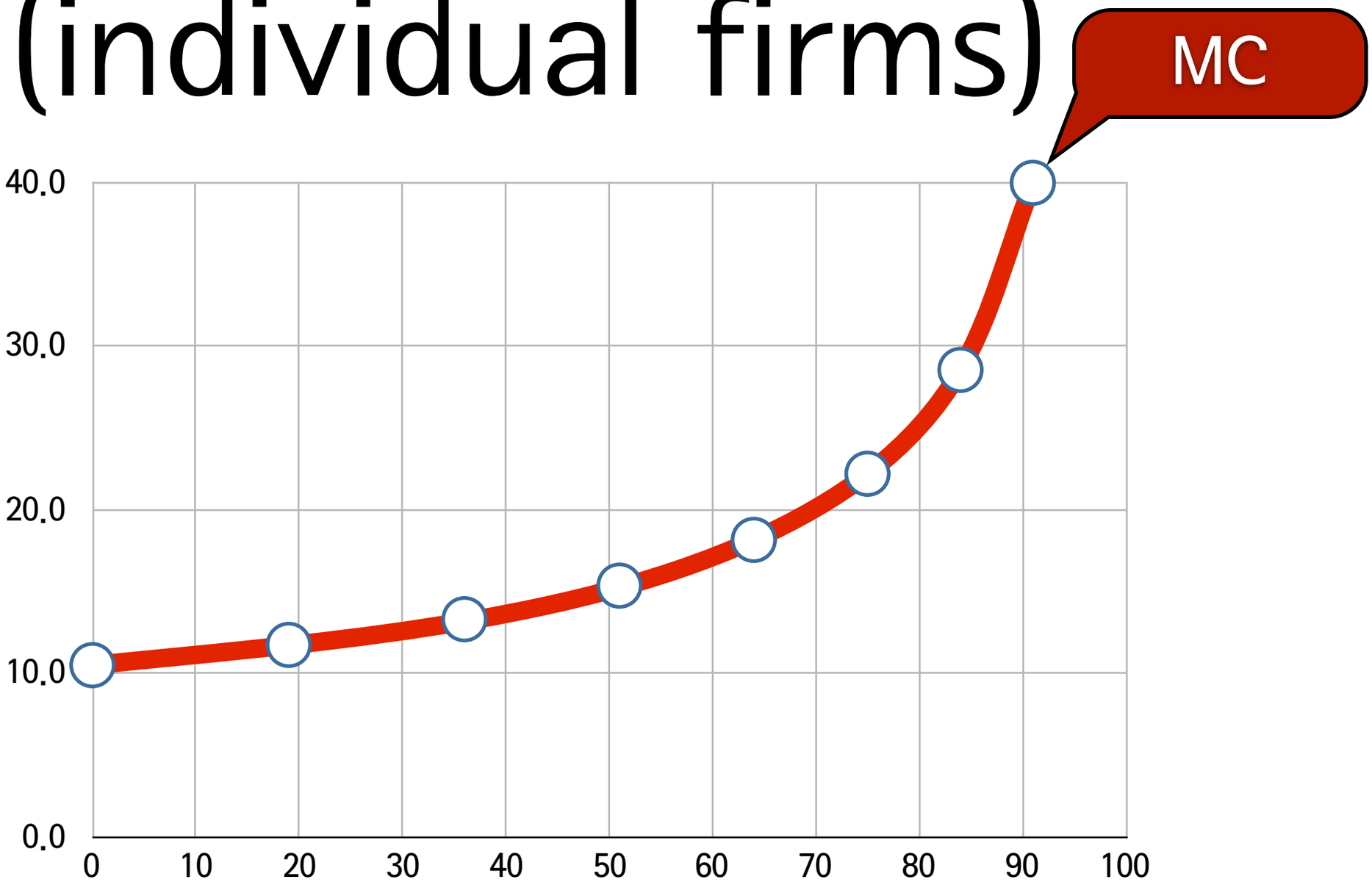

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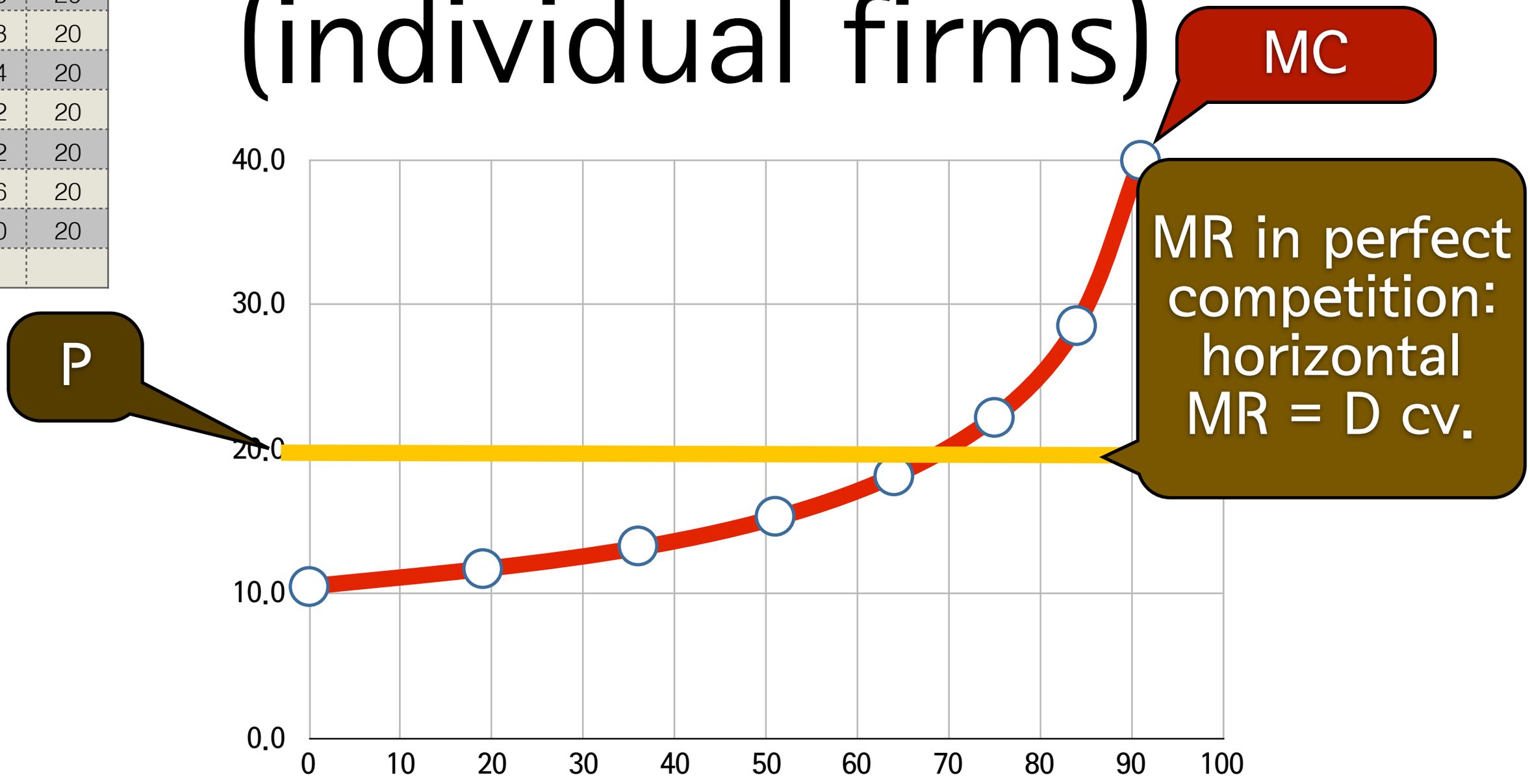

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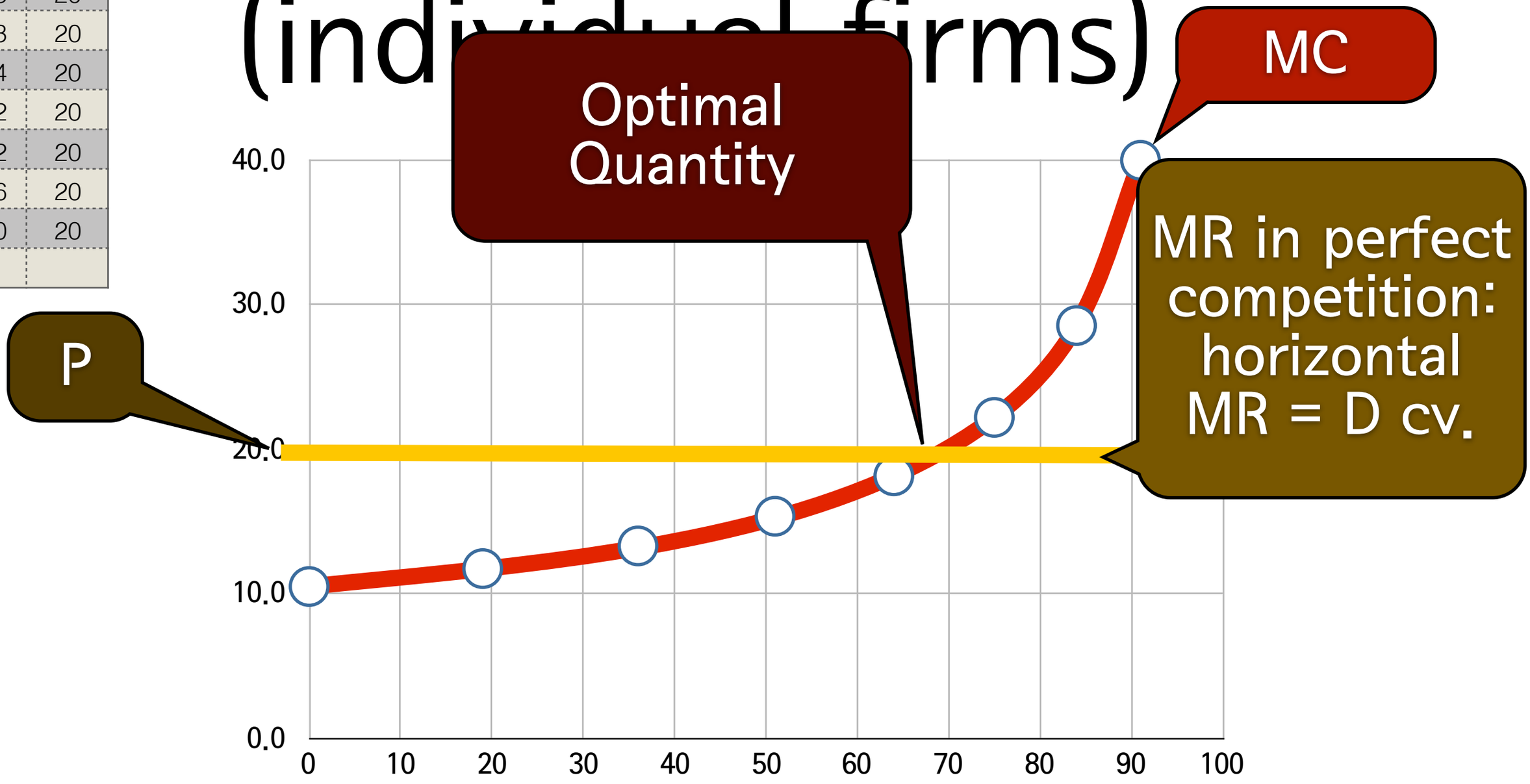

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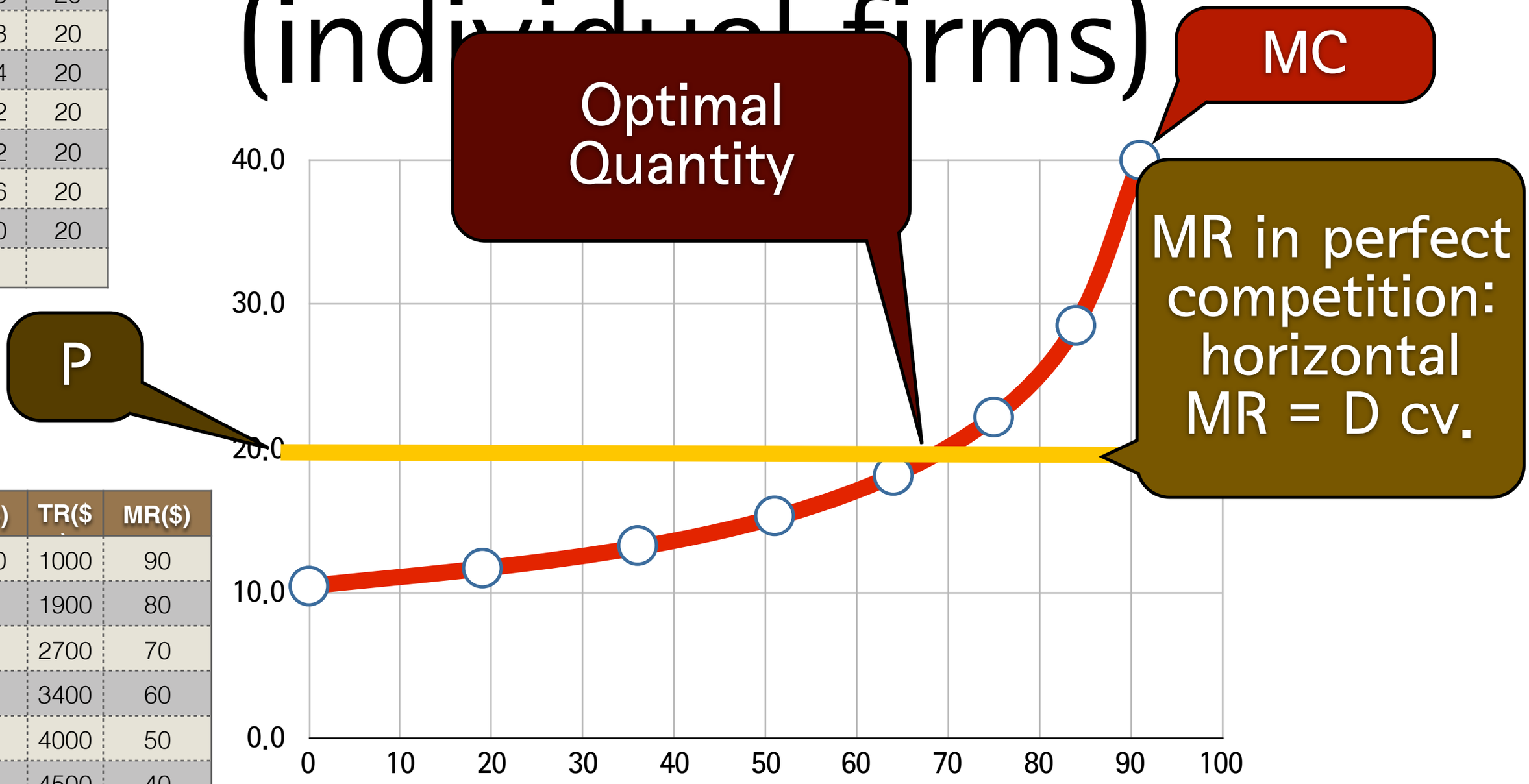

Q(E	P($)	TR($	MR($)
10	100	1000	90
20	95	1900	80
30	90	2700	70
40	85	3400	60
50	80	4000	50
60	75	4500	40
70	70	4900	30
80	65	5200	20
90	60	5400	10
100	55	5500	0
110	50	5500	-10

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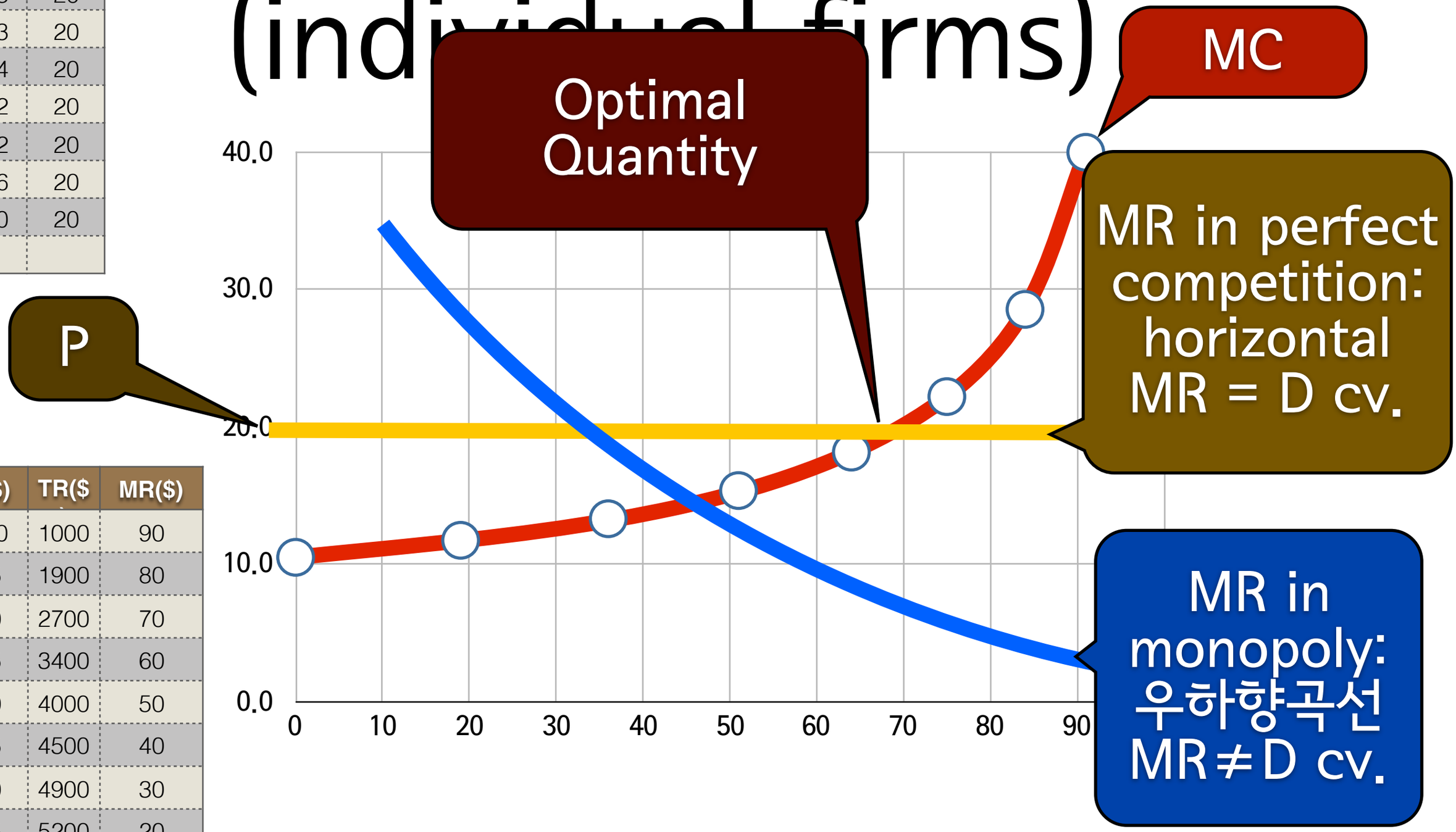

Q(E	P($)	TR($	MR($)
10	100	1000	90
20	95	1900	80
30	90	2700	70
40	85	3400	60
50	80	4000	50
60	75	4500	40
70	70	4900	30
80	65	5200	20
90	60	5400	10
100	55	5500	0
110	50	5500	-10

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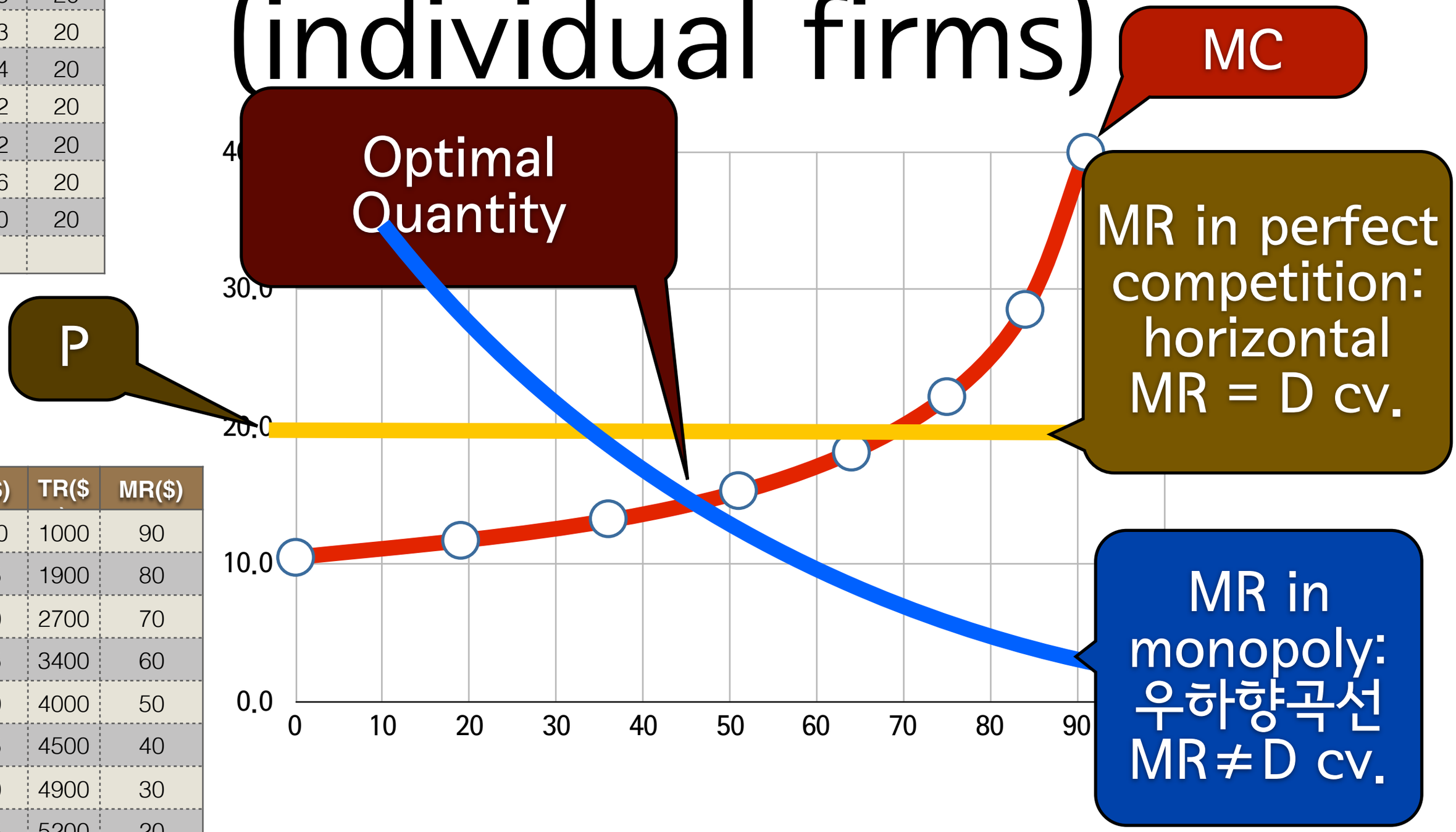
96		



Q(E	P($)	TR($	MR($)
10	100	1000	90
20	95	1900	80
30	90	2700	70
40	85	3400	60
50	80	4000	50
60	75	4500	40
70	70	4900	30
80	65	5200	20
90	60	5400	10
100	55	5500	0
110	50	5500	-10

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독점시장에서의 MR

- MR ≡ ⊿TR / ⊿Q
- ⊿TR = P2(⬇)*Q2(⬆) - P1*Q1
- 수량효과: 한 단위를 더 판매함으로써 추가로 얻을 수 있는 TR의 증가분: ⊿Q(+)
- 가격효과: 한 단위를 더 팔기 위해 상품의 가격을 낮춤으로 인해 발생한 TR의 감소분: ⊿P(-)
(cf. 완전경쟁시장: ⊿P=0)

Example: Diamond Industry

Q(EA)	P($)	TR($)	MR($)
0	1000	0	950
1	950	950	850
2	900	1800	750
3	850	2550	650
4	800	3200	550
5	750	3750	450
6	700	4200	350
7	650	4550	250
8	600	4800	150
9	550	4950	50
10	500	5000	-50
11	450	4950	-150
12	400	4800	-250
13	350	4550	-350
14	300	4200	-450
15	250	3750	-550
16	200	3200	-650
17	150	2550	-750
18	100	1800	-850
19	50	950	-950
20	0	0	

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Example: Diamond Industry

Q(EA)	P($)	TR($)	MR($)
0	1000	0	950
1	950	950	850
2	900	1800	750
3	850	2550	650
4	800	3200	550
5	750	3750	450
6	700	4200	350
7	650	4550	250
8	600	4800	150
9	550	4950	50
10	500	5000	-50
11	450	4950	-150
12	400	4800	-250
13	350	4550	-350
14	300	4200	-450
15	250	3750	-550
16	200	3200	-650
17	150	2550	-750
18	100	1800	-850
19	50	950	-950
20	0	0	

Demand Schedule

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type별 MR곡선

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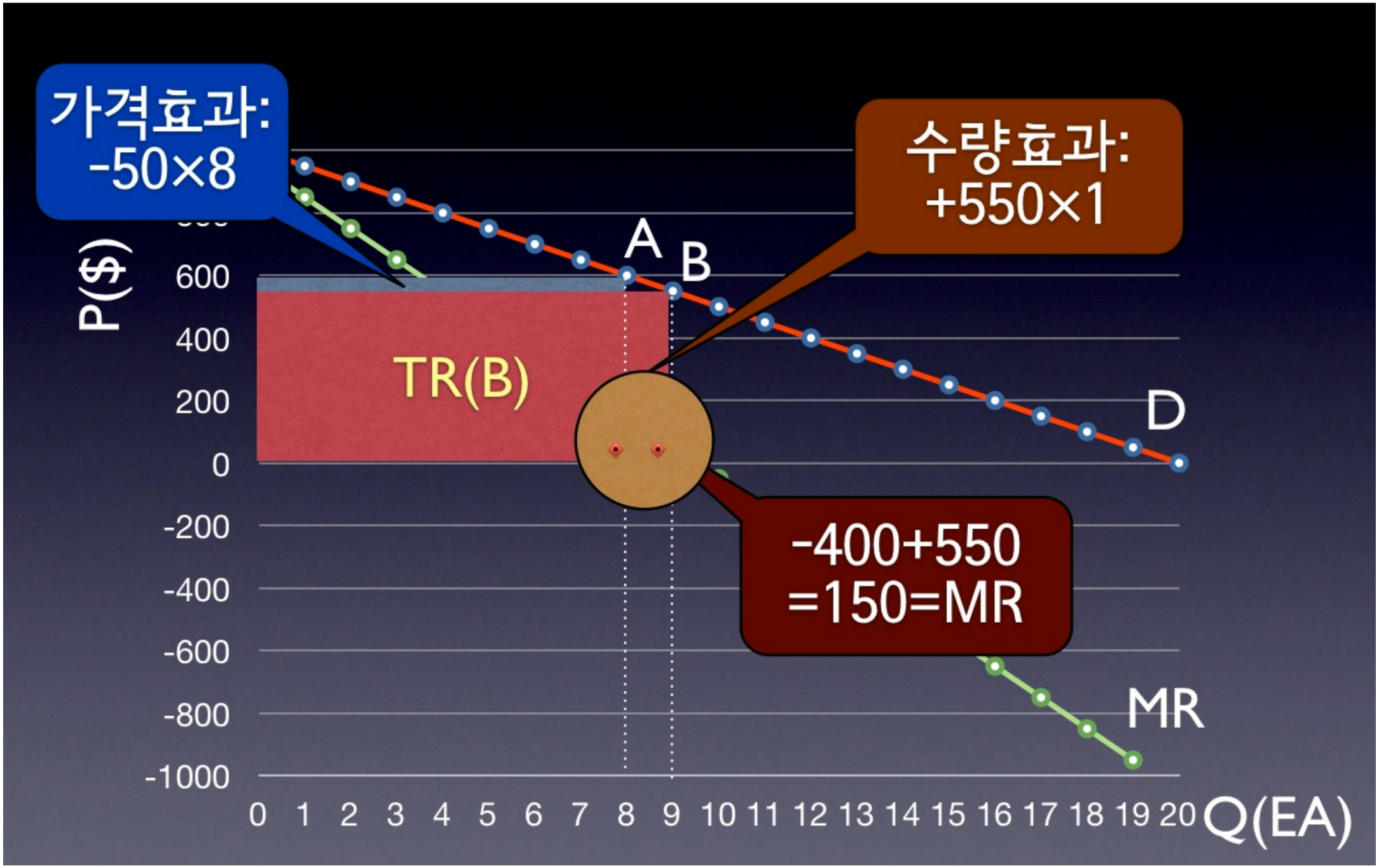
type별 MR곡선



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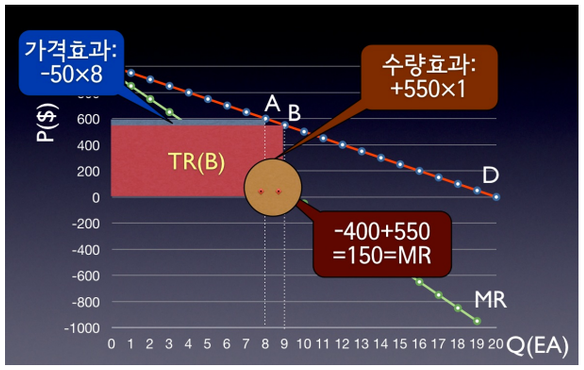

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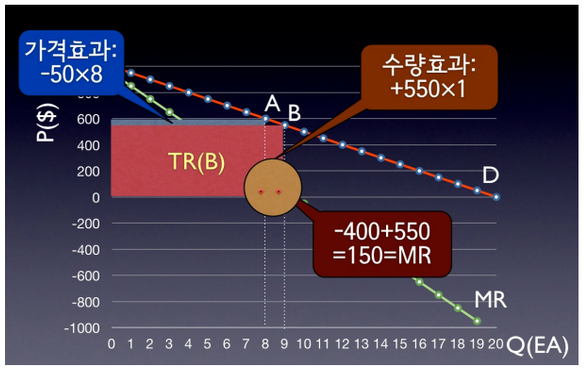

type별 MR곡선

type 1

Q(EA)	P($)	TR($)	MR($)
0	1000	0	950
1	950	950	850
2	900	1800	750
3	850	2550	-

type 2

Q(EA)	P($)	TR($)	MR($)
0	1000	0	950
1	950	950	850
2	900	1800	750
3	850	2550	

type 3

Q(EA)	P($)	TR($)	MR($)
0	1000	0	
1	950	950	950
2	900	1800	850
3	850	2550	750

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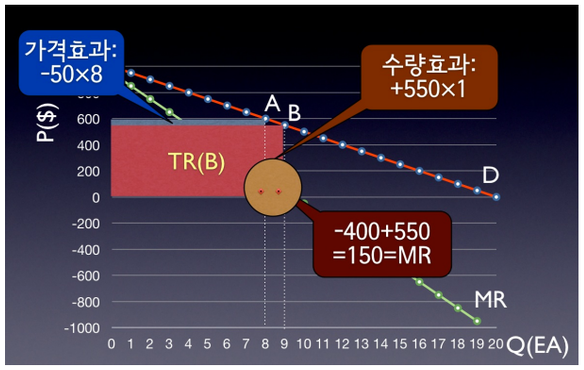

type별 MR곡

type 1

Q(EA)	P($)	TR($)	MR($)
0	1000	0	950
1	950	950	850
2	900	1800	750
3	850	2550	-

type 2

Q(EA)	P($)	TR($)	MR($)
0	1000	0	950
1	950	950	850
2	900	1800	750
3	850	2550	

type 3

Q(EA)	P($)	TR($)	MR($)
0	1000	0	
1	950	950	950
2	900	1800	850
3	850	2550	750

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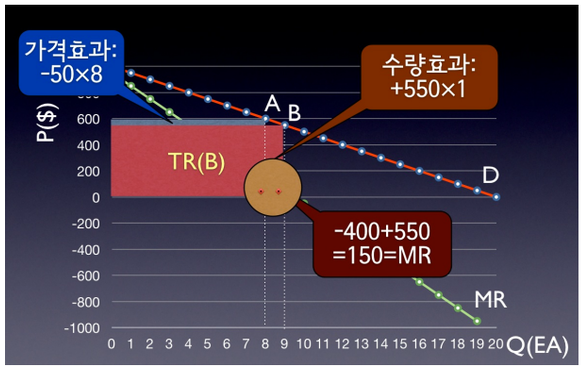

type별 MR곡선

type 1	Q(EA)	P($)	TR($)	MR($)
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	1	950	950	850
	2	900	1800	750
	3	850	2550	-

type 2	Q(EA)	P($)	TR($)	MR($)
	0	1000	0	950
	1	950	950	850
	2	900	1800	750
	3	850	2550	

type 3	Q(EA)	P($)	TR($)	MR($)
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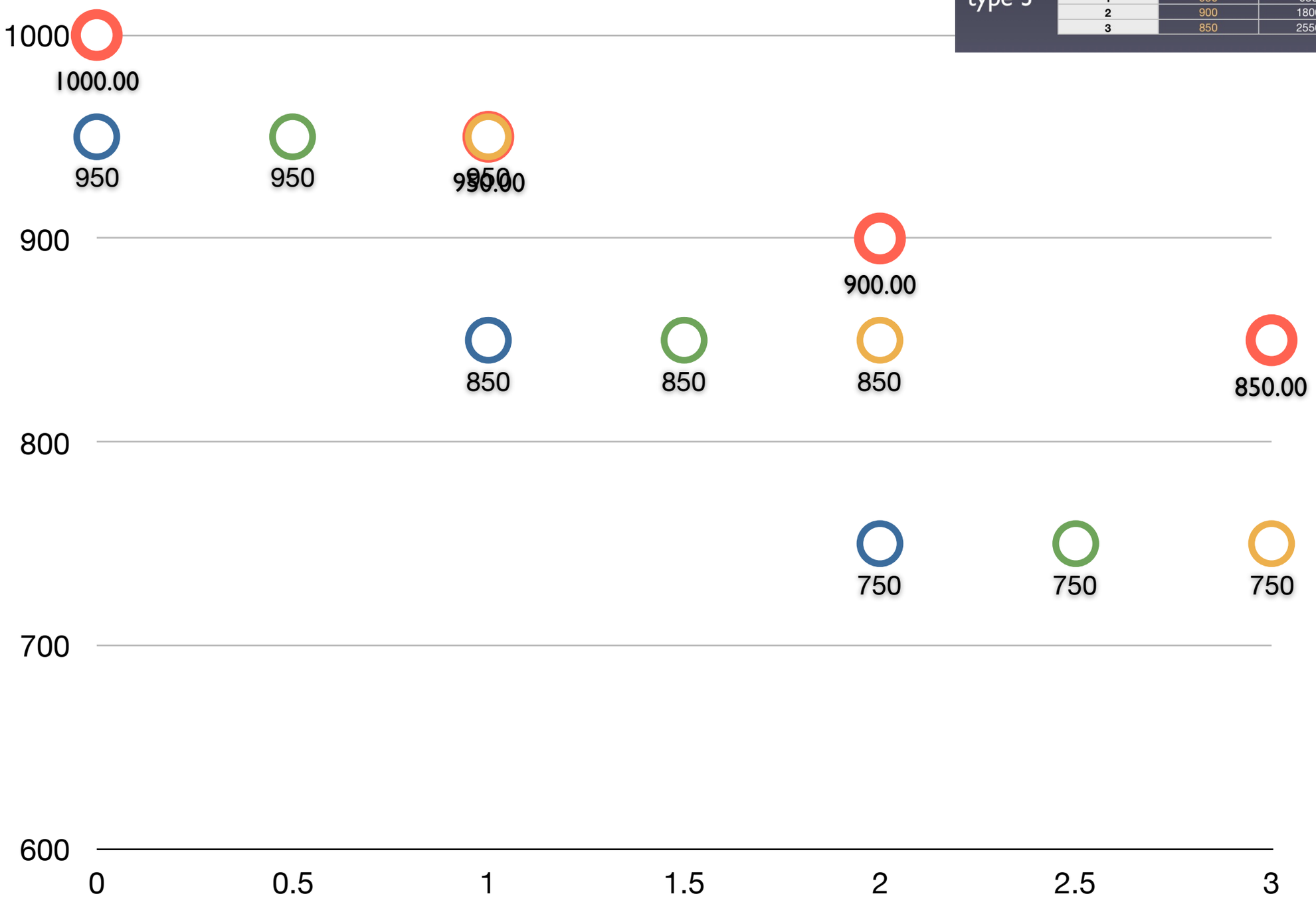
	1	950	950	950
	2	900	1800	850
	3	850	2550	750



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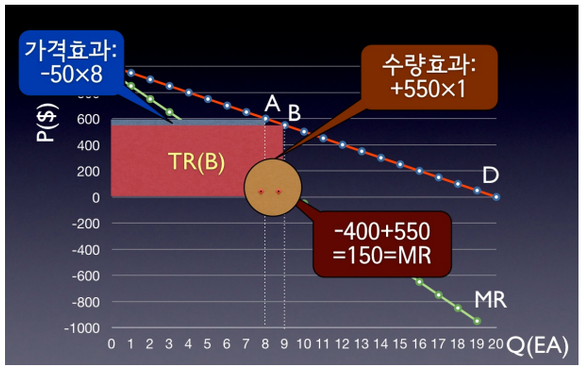

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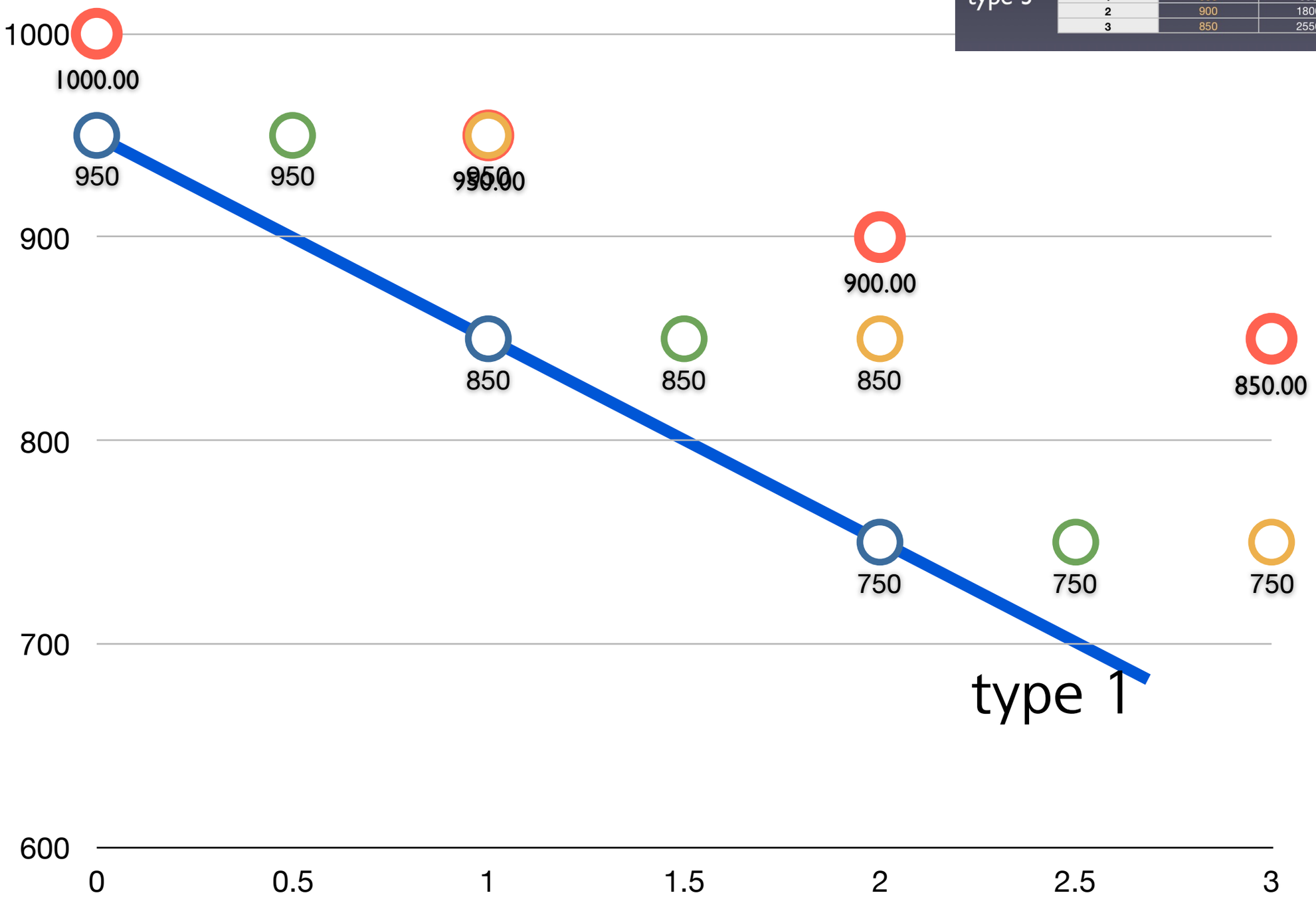
	1	950	950	850
	2	900	1800	750
	3	850	2550	-

type 2	Q(EA)	P($)	TR($)	MR($)
	0	1000	0	950
	1	950	950	850
	2	900	1800	750
	3	850	2550	

type 3	Q(EA)	P($)	TR($)	MR($)
	0	1000	0	
	1	950	950	950
	2	900	1800	850
	3	850	2550	750



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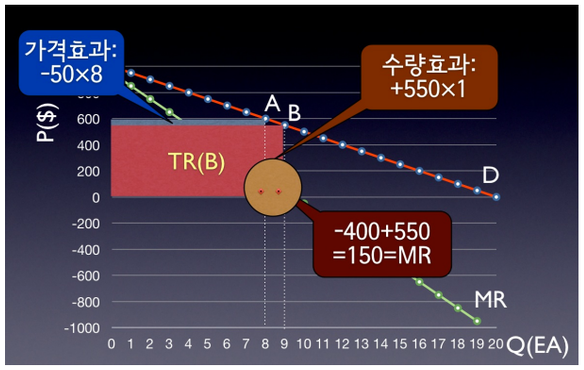

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	1	950	950	850
	2	900	1800	750
	3	850	2550	-

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	0	1000	0	950
	1	950	950	850
	2	900	1800	750
	3	850	2550	

type 3	Q(EA)	P($)	TR($)	MR($)
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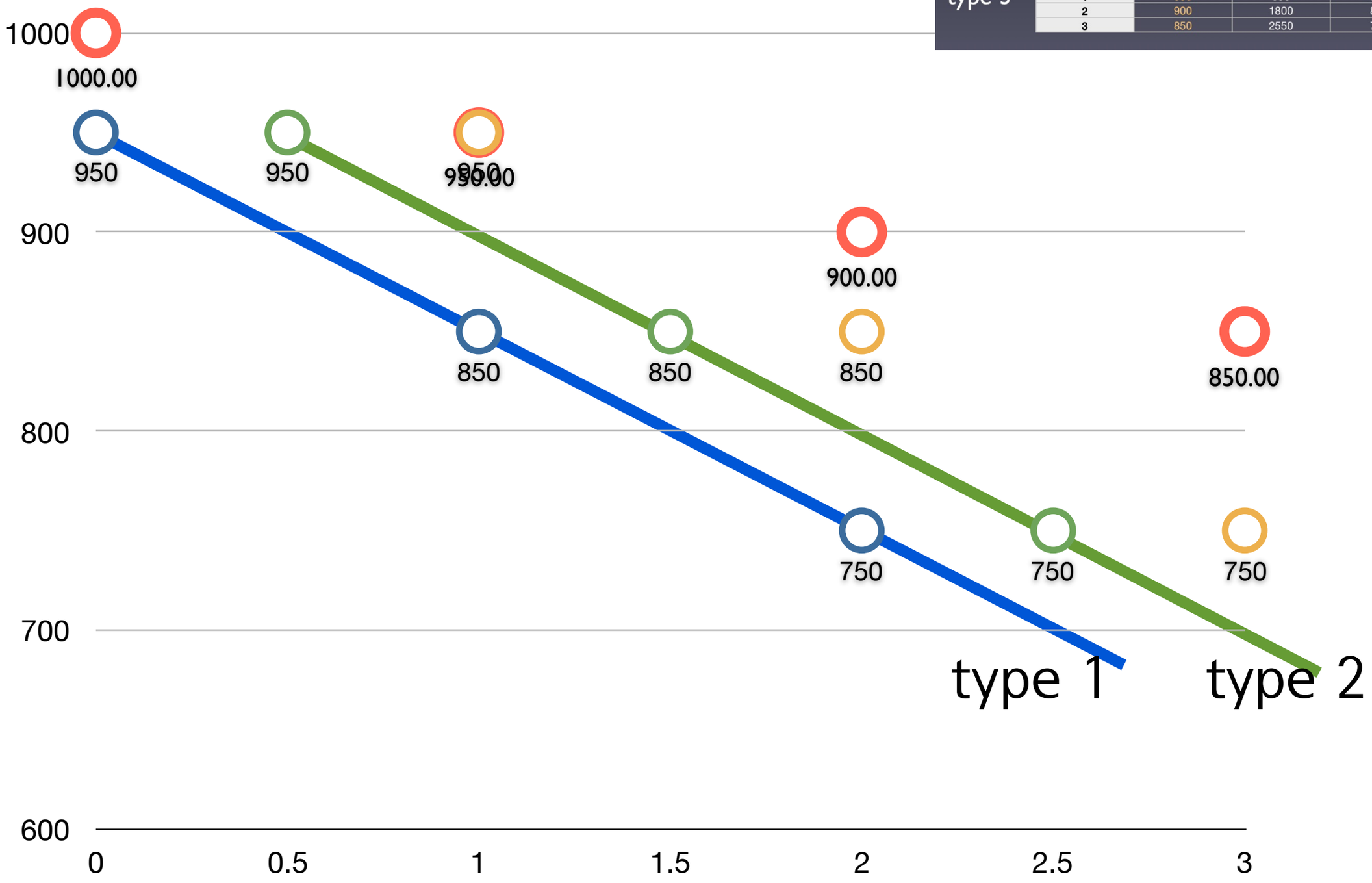
	1	950	950	950
	2	900	1800	850
	3	850	2550	750



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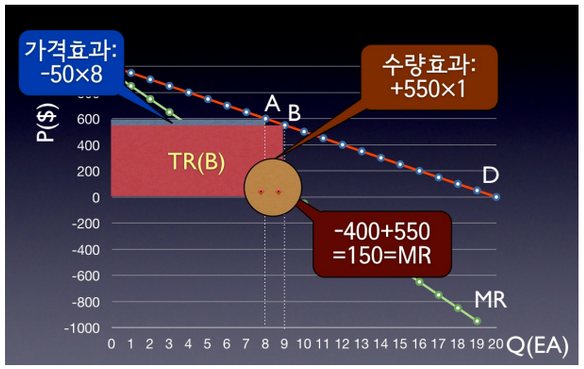

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	1	950	950	850
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	0	1000	0	950
	1	950	950	850
	2	900	1800	750
	3	850	2550	

type 3	Q(EA)	P($)	TR($)	MR($)
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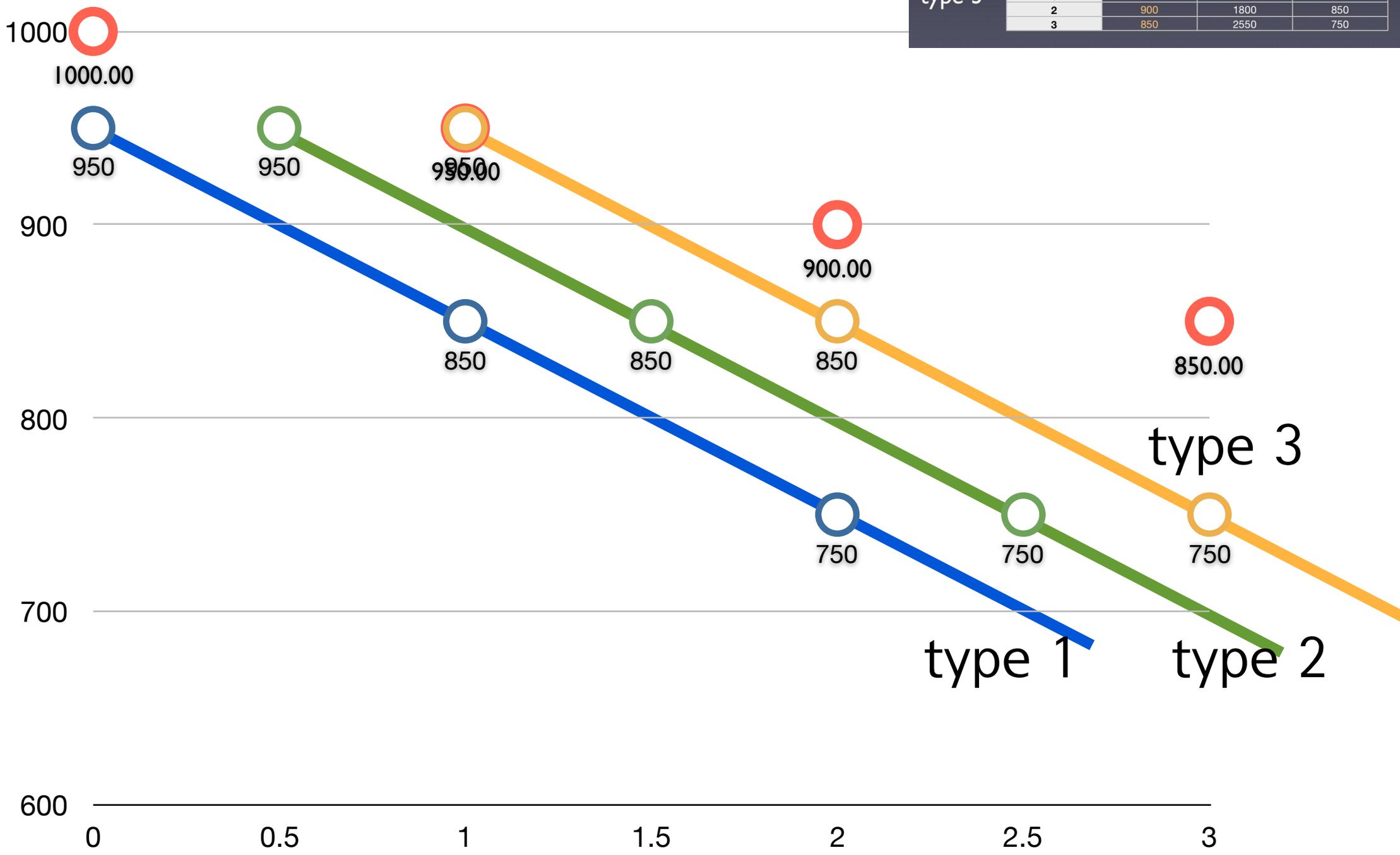
	1	950	950	950
	2	900	1800	850
	3	850	2550	750



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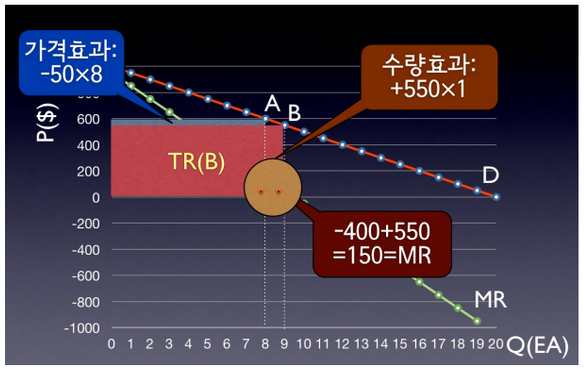

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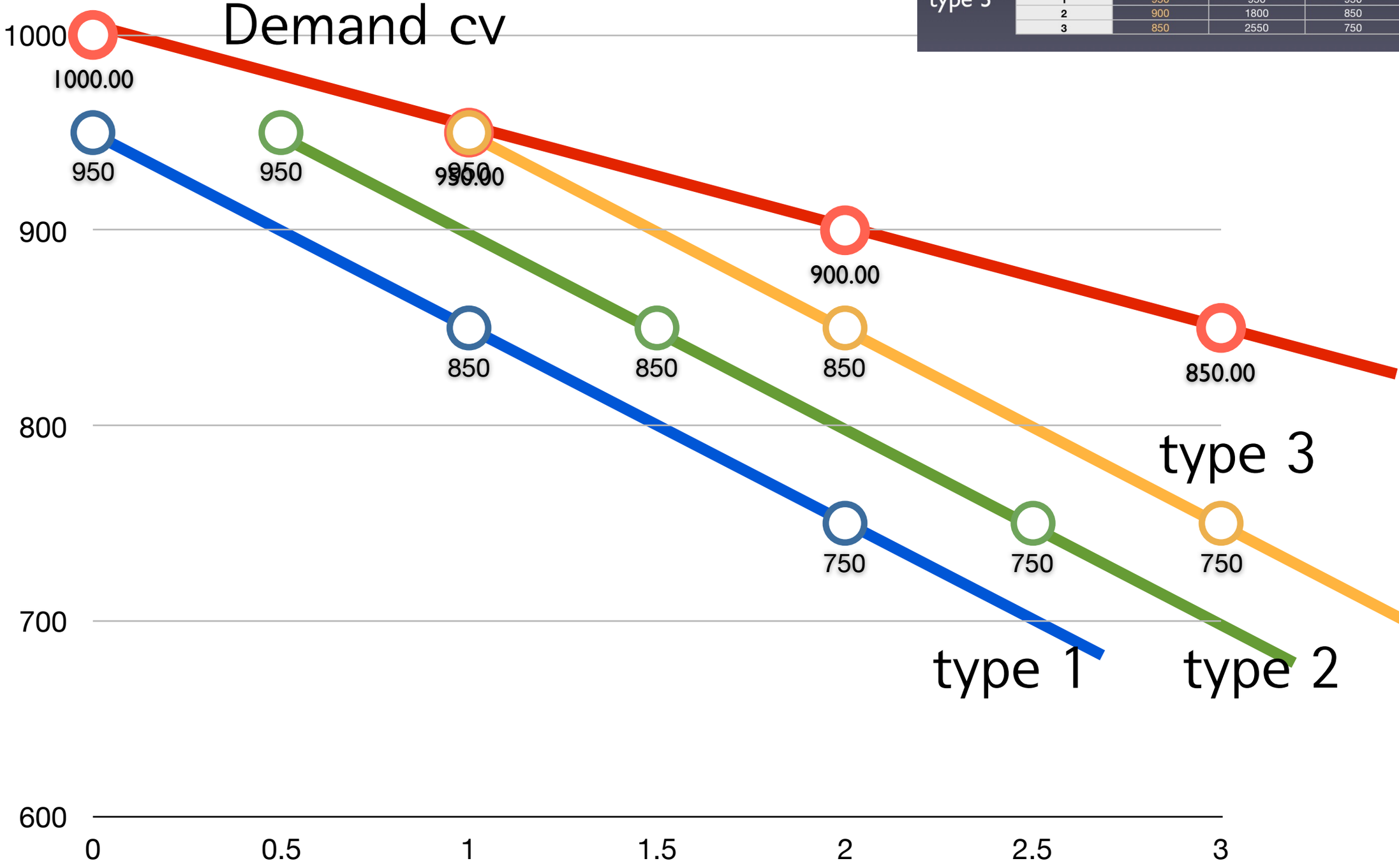

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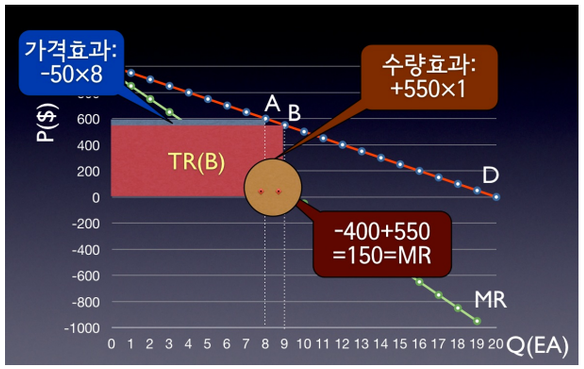

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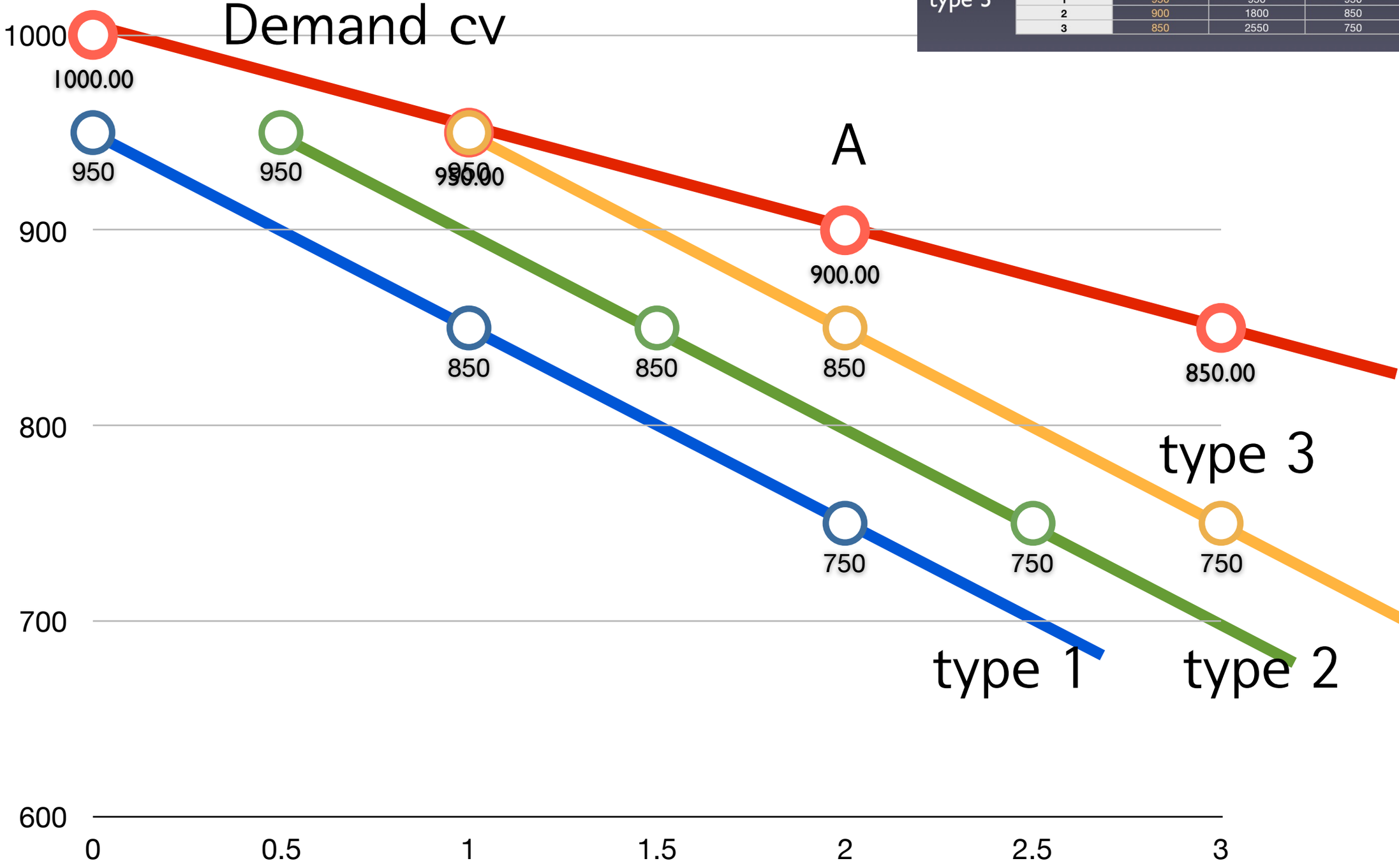
type 2	Q(EA)	P($)	TR($)	MR($)
	0	1000	0	950
	1	950	950	850
	2	900	1800	750
	3	850	2550	

type 3	Q(EA)	P($)	TR($)	MR($)
	0	1000	0	
	1	950	950	950
	2	900	1800	850
	3	850	2550	750



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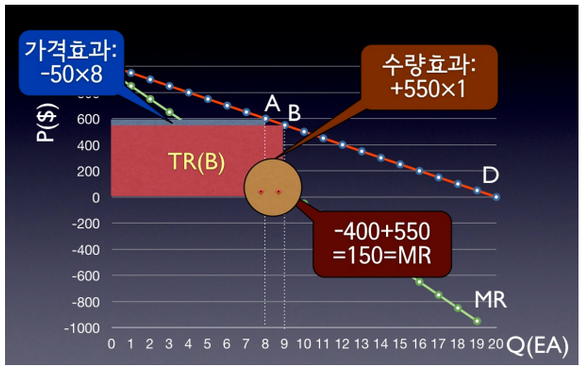


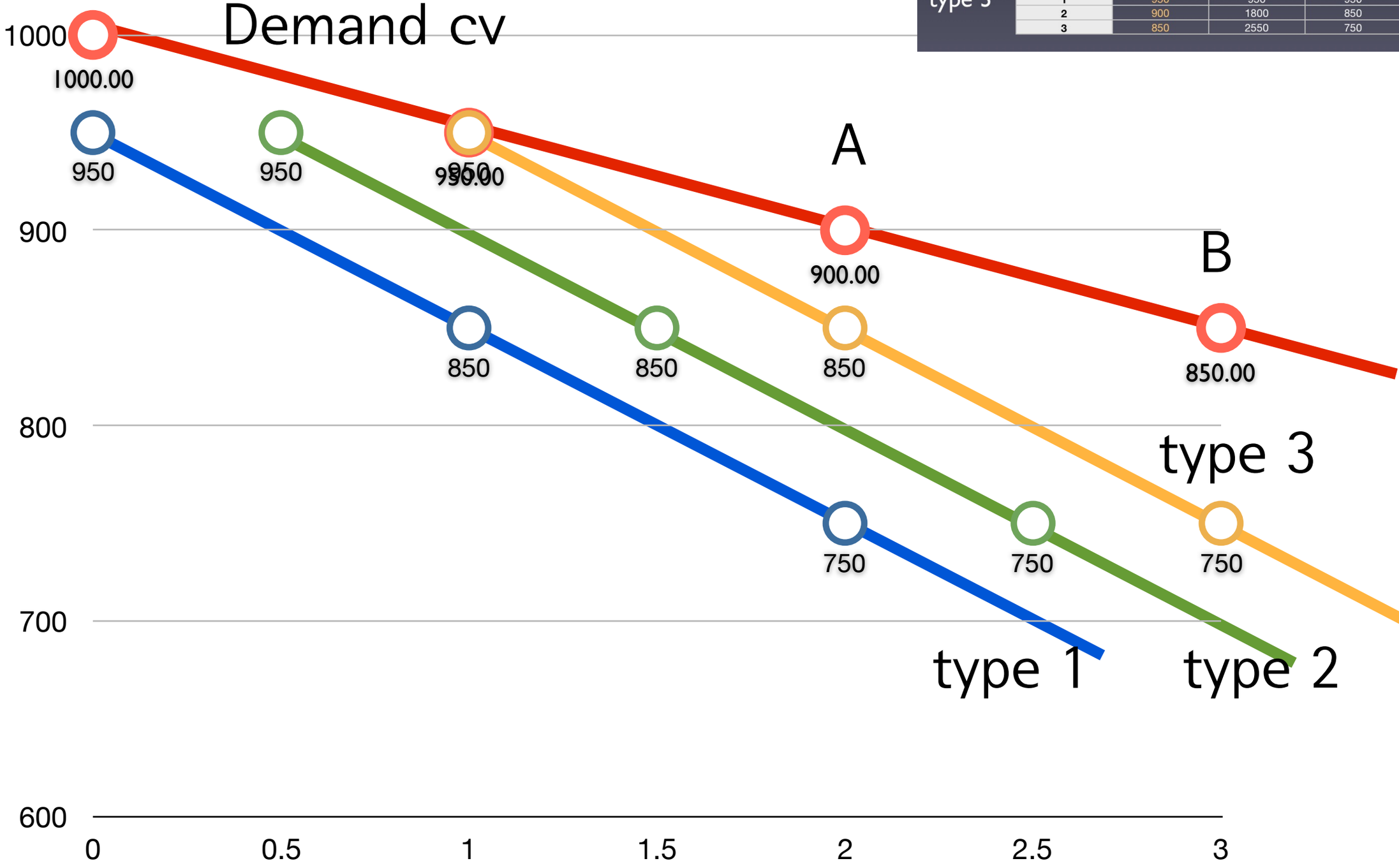
type별 MR곡선

Demand cv

type 1	Q(EA)	P($)	TR($)	MR($)
	0	1000	0	950
	1	950	950	850
	2	900	1800	750
	3	850	2550	-

type 2	Q(EA)	P($)	TR($)	MR($)
	0	1000	0	950
	1	950	950	850
	2	900	1800	750
	3	850	2550	

type 3	Q(EA)	P($)	TR($)	MR($)
	0	1000	0	
	1	950	950	950
	2	900	1800	850
	3	850	2550	750



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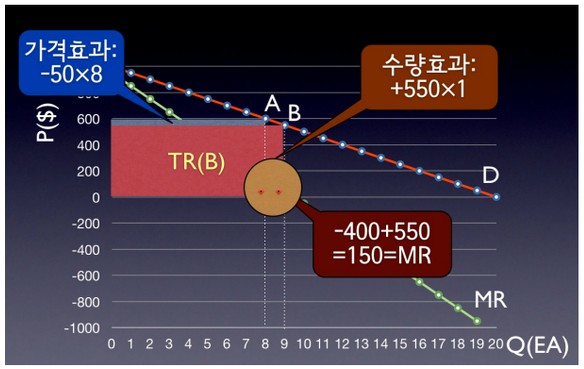


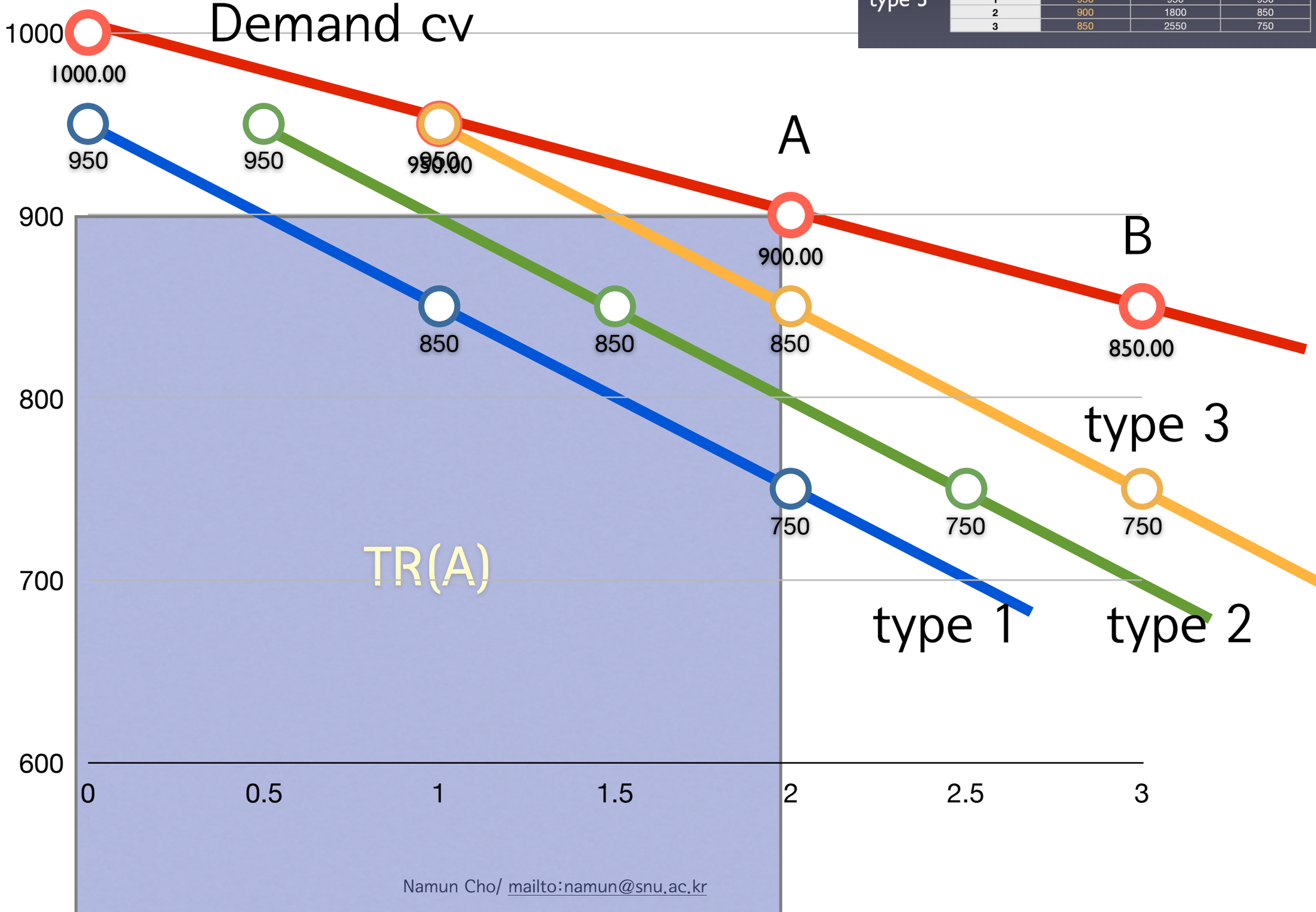
type별 MR곡선

Demand cv

type 1	Q(EA)	P($)	TR($)	MR($)
	0	1000	0	950
	1	950	950	850
	2	900	1800	750
	3	850	2550	-

type 2	Q(EA)	P($)	TR($)	MR($)
	0	1000	0	950
	1	950	950	850
	2	900	1800	750
	3	850	2550	

type 3	Q(EA)	P($)	TR($)	MR($)
	0	1000	0	
	1	950	950	950
	2	900	1800	850
	3	850	2550	750



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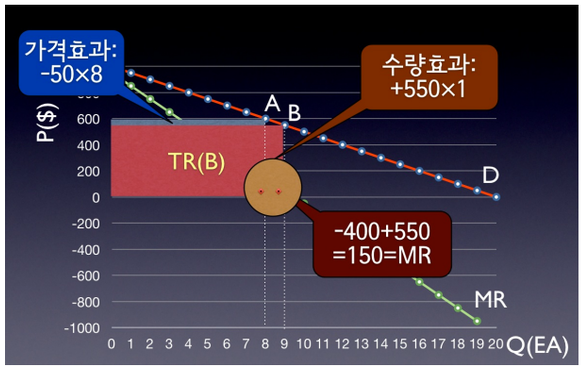


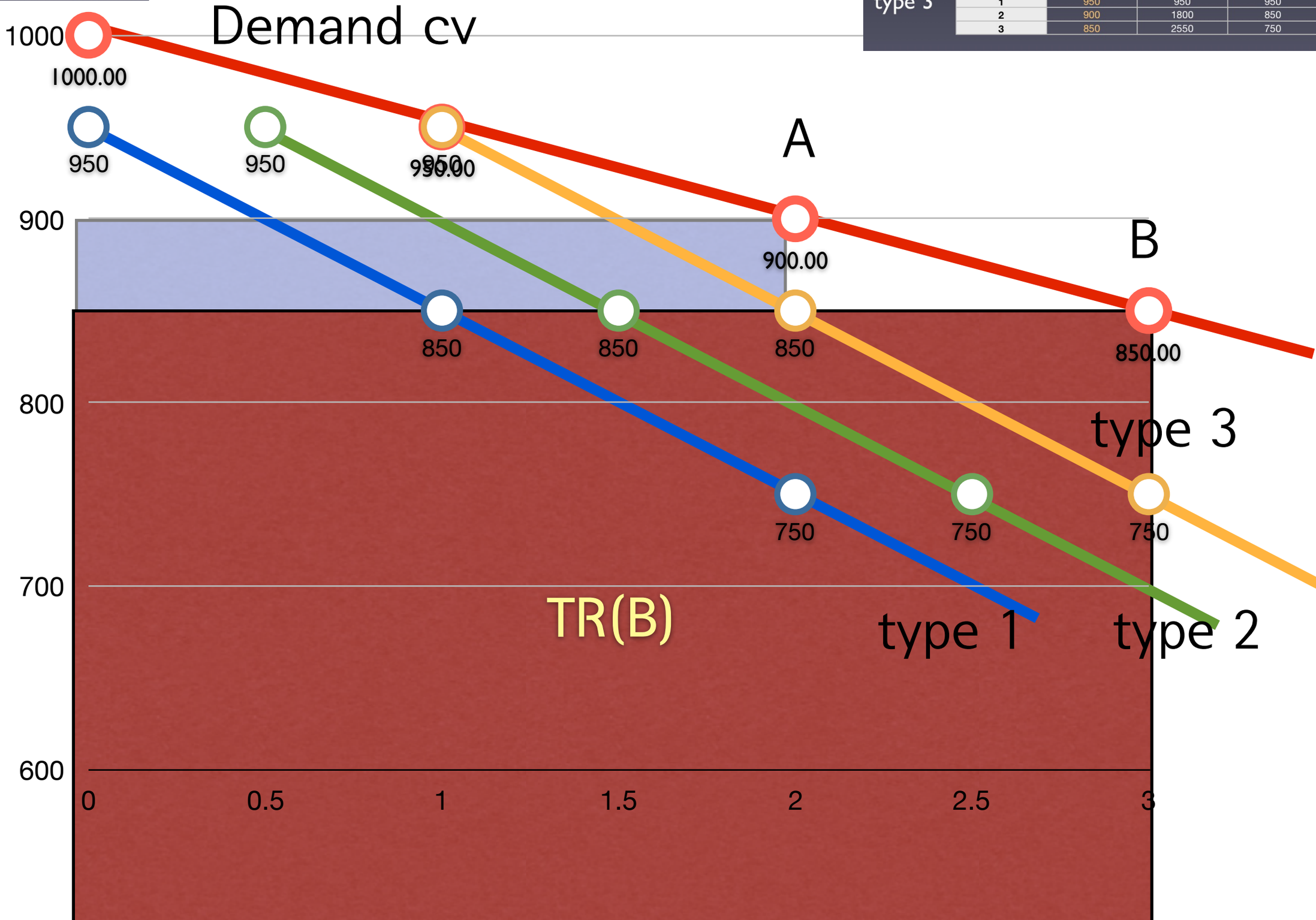
type별 MR곡선

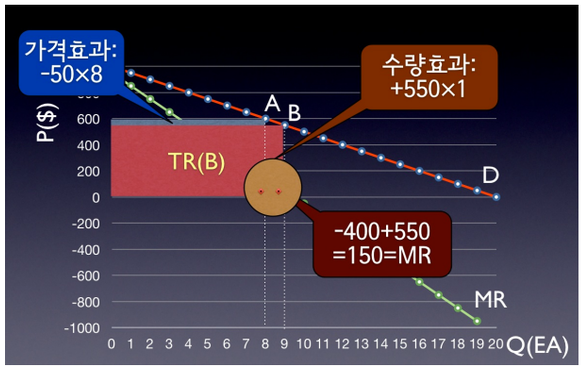
Demand cv

type 1	Q(EA)	P($)	TR($)	MR($)
	0	1000	0	950
	1	950	950	850
	2	900	1800	750
	3	850	2550	-

type 2	Q(EA)	P($)	TR($)	MR($)
	0	1000	0	950
	1	950	950	850
	2	900	1800	750
	3	850	2550	

type 3	Q(EA)	P($)	TR($)	MR($)
	0	1000	0	
	1	950	950	950
	2	900	1800	850
	3	850	2550	750





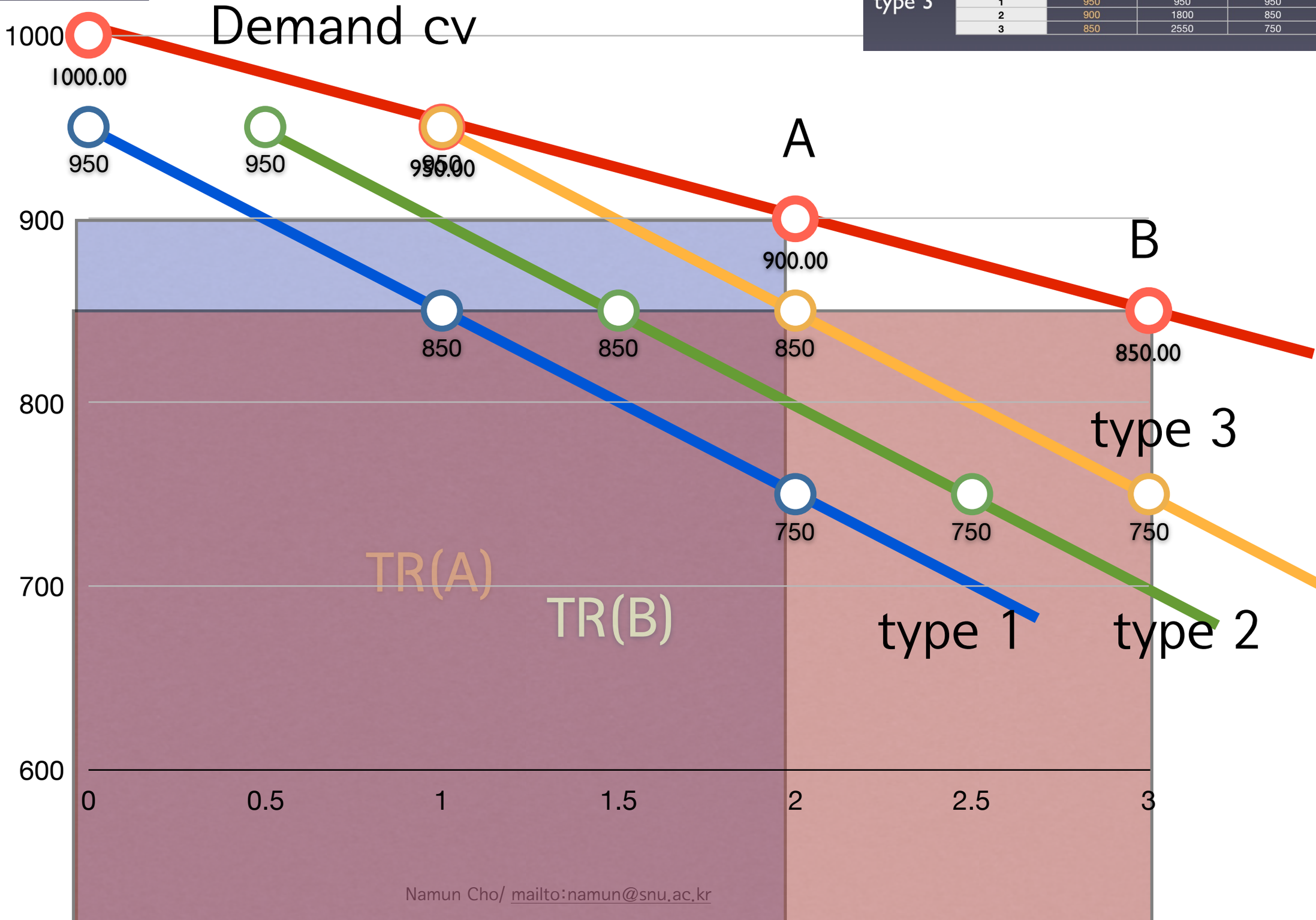
type별 MR곡선

Demand cv

type 1	Q(EA)	P($)	TR($)	MR($)
	0	1000	0	950
	1	950	950	850
	2	900	1800	750
	3	850	2550	-

type 2	Q(EA)	P($)	TR($)	MR($)
	0	1000	0	950
	1	950	950	850
	2	900	1800	750
	3	850	2550	

type 3	Q(EA)	P($)	TR($)	MR($)
	0	1000	0	
	1	950	950	950
	2	900	1800	850
	3	850	2550	750



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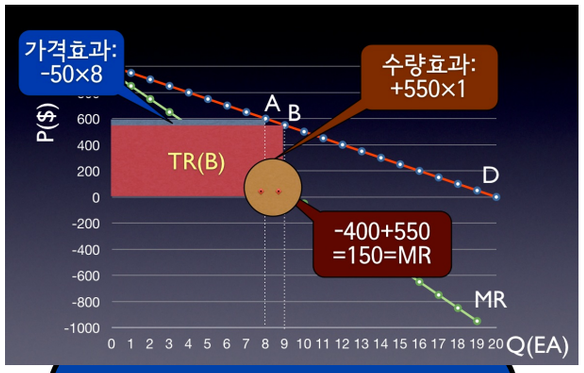

type별 MR곡선

Demand cv

type 1	Q(EA)	P($)	TR($)	MR($)
	0	1000	0	950
	1	950	950	850
	2	900	1800	750
	3	850	2550	-

type 2	Q(EA)	P($)	TR($)	MR($)
	0	1000	0	950
	1	950	950	850
	2	900	1800	750
	3	850	2550	

type 3	Q(EA)	P($)	TR($)	MR($)
	0	1000	0	
	1	950	950	950
	2	900	1800	850
	3	850	2550	750

가격효과: -50×2

950
950
950
950.00
900
A
900.00
B
850
850
850
850.00
800
type 3
750
750
750
700
TR(A)
TR(B)
type 1
type 2
600
0
0.5
1
1.5
2
2.5
3

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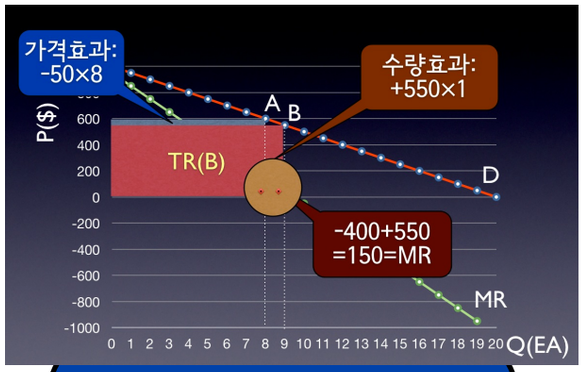

type별 MR곡선

Demand cv

type 1	Q(EA)	P($)	TR($)	MR($)
	0	1000	0	950
	1	950	950	850
	2	900	1800	750
	3	850	2550	-

type 2	Q(EA)	P($)	TR($)	MR($)
	0	1000	0	950
	1	950	950	850
	2	900	1800	750
	3	850	2550	

type 3	Q(EA)	P($)	TR($)	MR($)
	0	1000	0	
	1	950	950	950
	2	900	1800	850
	3	850	2550	750

가격효과: -50×2

수량효과: +850×1

950 950 950.00 900 900.00 850 850 850 850.00 750 750 750

A B

type 3 type 2 type 1

TR(A) TR(B)

1000 950 900 850 800 700 600

0 0.5 1 1.5 2 2.5 3

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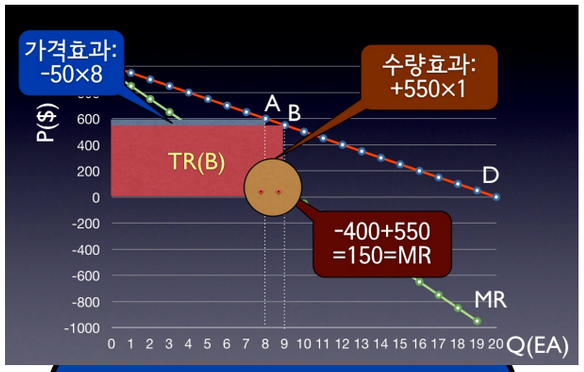

type별 MR곡선

Demand cv

type 1	Q(EA)	P($)	TR($)	MR($)
	0	1000	0	950
	1	950	950	850
	2	900	1800	750
	3	850	2550	-

type 2	Q(EA)	P($)	TR($)	MR($)
	0	1000	0	950
	1	950	950	850
	2	900	1800	750
	3	850	2550	

type 3	Q(EA)	P($)	TR($)	MR($)
	0	1000	0	
	1	950	950	950
	2	900	1800	850
	3	850	2550	750

가격효과: -50×2

수량효과: +850×1

-100+850 =750=MR

950 950 950.00 900 850 850 850 850.00 800 750 750 750 700 600

A B

TR(A) TR(B)

type 1 type 2 type 3

0 0.5 1 1.5 2 2.5 3

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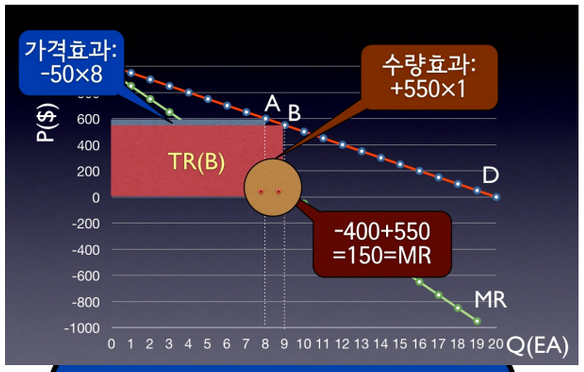

	Q(EA)	P($)	TR($)	MR($)
type 1	0	1000	0	950
	1	950	950	850
	2	900	1800	750
	3	850	2550	-

	Q(EA)	P($)	TR($)	MR($)
type 2	0	1000	0	950
	1	950	950	850
	2	900	1800	750
	3	850	2550	

	Q(EA)	P($)	TR($)	MR($)
type 3	0	1000	0	
	1	950	950	950
	2	900	1800	850
	3	850	2550	750

type별 MR곡선

Demand cv

가격효과: -50×2

수량효과: +850×1

-100+850 =750=MR

950 950 950 900.00

850 850 850 850.00

750 750 750

A

B

type 3

type 1

type 2

TR(A)

TR(B)

900

800

700

600

0 0.5 1 1.5 2 2.5 3

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MR type의 수렴

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MR type의 수렴

- MR의 type별 차이는 이산적인 상황에서만 발생: 연속적인 생산량을 결정하게 될 경우 type 1,2,3은 하나로 모아지게 됨

MR type의 수렴

- MR의 type별 차이는 이산적인 상황에서만 발생: 연속적인 생산량을 결정하게 될 경우 type 1,2,3은 하나로 모아지게 됨
- 따라서 실제 계산에서는 위 type중 하나를 임의로 선택해서 계산하여도 무방

TR곡선과 MR

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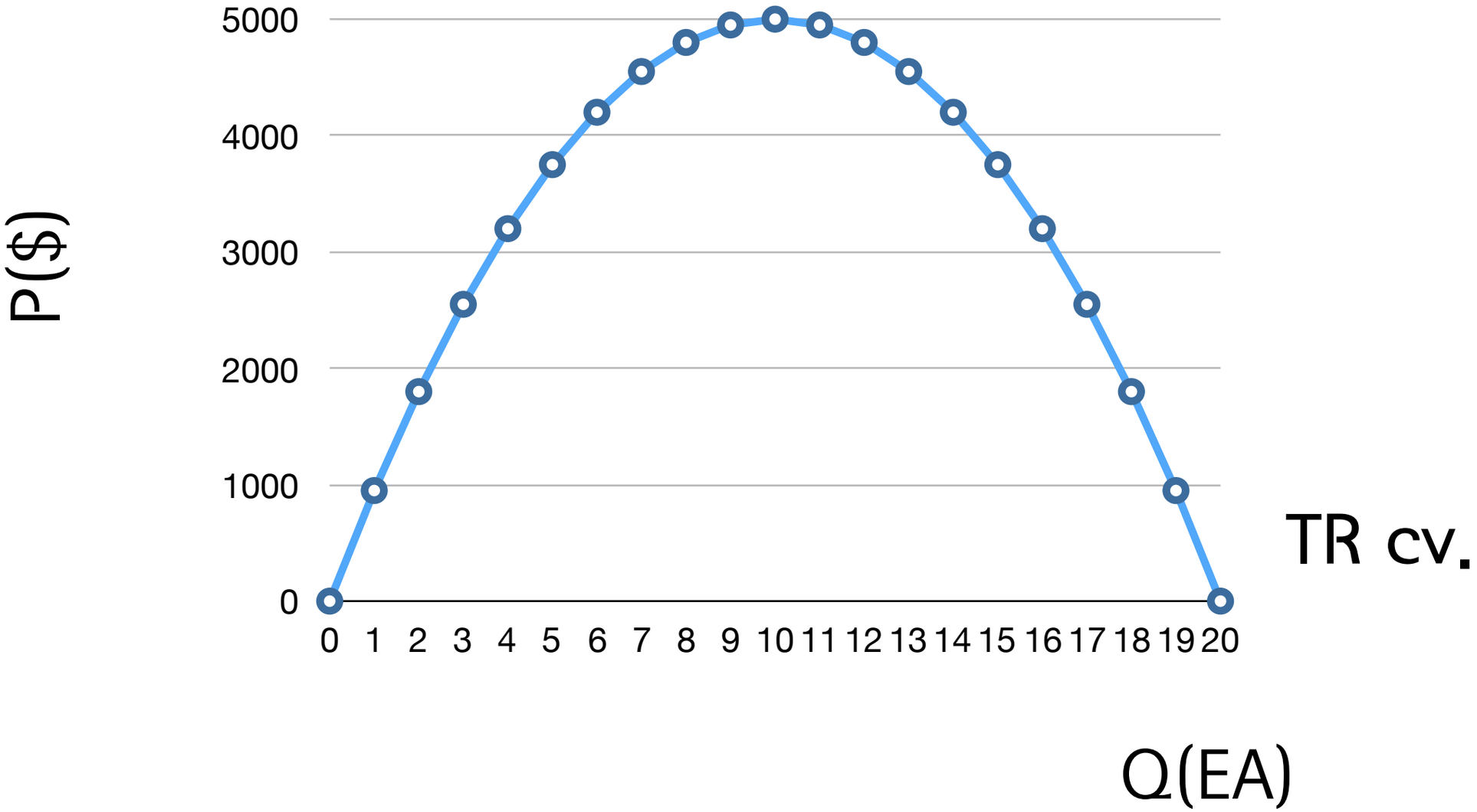
TR곡선과 MR



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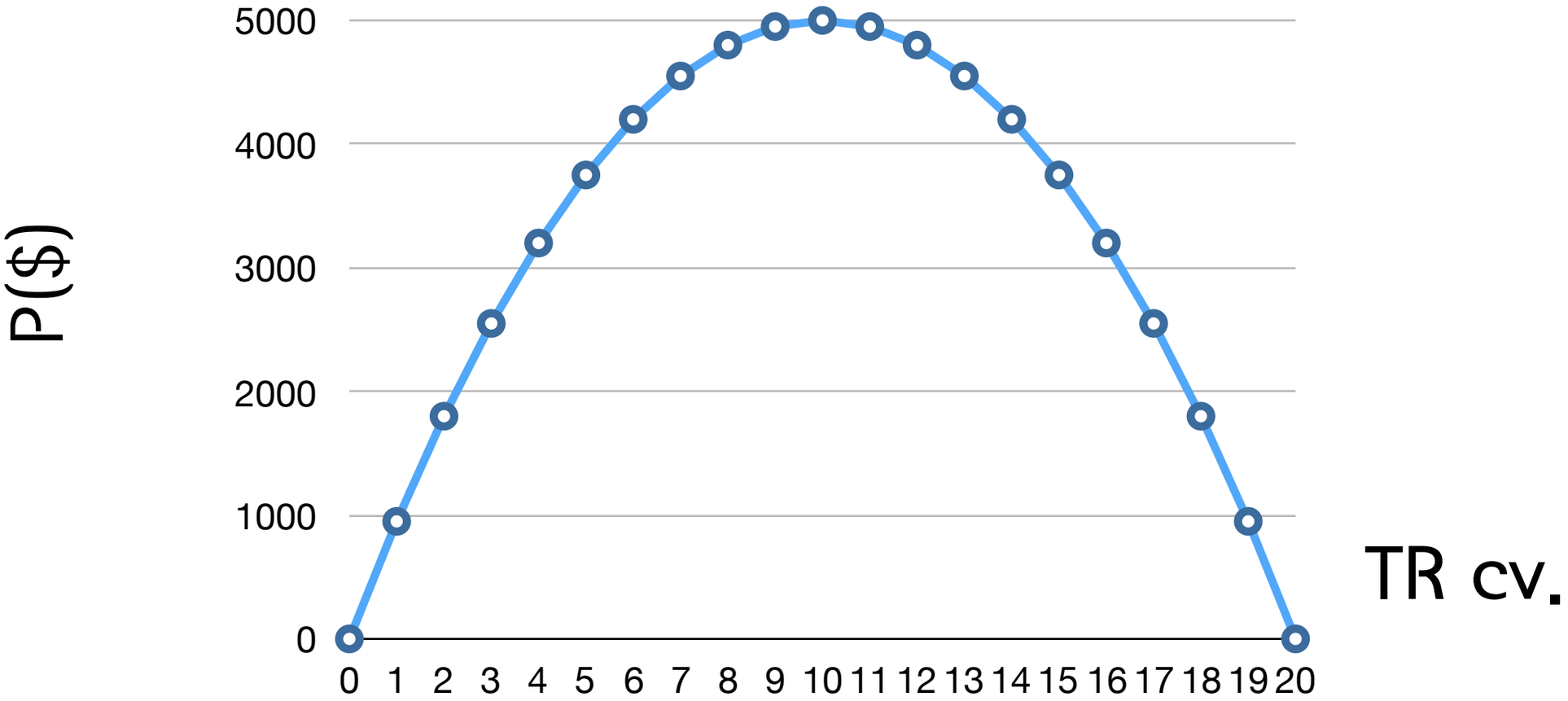
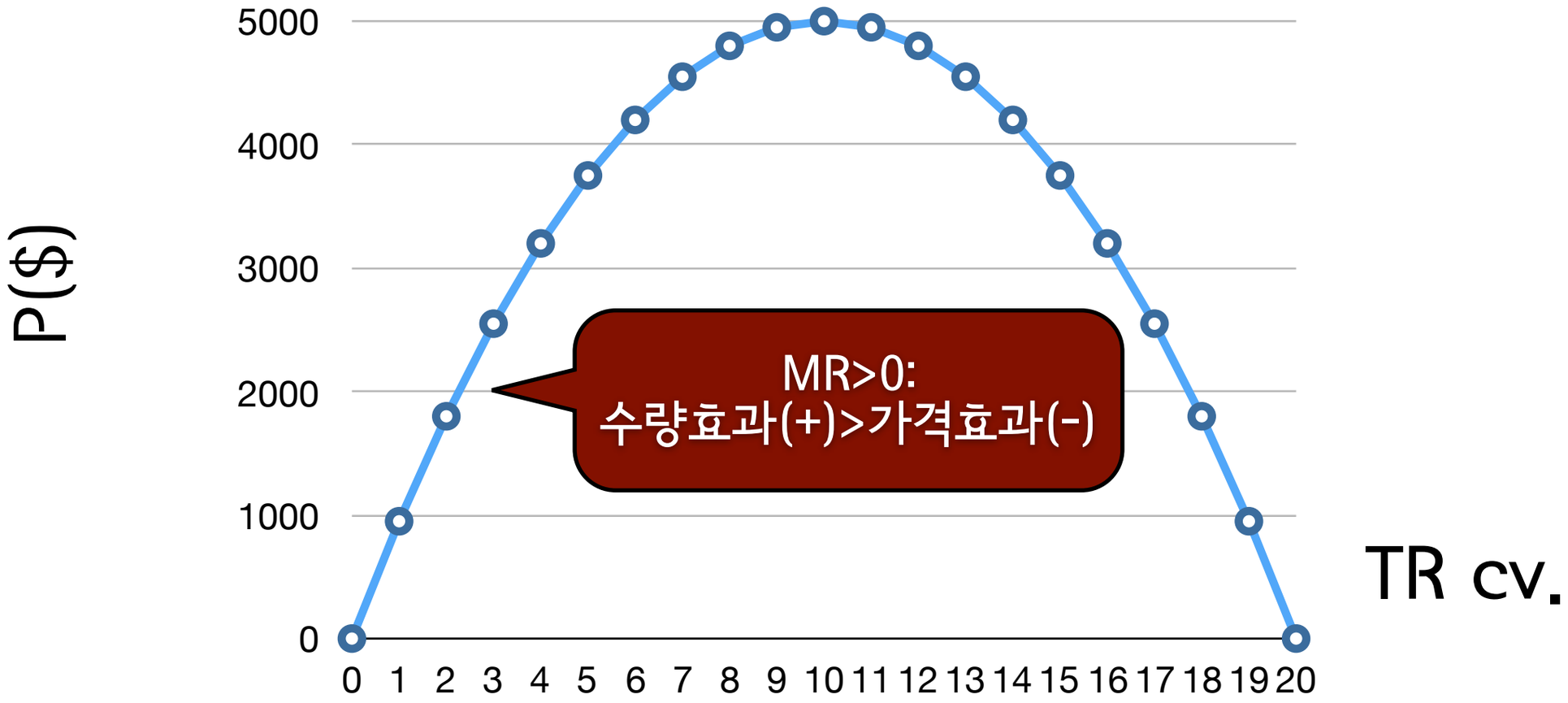
TR곡선과 MR



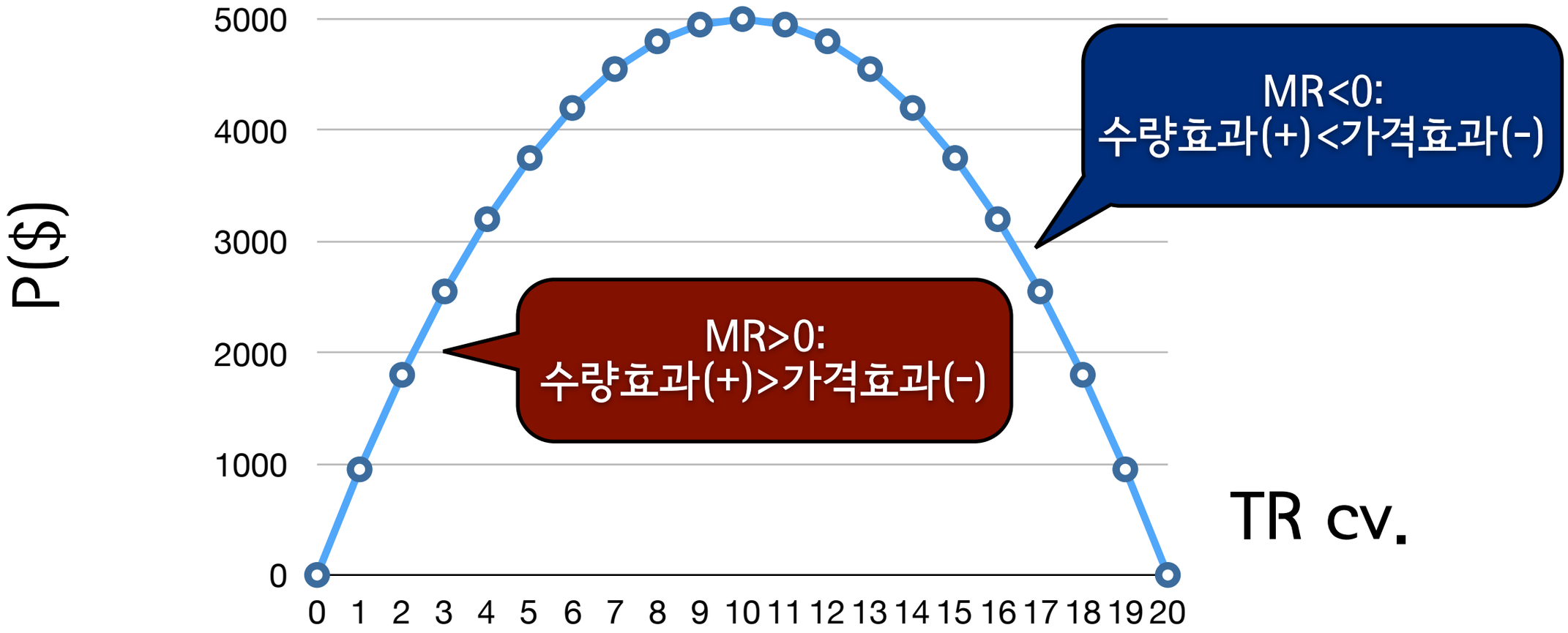
MR: TR곡선의 기울기

TR곡선과 MR



MR: TR곡선의 기울기

TR곡선과 MR



MR: TR곡선의 기울기

Q(EA)

이윤극대화 수량

Q(EA)	P($)	TR($)	MR(S)
0	1000	0	950
1	950	950	850
2	900	1800	750
3	850	2550	650
4	800	3200	550
5	750	3750	450
6	700	4200	350
7	650	4550	250
8	600	4800	150
9	550	4950	50
10	500	5000	-50
11	450	4950	-150
12	400	4800	-250
13	350	4550	-350
14	300	4200	-450
15	250	3750	-550
16	200	3200	-650
17	150	2550	-750
18	100	1800	-850
19	50	950	-950
20	0	0	

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이윤극대화 수량

Q(EA)	P($)	TR($)	MR(S)
0	1000	0	950
1	950	950	850
2	900	1800	750
3	850	2550	650
4	800	3200	550
5	750	3750	450
6	700	4200	350
7	650	4550	250
8	600	4800	150
9	550	4950	50
10	500	5000	-50
11	450	4950	-150
12	400	4800	-250
13	350	4550	-350
14	300	4200	-450
15	250	3750	-550
16	200	3200	-650
17	150	2550	-750
18	100	1800	-850
19	50	950	-950
20	0	0	

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이윤극대화 수량

Q(EA)	P($)	TR($)	MR(S)
0	1000	0	950
1	950	950	850
2	900	1800	750
3	850	2550	650
4	800	3200	550
5	750	3750	450
6	700	4200	350
7	650	4550	250
8	600	4[illegible]0	150
9	550	[illegible]950	50
10	500	5000	-50
11	450	4950	-150
12	400	[illegible]00	-250
13	350	45[illegible]	-350
14	300	4200	-450
15	250	3750	-550
16	200	3200	-650
17	150	2550	-750
18	100	1800	-850
19	50	950	-950
20	0	0	

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이윤극대화조건

- 수량 10은 생산비용이 전혀 들지 않을 때의 최적 수량
- 비용구조를 고려해야 함
- 목표는 수입극대화가 아니라 이윤극대화이므로 독점기업은 Profit = TR-TC에 의해 MR=MC를 실현하는 수량에서 생산을 결정

가격정보의 추가:
개당 200$ 비용 발생

Q(EA)	P($)	TR($)	MR($)	TC($)	MC($)	Profit($)
0	1000	0	950	0	200	0
1	950	950	850	200	200	750
2	900	1800	750	400	200	1400
3	850	2550	650	600	200	1950
4	800	3200	550	800	200	2400
5	750	3750	450	1000	200	2750
6	700	4200	350	1200	200	3000
7	650	4550	250	1400	200	3150
8	600	4800	150	1600	200	3200
9	550	4950	50	1800	200	3150
10	500	5000	-50	2000	200	3000
11	450	4950	-150	2200	200	2750
12	400	4800	-250	2400	200	2400
13	350	4550	-350	2600	200	1950
14	300	4200	-450	2800	200	1400
15	250	3750	-550	3000	200	750
16	200	3200	-650	3200	200	0
17	150	2550	-750	3400	200	-850
18	100	1800	-850	3600	200	-1800
19	50	950	-950	3800	200	-2850
20	0	0		4000		-4000

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가격정보의 추가:
개당 200$ 비용 발생

Q(EA)	P($)	TR($)	MR($)	TC($)	MC($)	Profit($)
0	1000	0	950	0	200	0
1	950	950	850	200	200	750
2	900	1800	750	400	200	1400
3	850	2550	650	600	200	1950
4	800	3200	550	800	200	2400
5	750	3750	450	1000	200	2750
6	700	4200	350	1200	200	3000
7	650	4550	250	1400	200	3150
8	600	4800	150	1600	200	3200
9	550	4950	50	1800	200	3150
10	500	5000	-50	2000	200	3000
11	450	4950	-150	2200	200	2750
12	400	4800	-250	2400	200	2400
13	350	4550	-350	2600	200	1950
14	300	4200	-450	2800	200	1400
15	250	3750	-550	3000	200	750
16	200	3200	-650	3200	200	0
17	150	2550	-750	3400	200	-850
18	100	1800	-850	3600	200	-1800
19	50	950	-950	3800	200	-2850
20	0	0		4000		-4000

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가격저항의 추가:
개당 200$ 이상 발생

Optimal Quantity
on Monopoly

Q(EA)	P($)	TR($)	MR($)	TC($)	MC($)	Profit($)
0	1000	0	950	0	200	0
1	950	950	850	200	200	750
2	900	1800	750	400	200	1400
3	850	2550	650	600	200	1950
4	800	3200	550	800	200	2400
5	750	3750	450	1000	200	2750
6	700	4200	350	1200	200	3000
7	650	4550	250	1400	200	3150
8	600	4800	150	1600	200	3200
9	550	4950	50	1800	200	3150
10	500	5000	-50	2000	200	3000
11	450	4950	-150	2200	200	2750
12	400	4800	-250	2400	200	2400
13	350	4550	-350	2600	200	1950
14	300	4200	-450	2800	200	1400
15	250	3750	-550	3000	200	750
16	200	3200	-650	3200	200	0
17	150	2550	-750	3400	200	-850
18	100	1800	-850	3600	200	-1800
19	50	950	-950	3800	200	-2850
20	0	0		4000		-4000

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가격저항의 초과:
개당 200$ 1명 발생

Optimal Quantity
on Monopoly

Q(EA)	P($)	TR($)	MR(S)	TC($)	MC($)	Profit($)
0	200	0	200	0	200	0
1	200	200	200	200	200	0
2	200	400	200	400	200	0
3	200	600	200	600	200	0
4	200	800	200	800	200	0
5	200	1000	200	1000	200	0
6	200	1200	200	1200	200	0
7	200	1400	200	1400	200	0
8	200	1600	200	1600	200	0
9	200	1800	200	1800	200	0
10	200	2000	200	2000	200	0
11	200	2200	200	2200	200	0
12	200	2400	200	2400	200	0
13	200	2600	200	2600	200	0
14	200	2800	200	2800	200	0
15	200	3000	200	3000	200	0
16	200	3200	200	3200	200	0
17	200	3400	200	3400	200	0
18	200	3600	200	3600	200	0
19	200	3800	200	3800	200	0
20	200	4000		4000		0

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가격저항의 추가:
개당 200$ 비용 발생

Optimal Quantity on Monopoly

Q(EA)	P($)	TR($)	MR(S)	TC($)	MC($)	Profit($)
0	200	0	200	0	200	0
1	200	200	200	200	200	0
2	200	400	200	400	200	0
3	200	600	200	600	200	0
4	200	800	200	800	200	0
5	200	1000	200	1000	200	0
6	200	1200	200	1200	200	0
7	200	1400	200	1400	200	0
8	200	1600	200	1600	200	0
9	200	1800	200	1800	200	0
10	200	2000	200	2000	200	0
11	200	2200	200	2200	200	0
12	200	2400	200	2400	200	0
13	200	2600	200	2600	200	0
14	200	2800	200	2800	200	0
15	200	3000	200	3000	200	0
16	200	3200	200	3200	200	0
17	200	3400	200	3400	200	0
18	200	3600	200	3600	200	0
19	200	3800	200	3800	200	0
20	200	4000		4000		0

Optimal Quantity on Perfect Competition(LR)

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독점적 경쟁시장의 특징: 개당 200$ 이윤 발생

Demand Schedule

Q(EA)	P($)
0	1000
1	950
2	900
3	850
4	800
5	750
6	700
7	650
8	600
9	550
10	500
11	450
12	400
13	350
14	300
15	250
16	200
17	150
18	100
19	50
20	0

Optimal Quantity on Monopoly

Q(EA)	P($)	TR($)	MR(S)	TC($)	MC($)	Profit($)
0	200	0	200	0	200	0
1	200	200	200	200	200	0
2	200	400	200	400	200	0
3	200	600	200	600	200	0
4	200	800	200	800	200	0
5	200	1000	200	1000	200	0
6	200	1200	200	1200	200	0
7	200	1400	200	1400	200	0
8	200	1600	200	1600	200	0
9	200	1800	200	1800	200	0
10	200	2000	200	2000	200	0
11	200	2200	200	2200	200	0
12	200	2400	200	2400	200	0
13	200	2600	200	2600	200	0
14	200	2800	200	2800	200	0
15	200	3000	200	3000	200	0
16	200	3200	200	3200	200	0
17	200	3400	200	3400	200	0
18	200	3600	200	3600	200	0
19	200	3800	200	3800	200	0
20	200	4000		4000		0

Optimal Quantity on Perfect Competition(LR)

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Monopoly vs. Competitive Market

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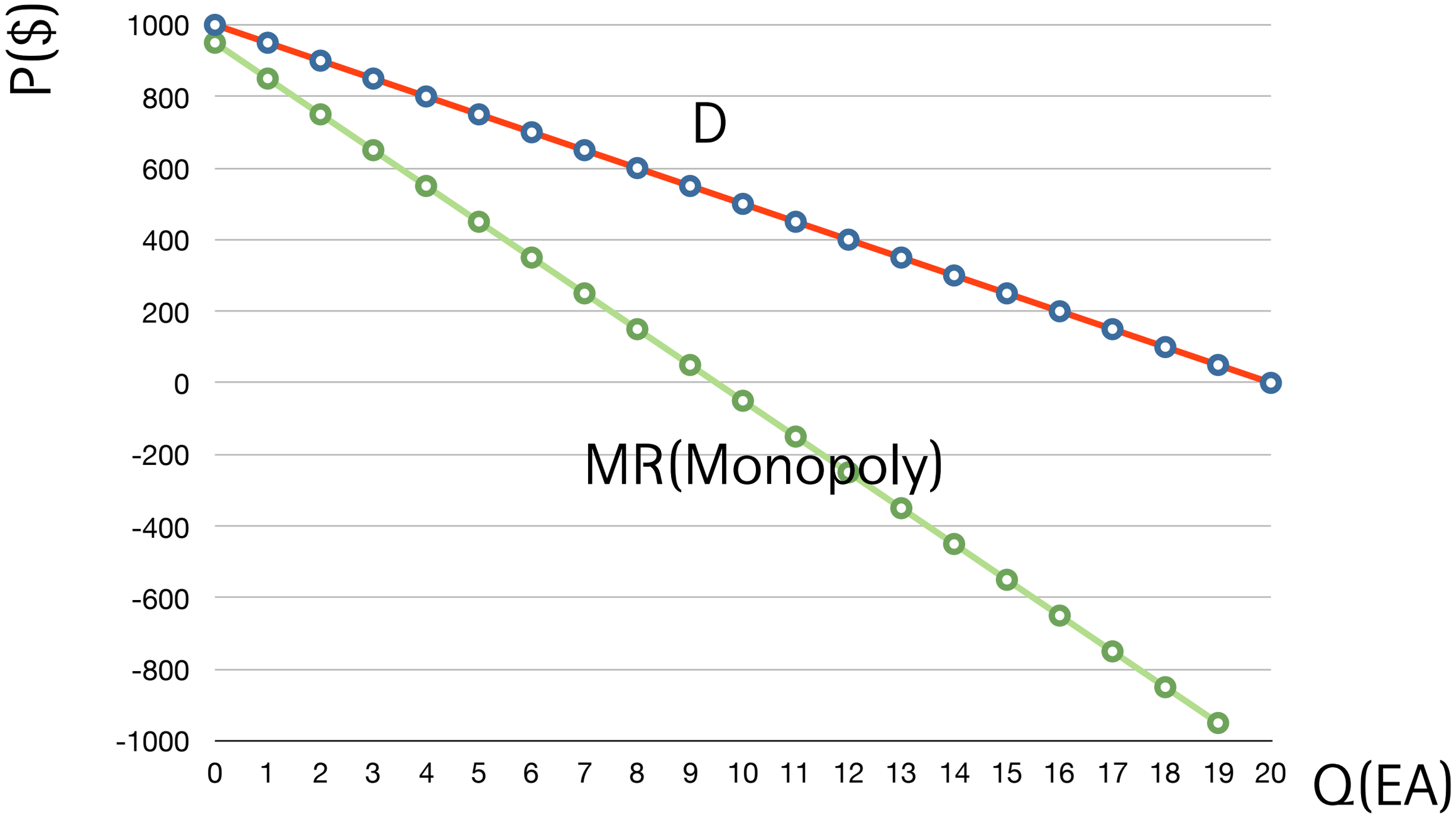
Monopoly vs. Competitive Market



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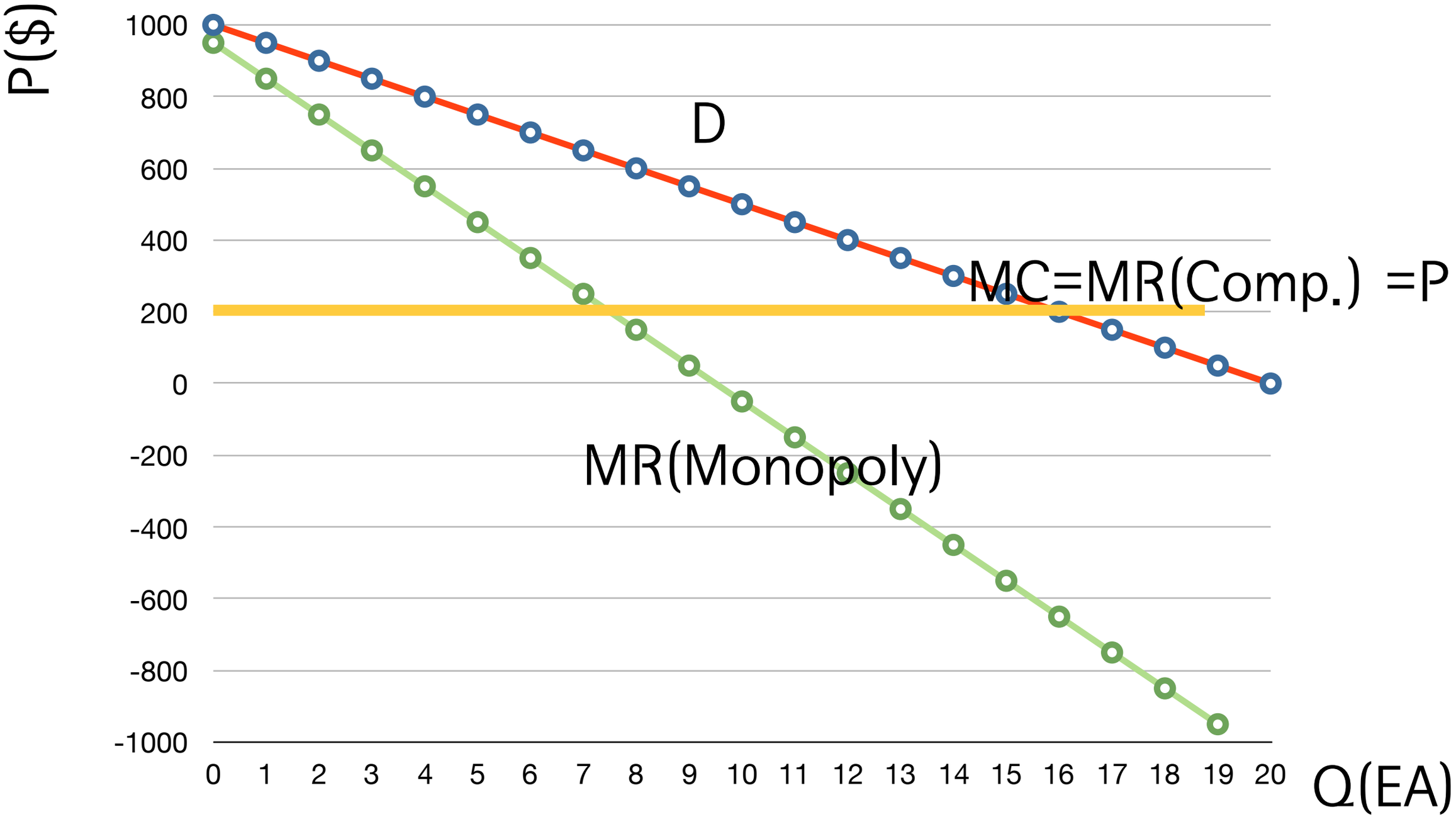

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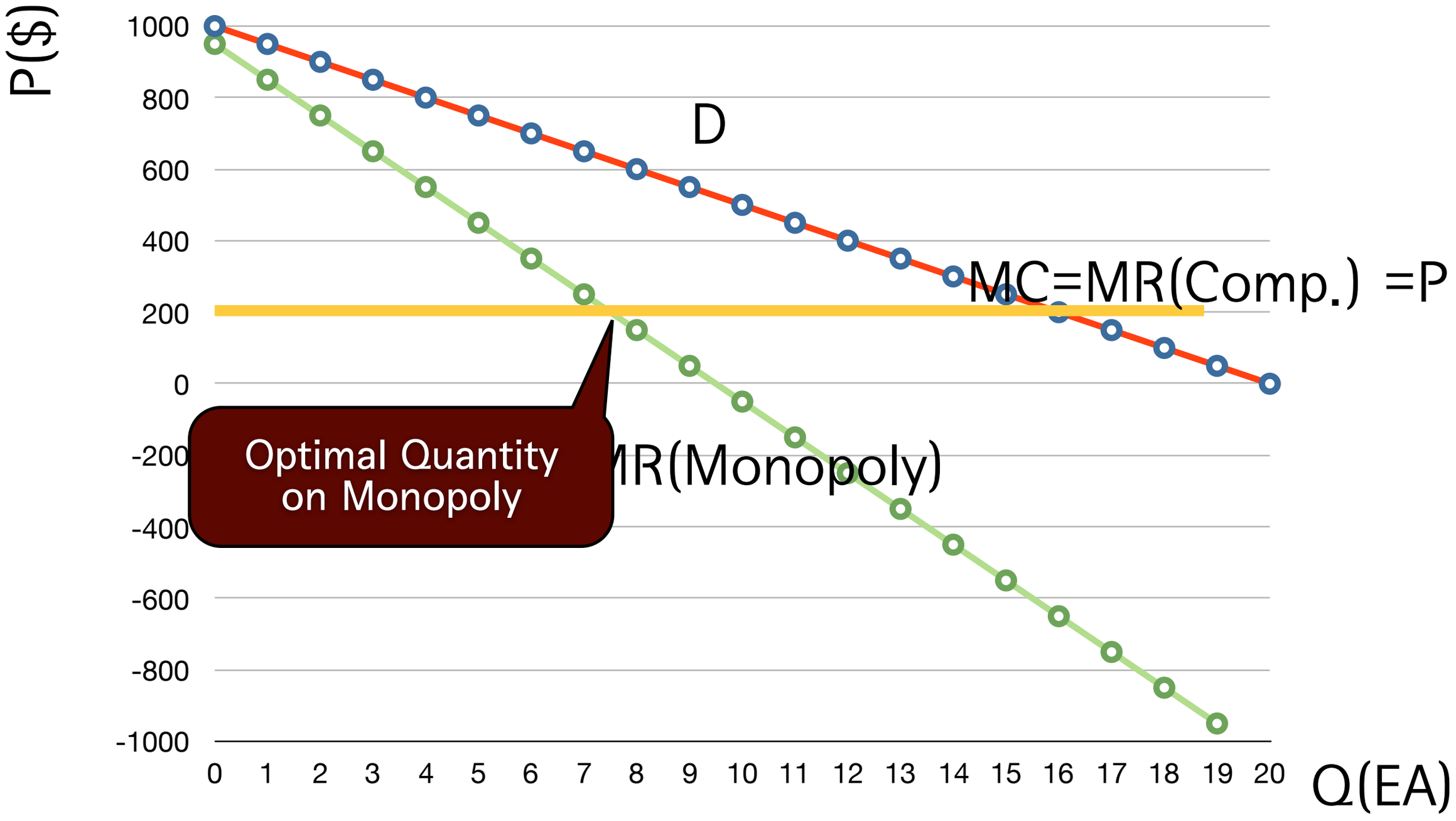

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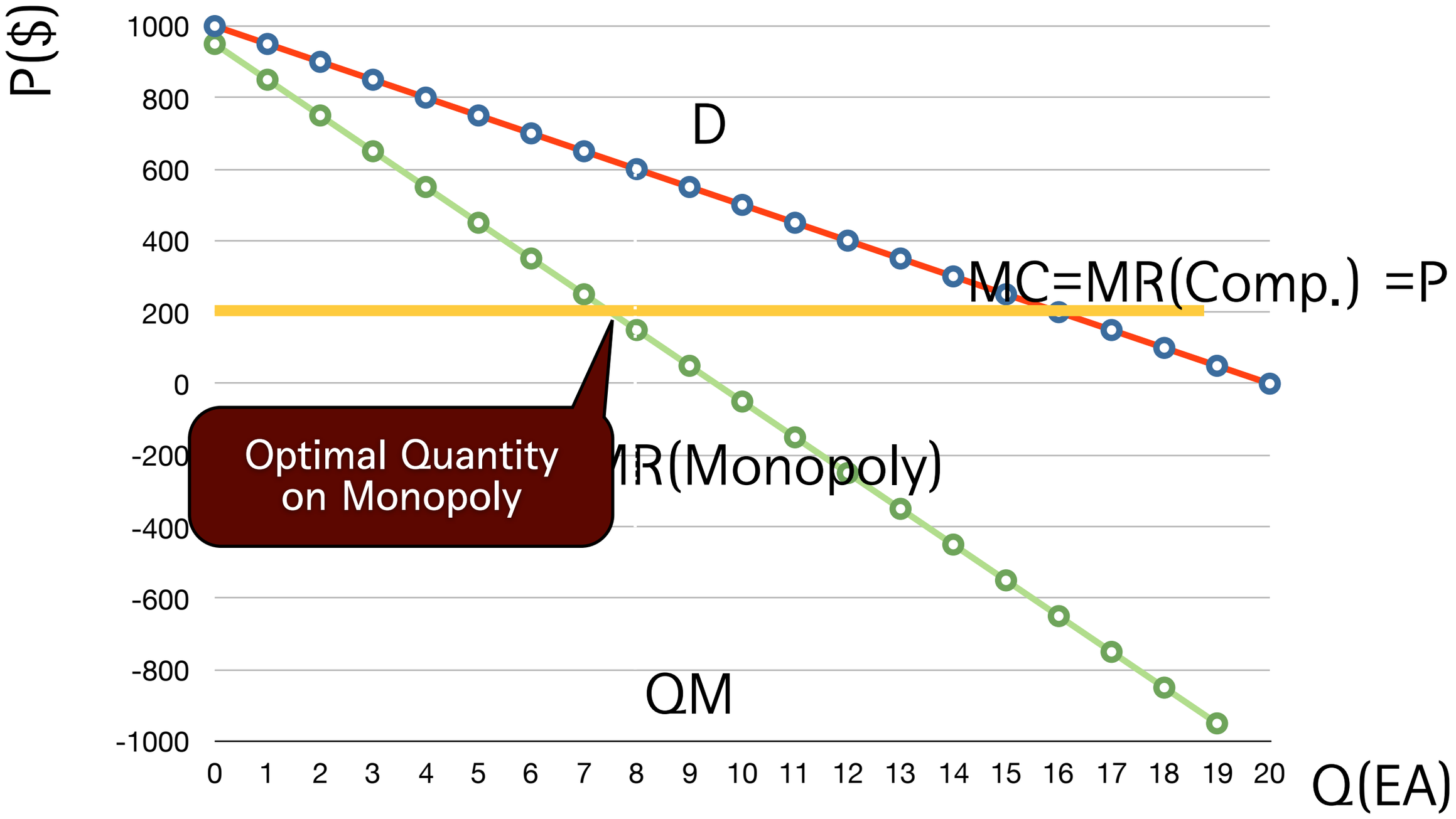

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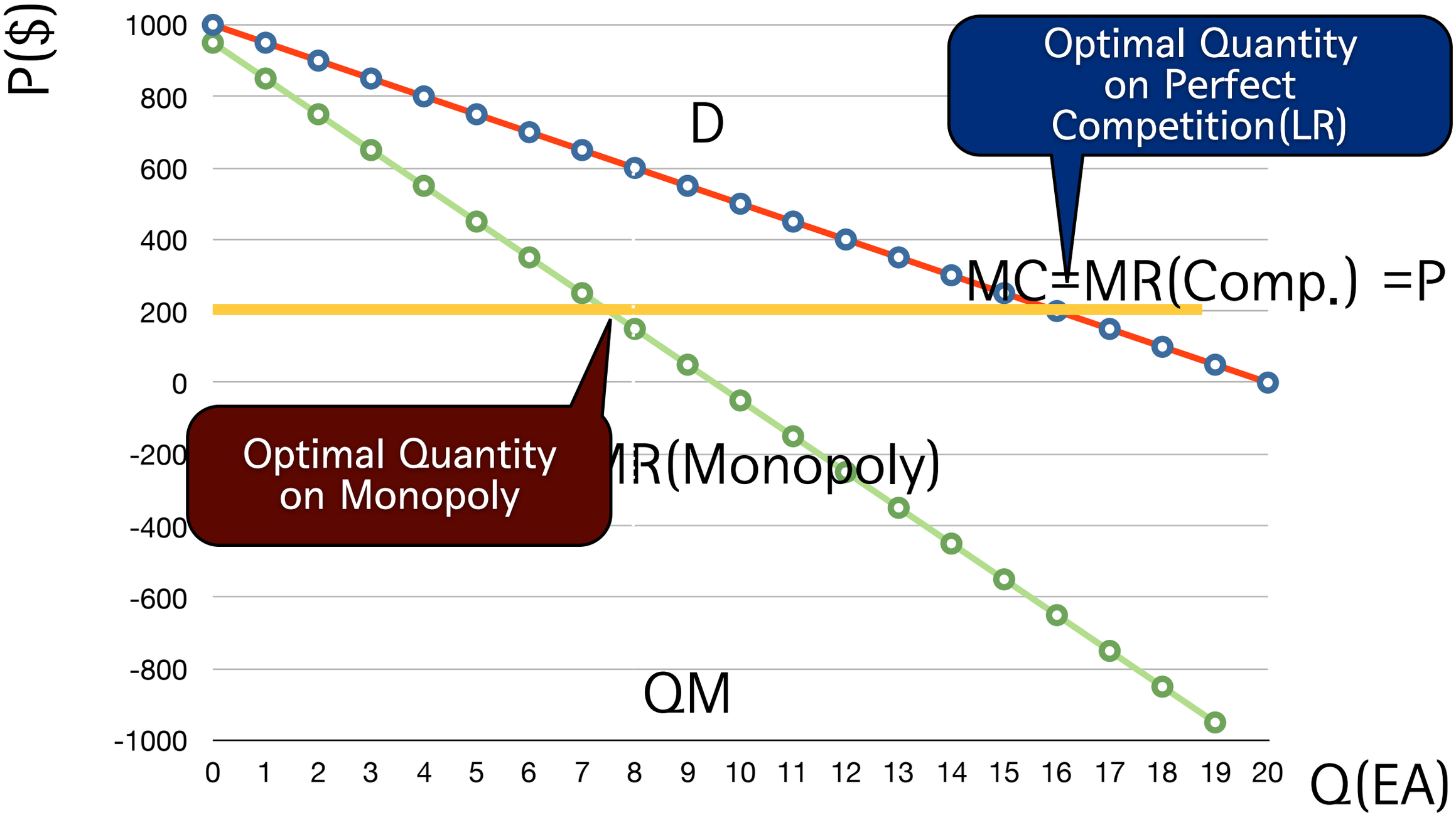

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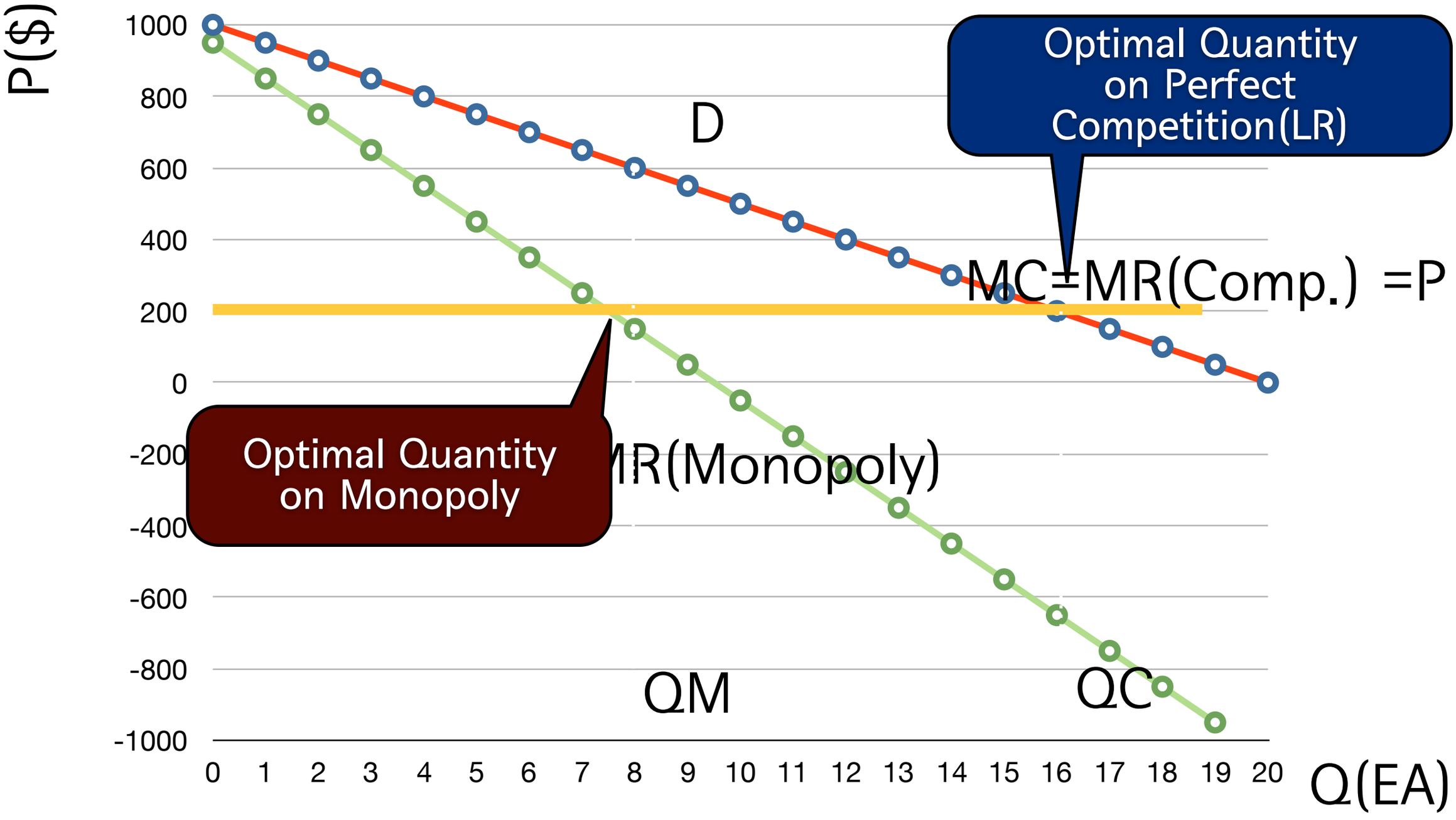

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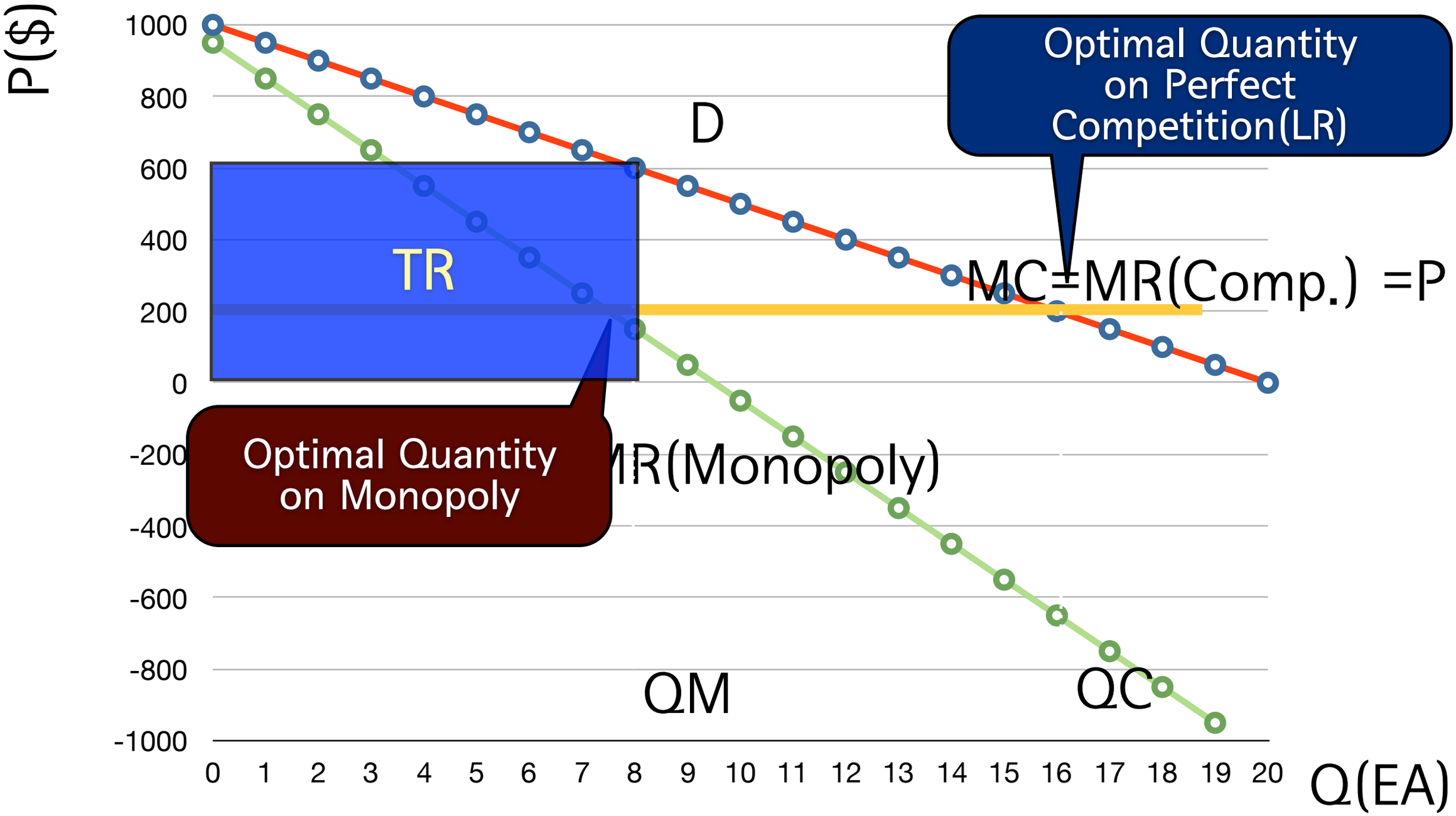

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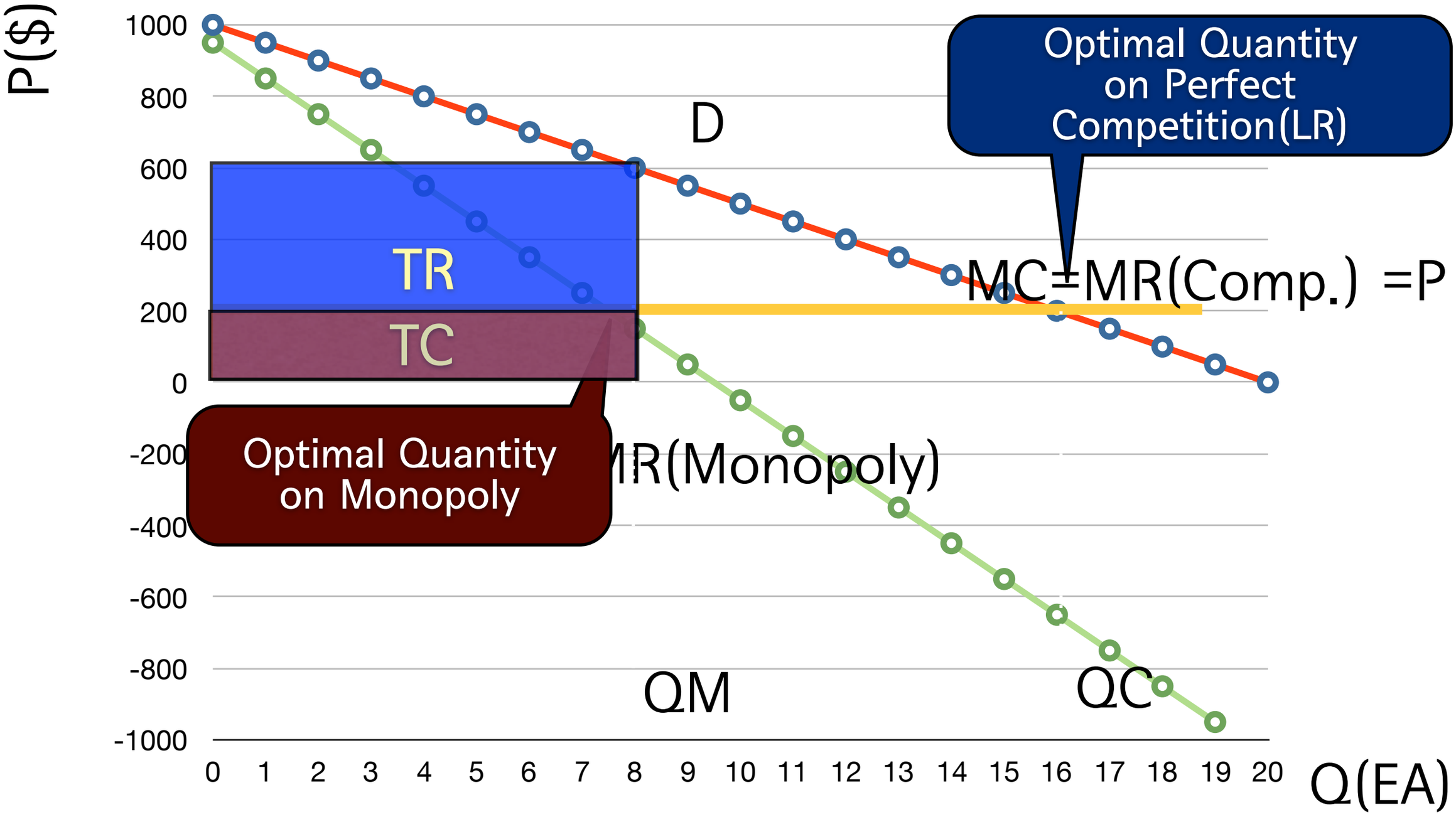

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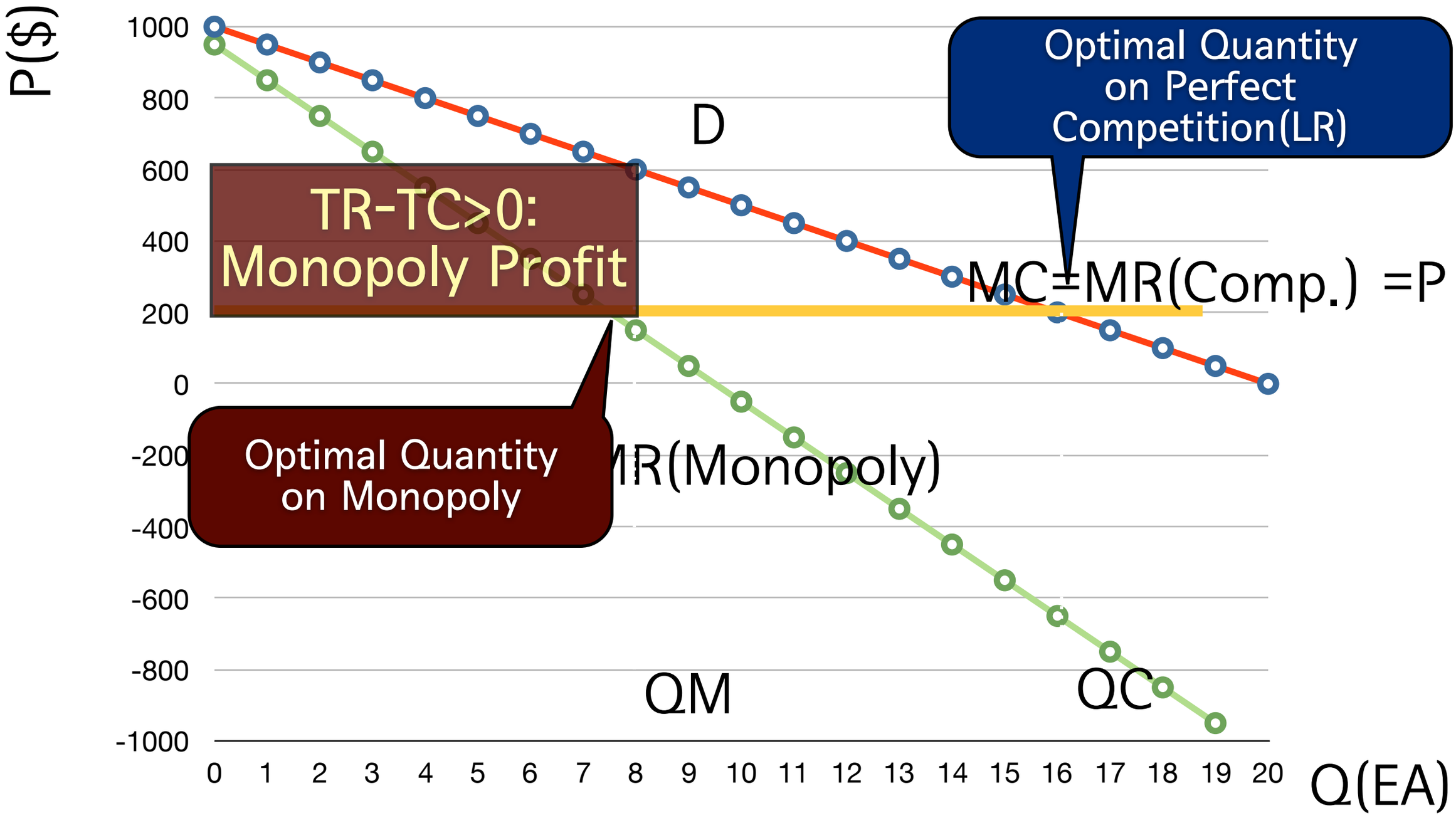

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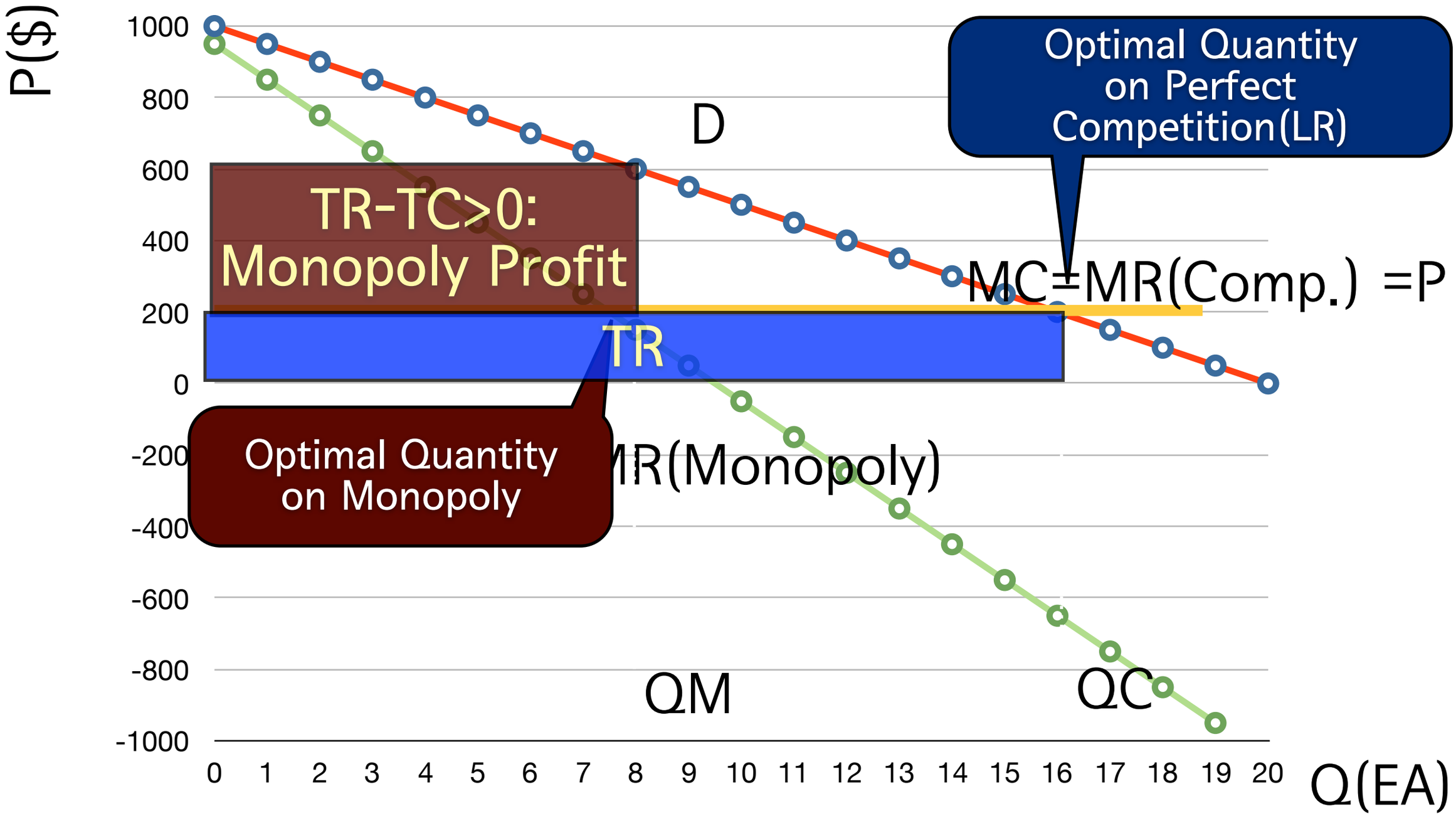

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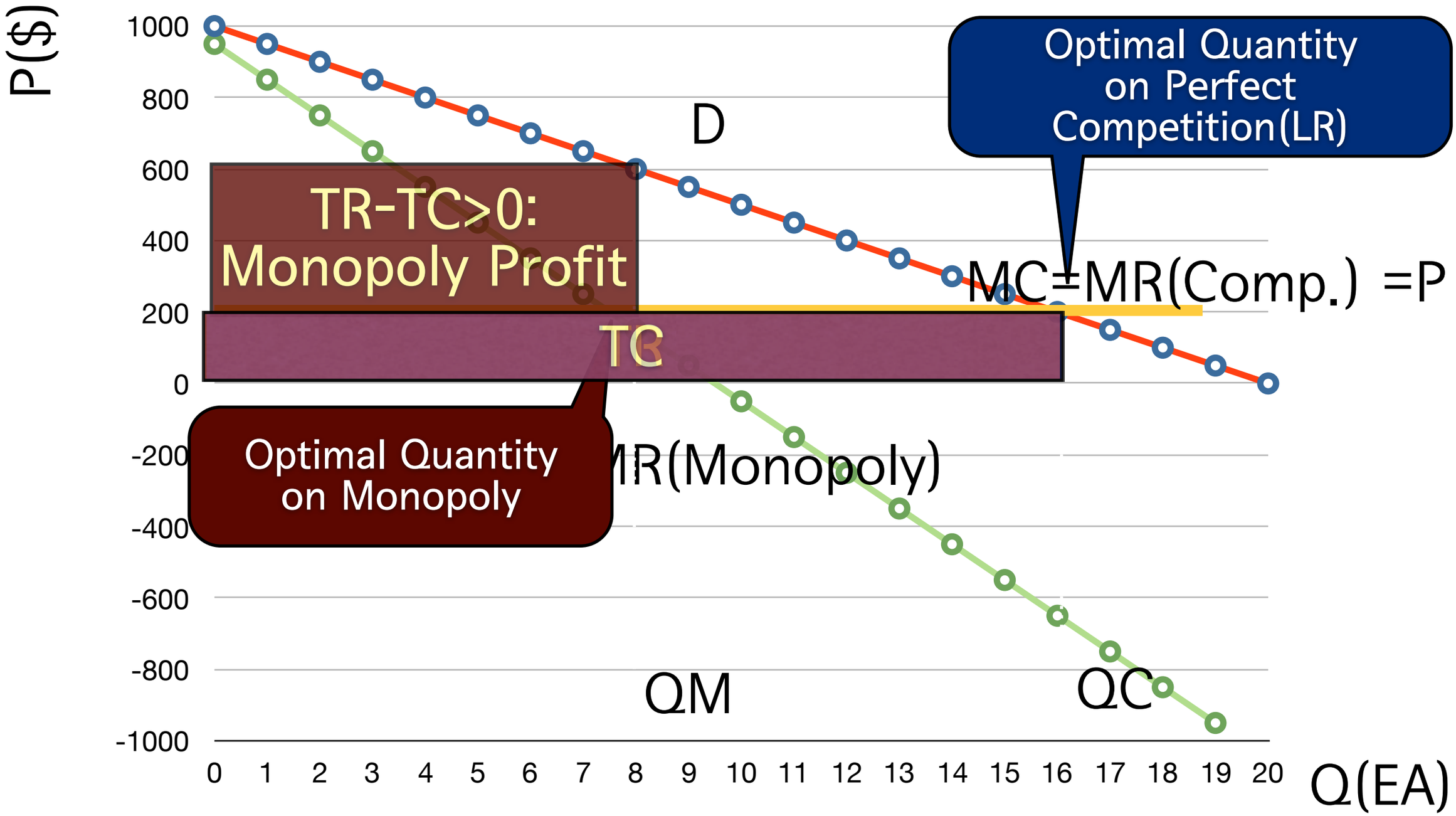

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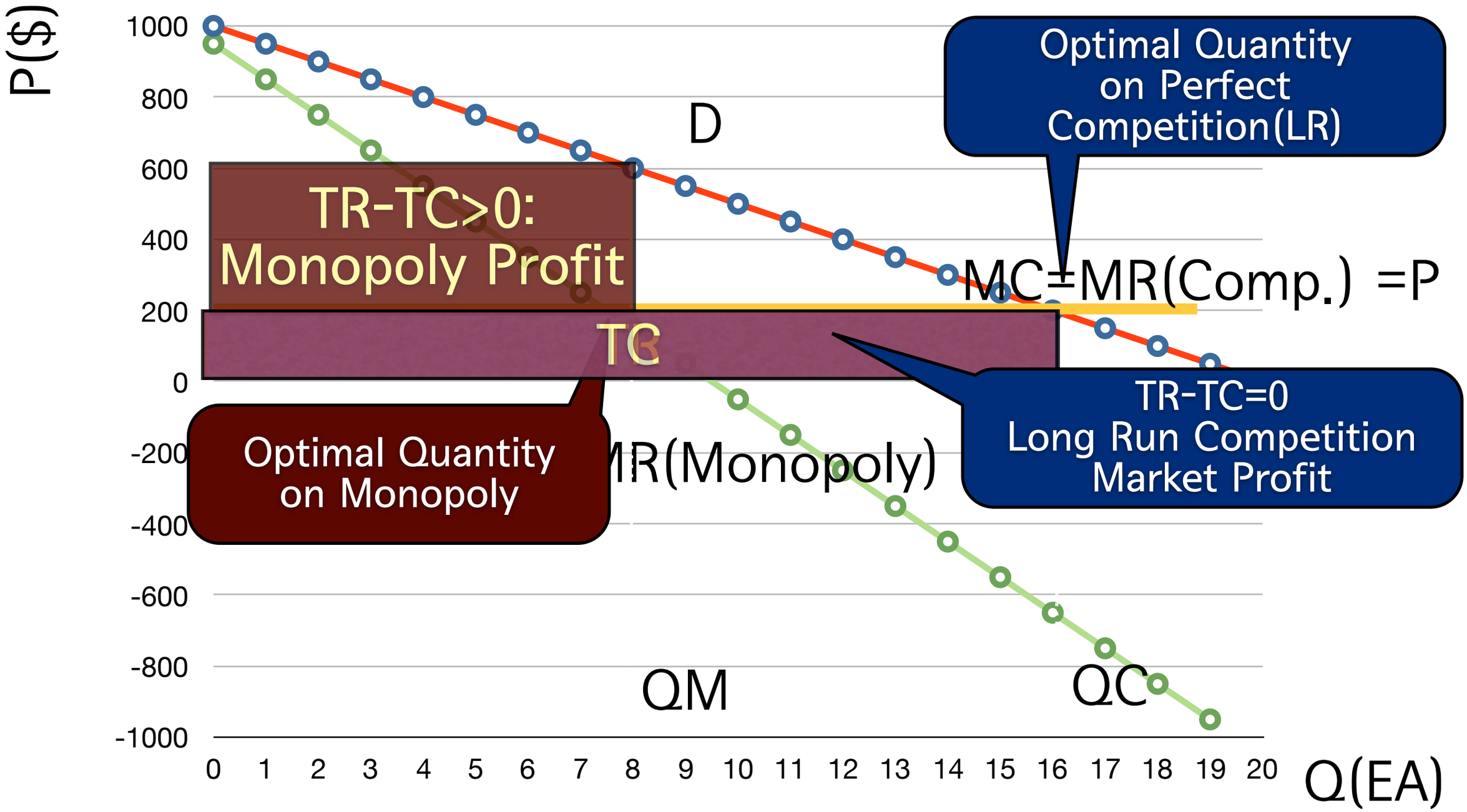

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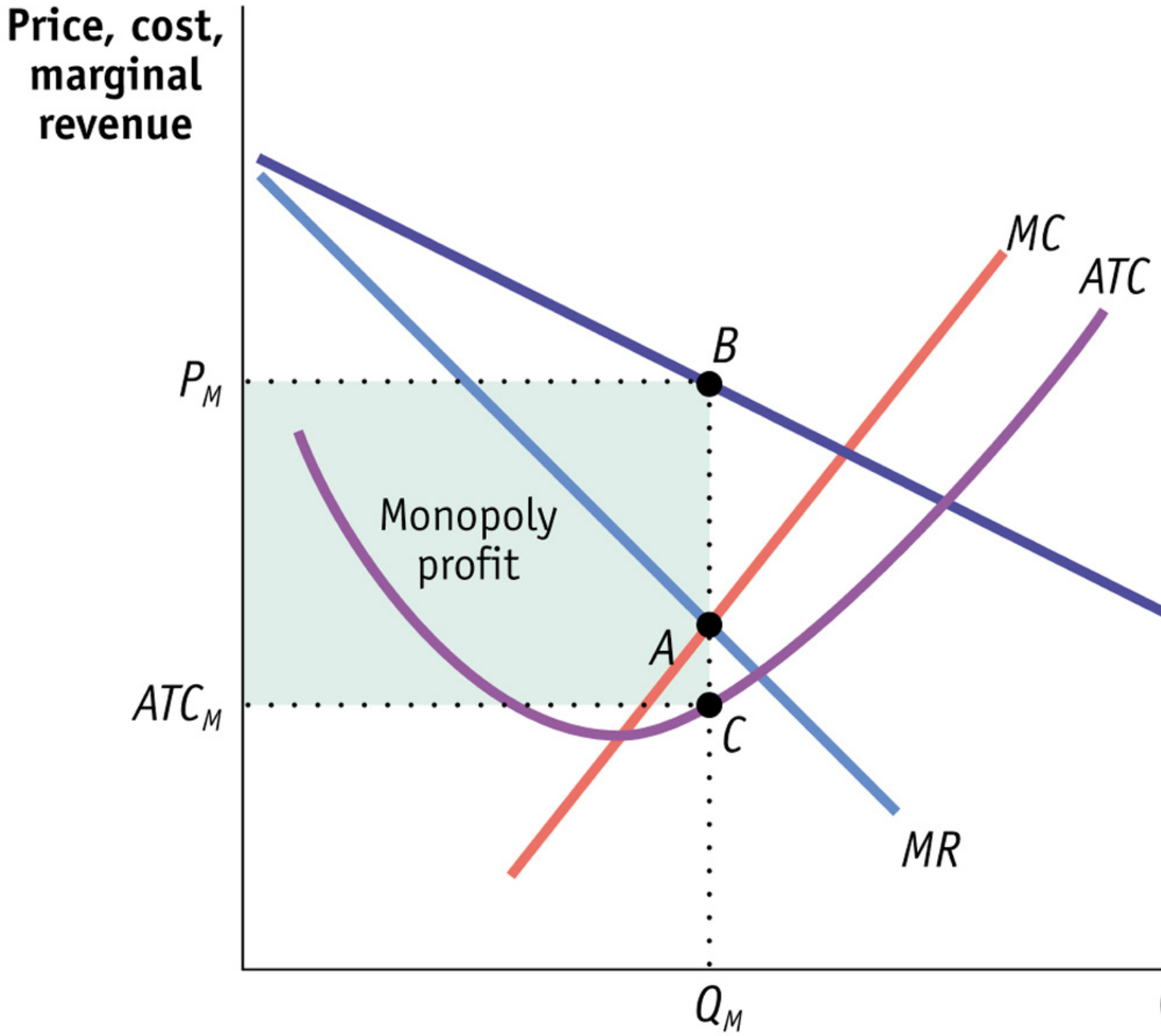
Monopoly under General MC cv.



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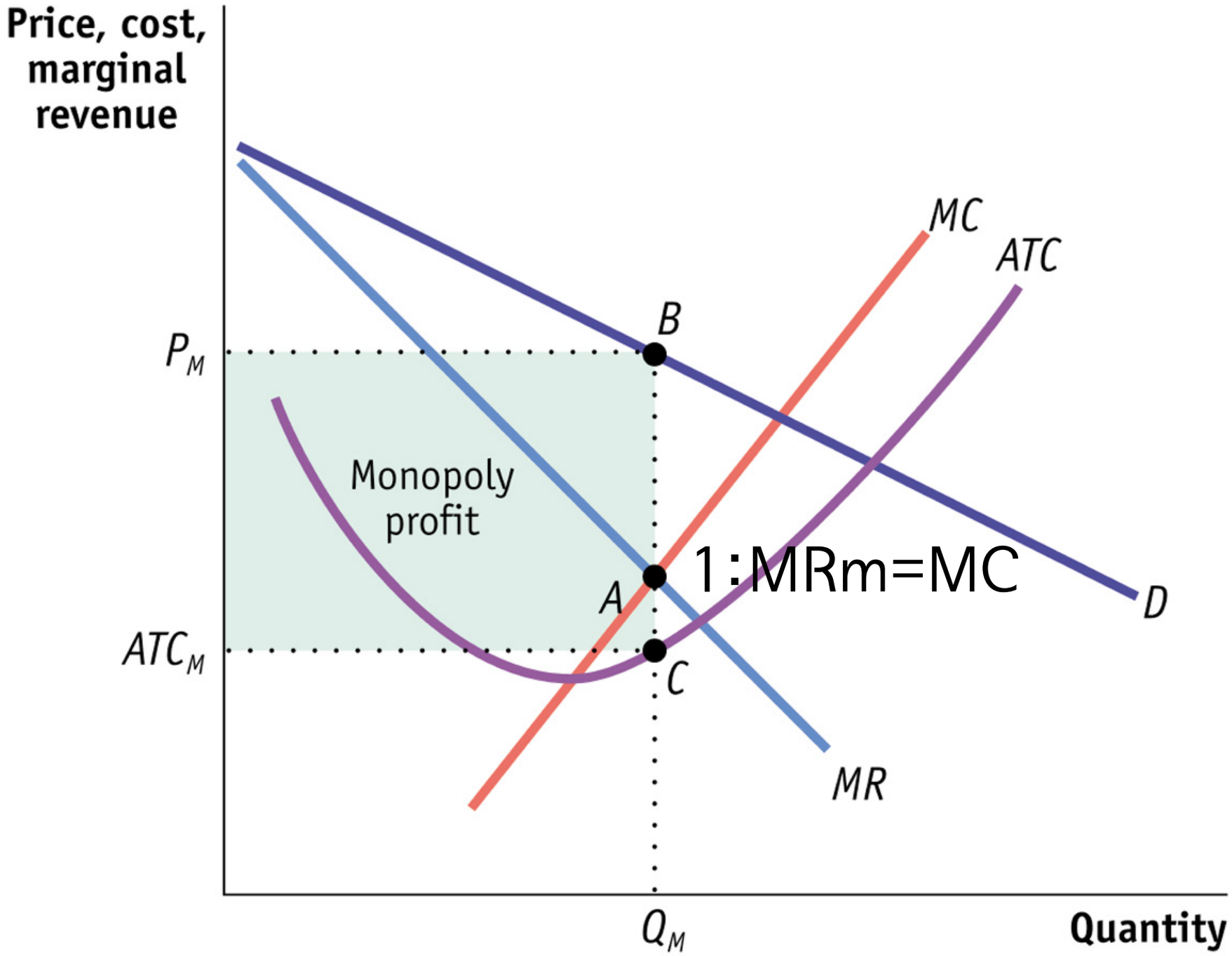

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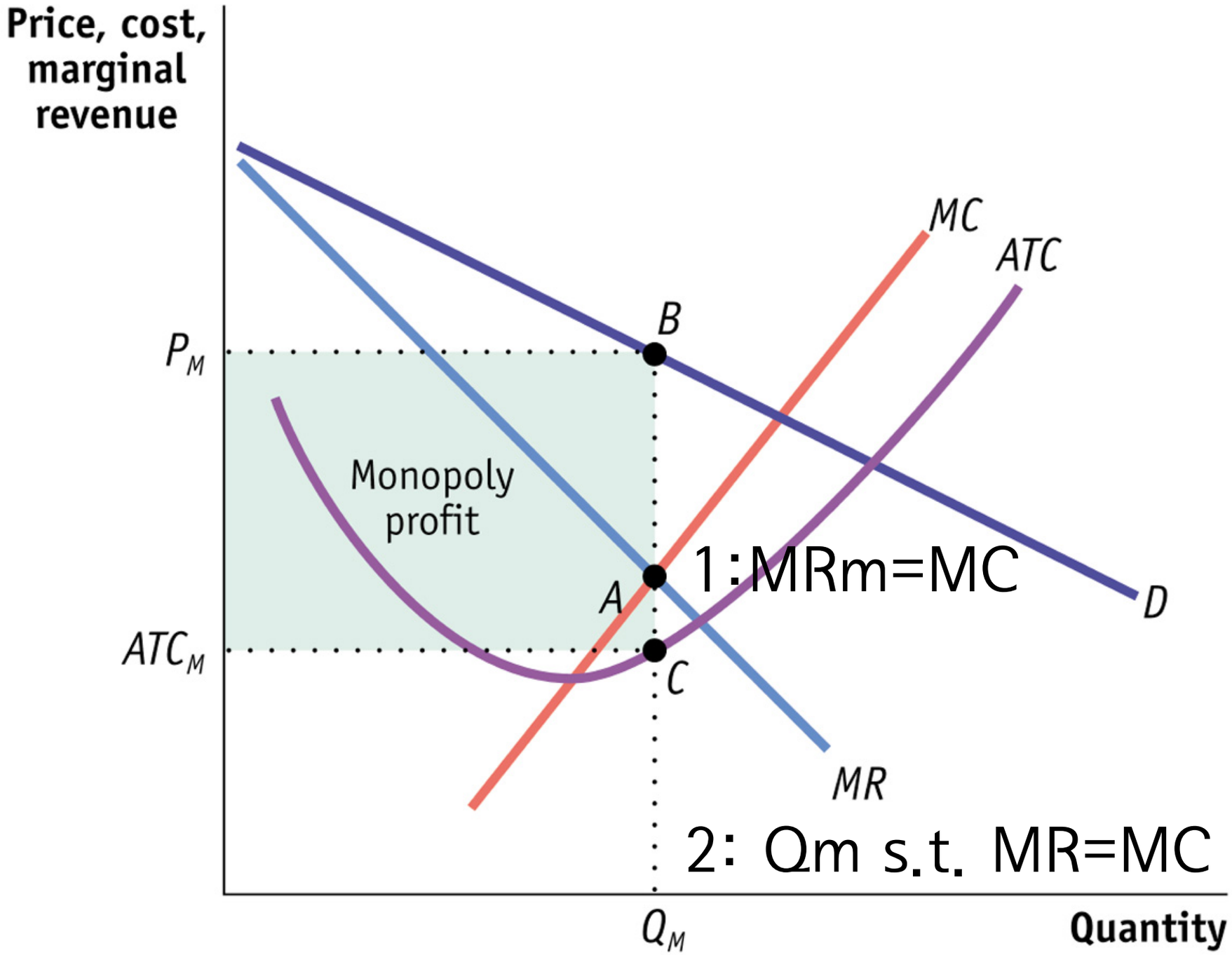

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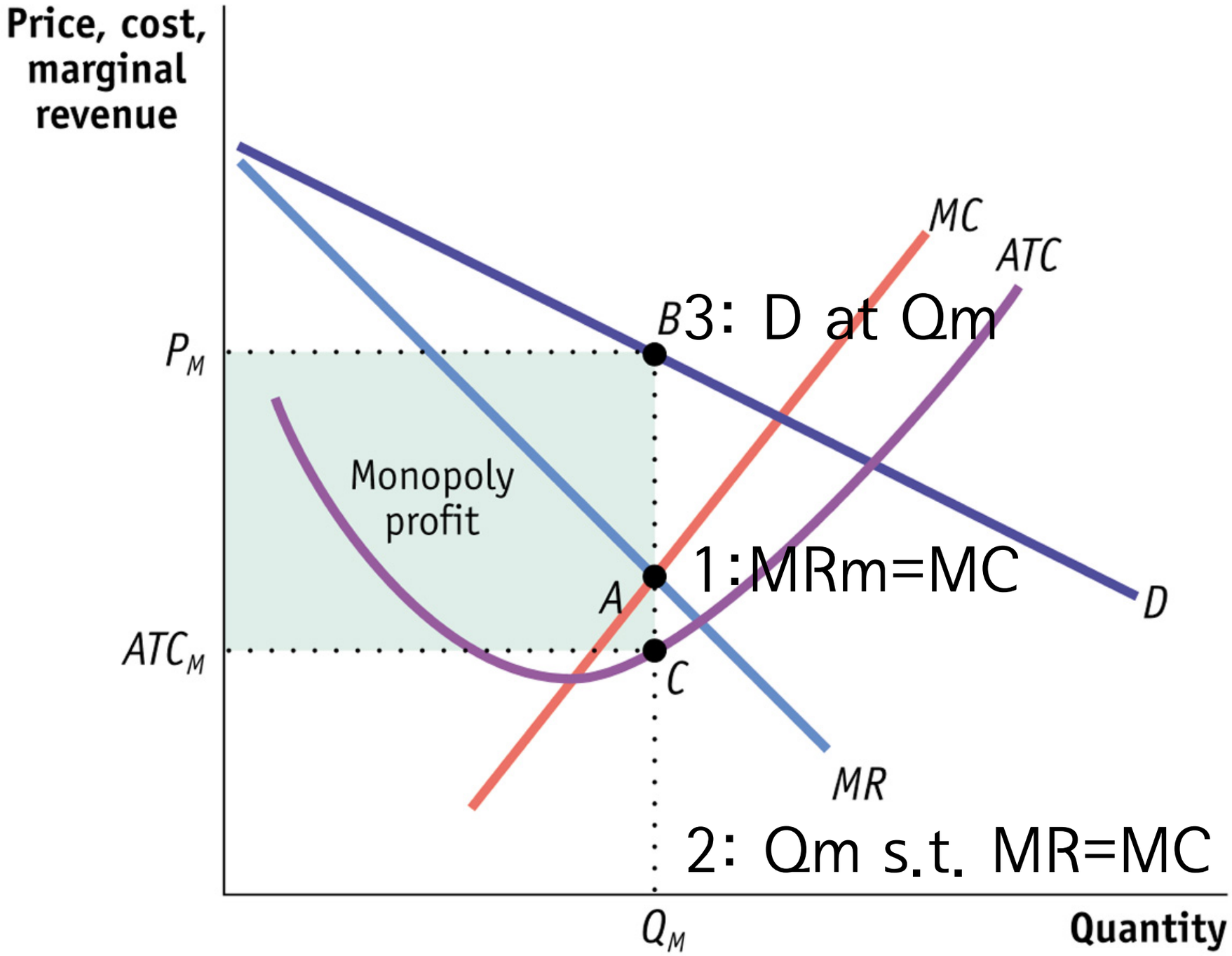

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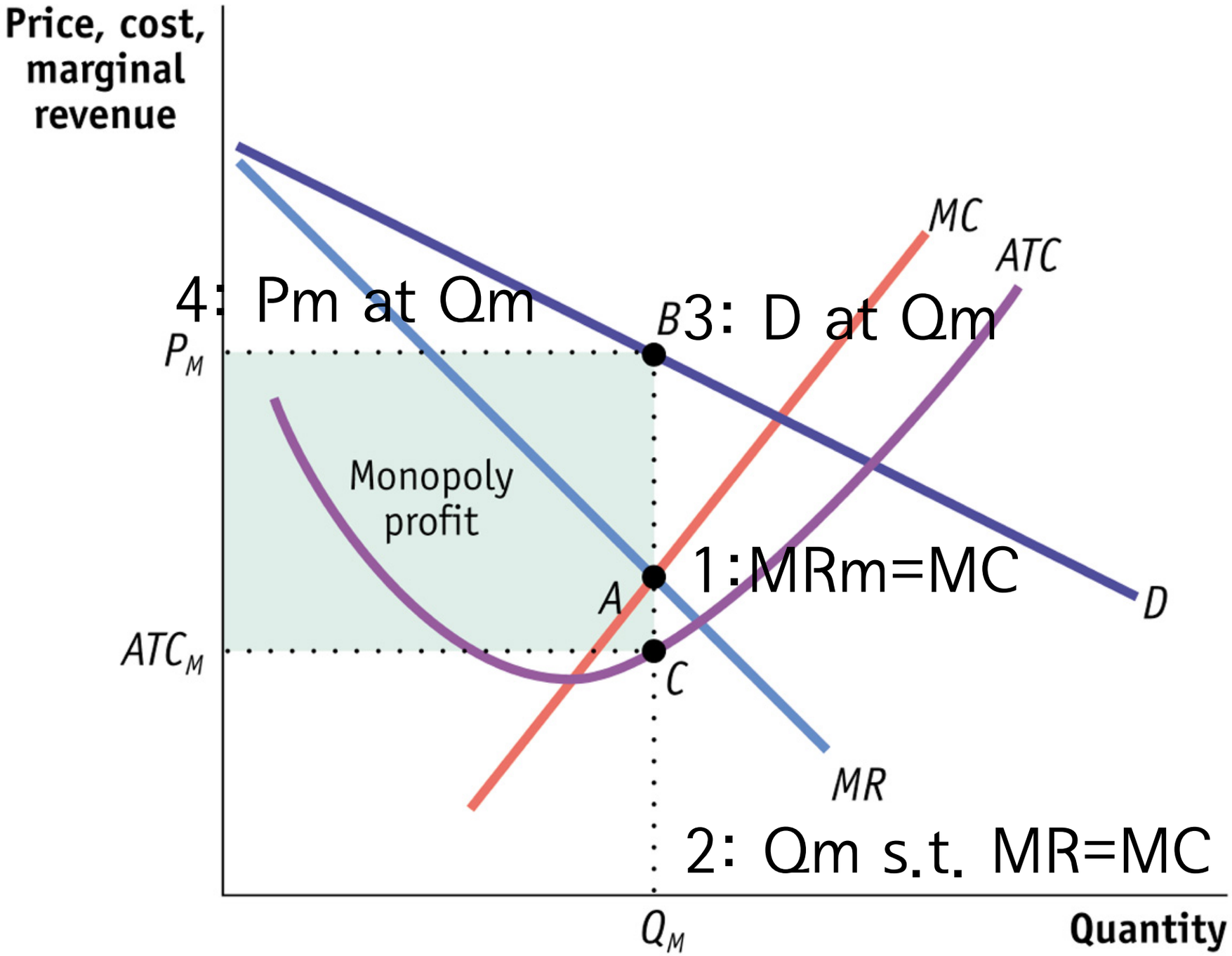

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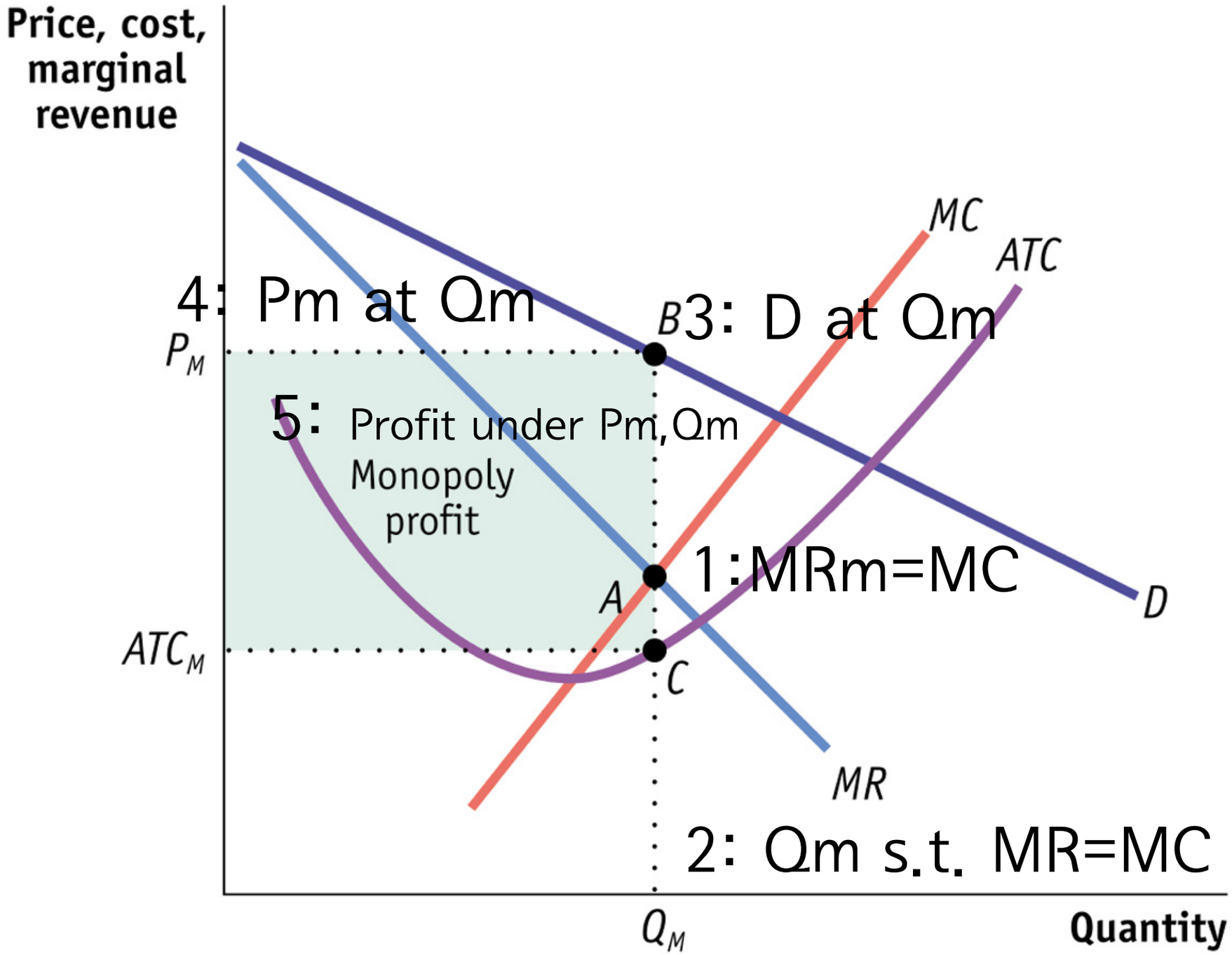

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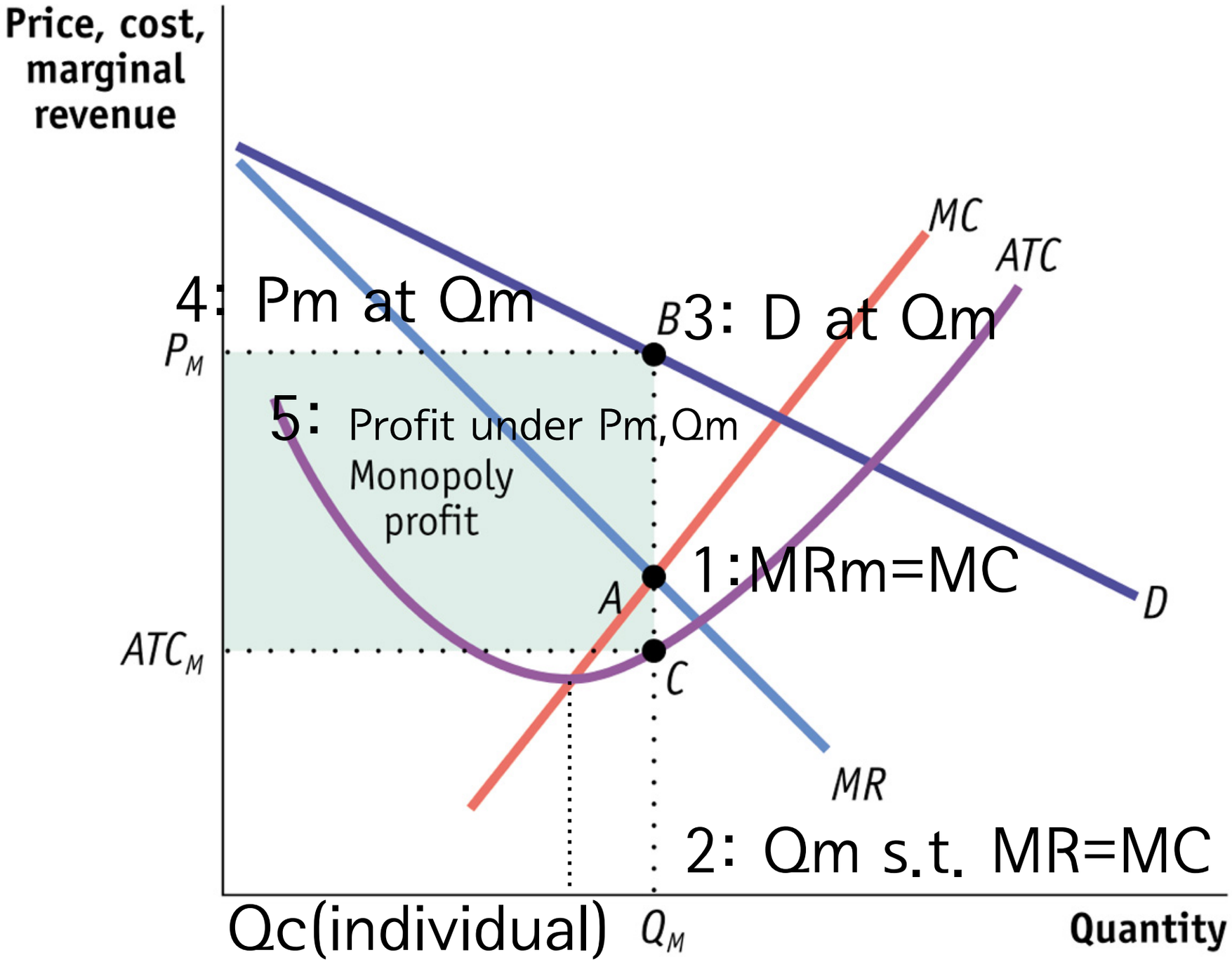

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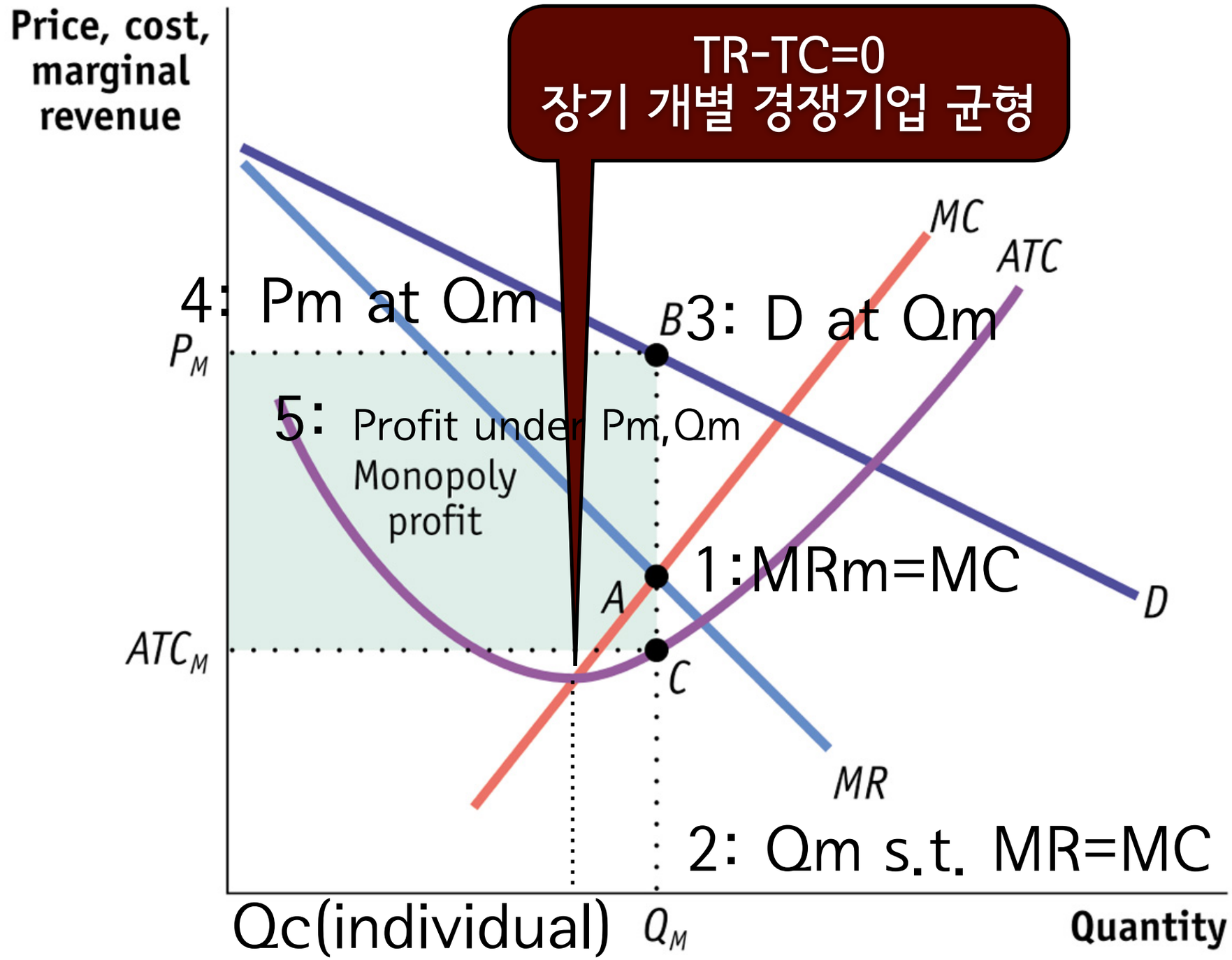

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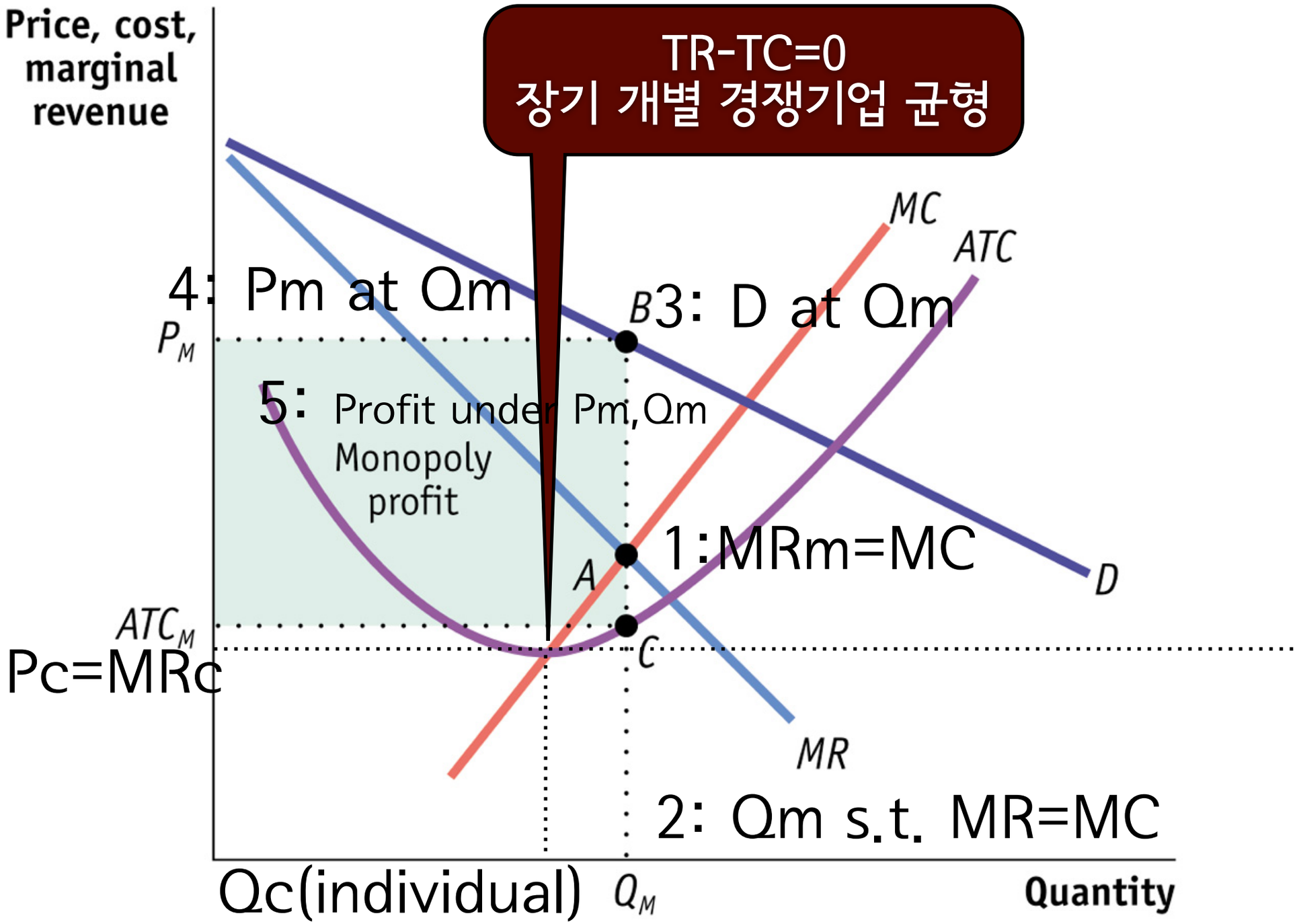

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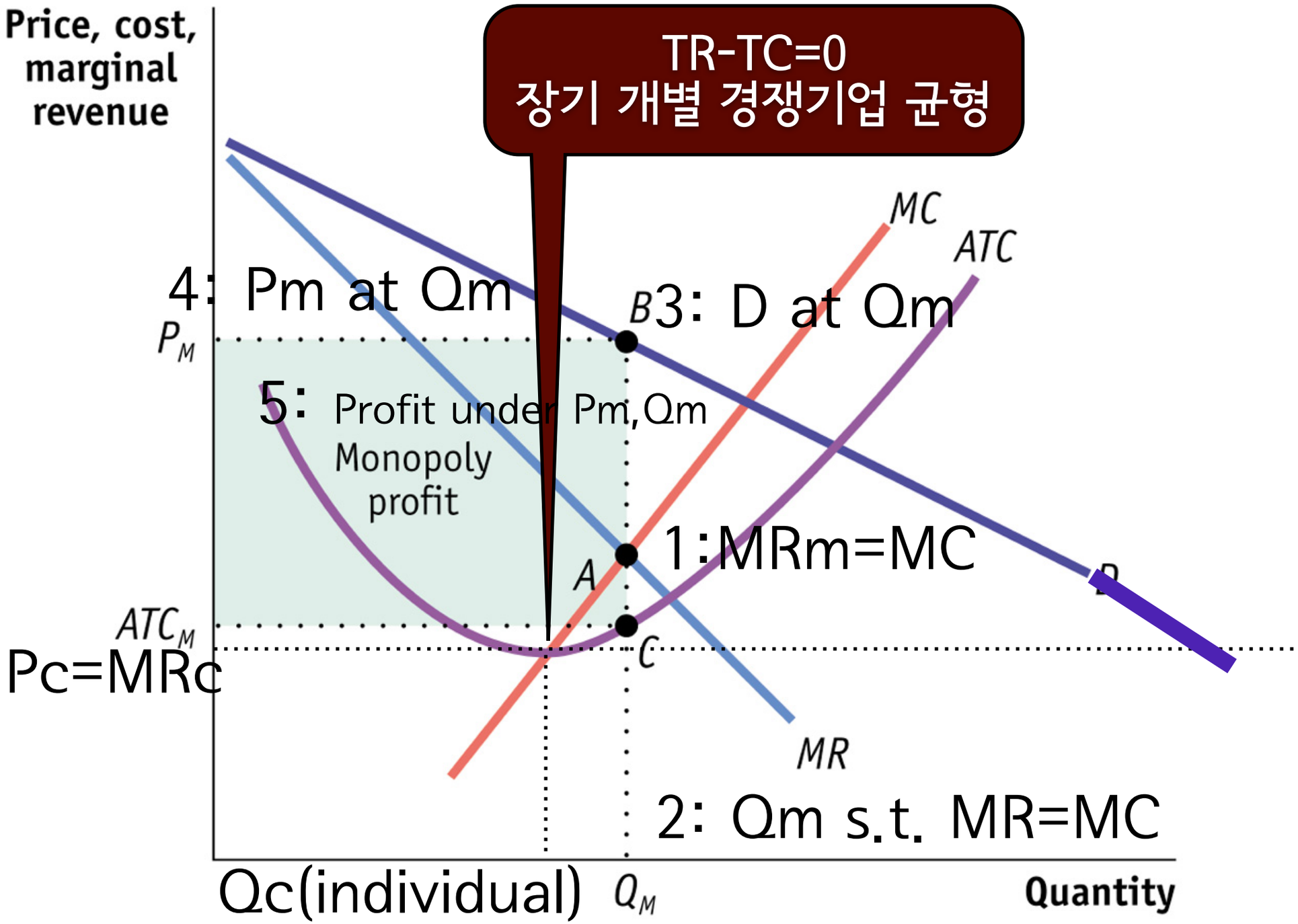

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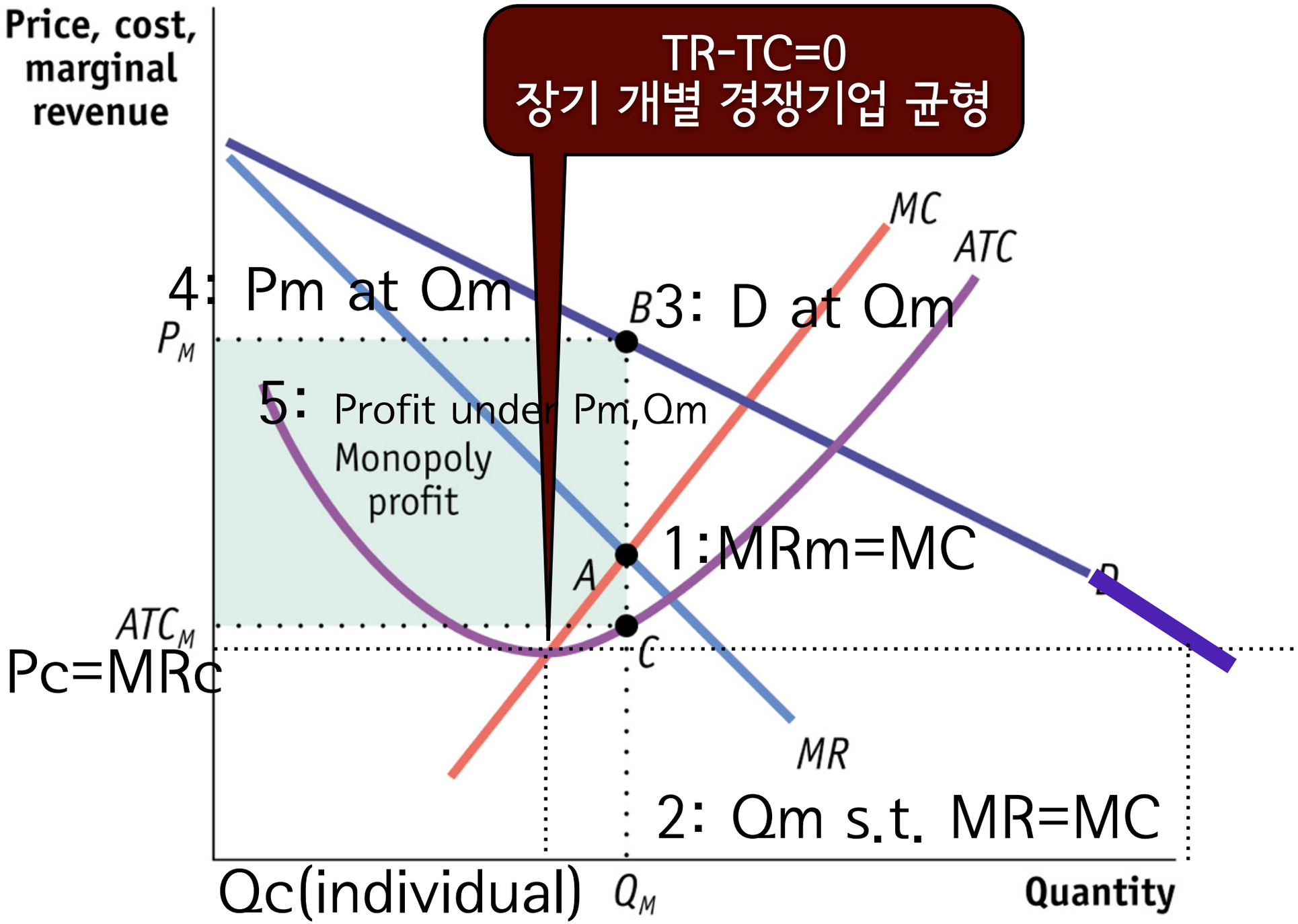

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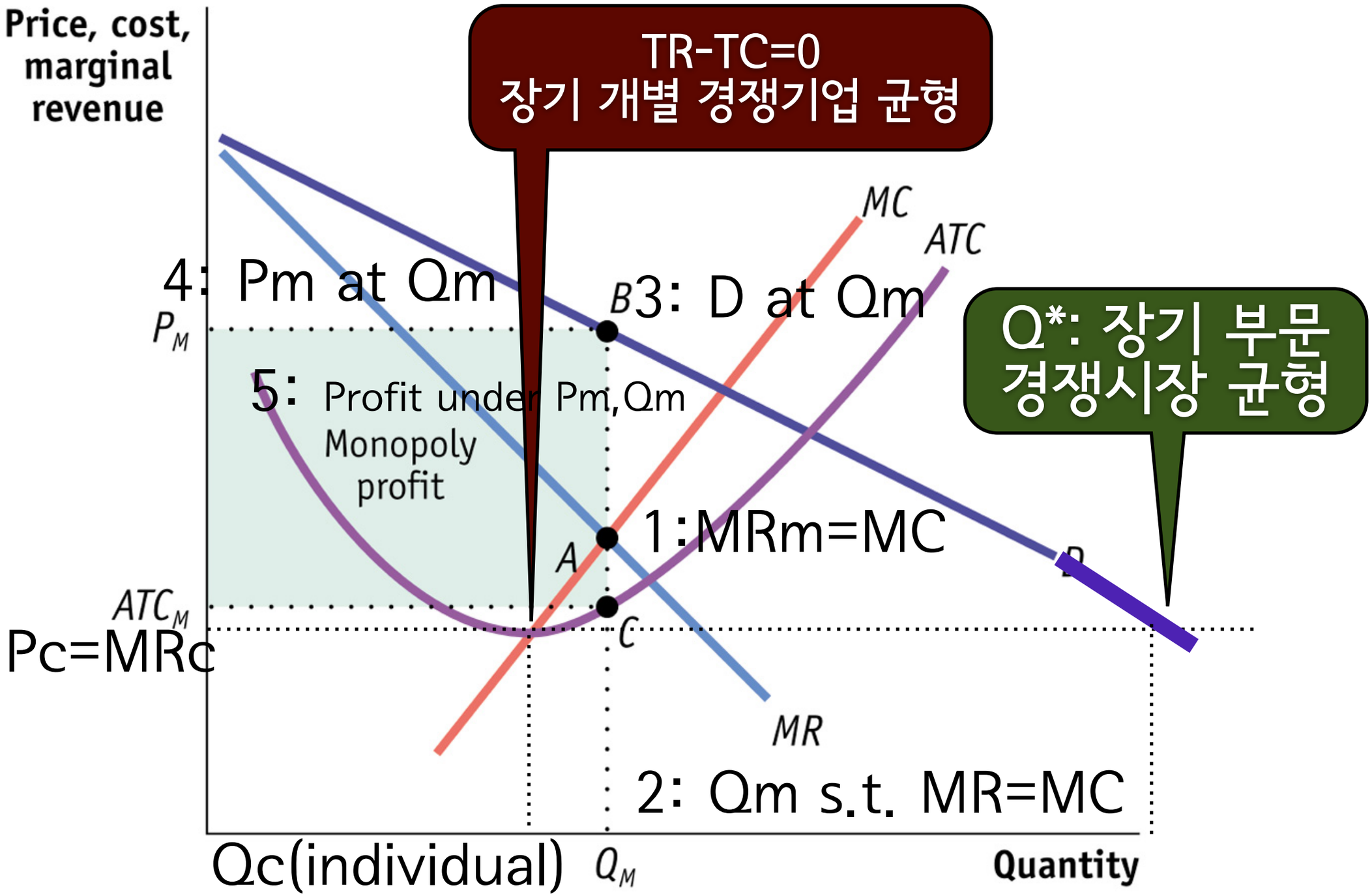

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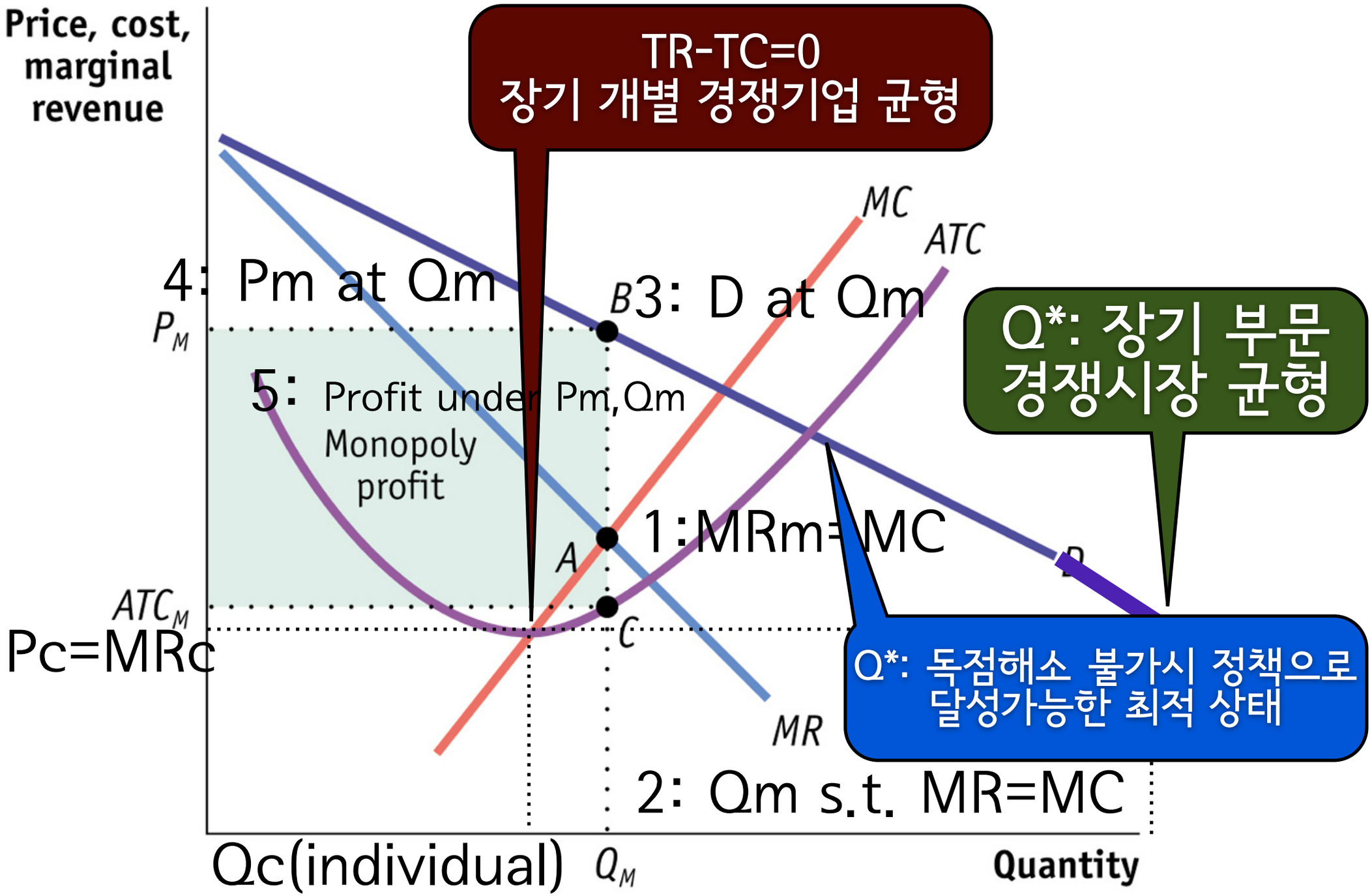

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독점의 후생평가
Welfare in the Monopoly

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완전경쟁균형과의 차이
Difference w/ Perfect Competition

- 독점가격은 항상 완전경쟁시장의 균형가격보다 높다: Pm > Pc
- 독점시장거래량은 항상 완전경쟁시장의 균형거래량보다 적다: Qm < Qc
  - 자중손실 발생을 의미

Surplus under Monopoly

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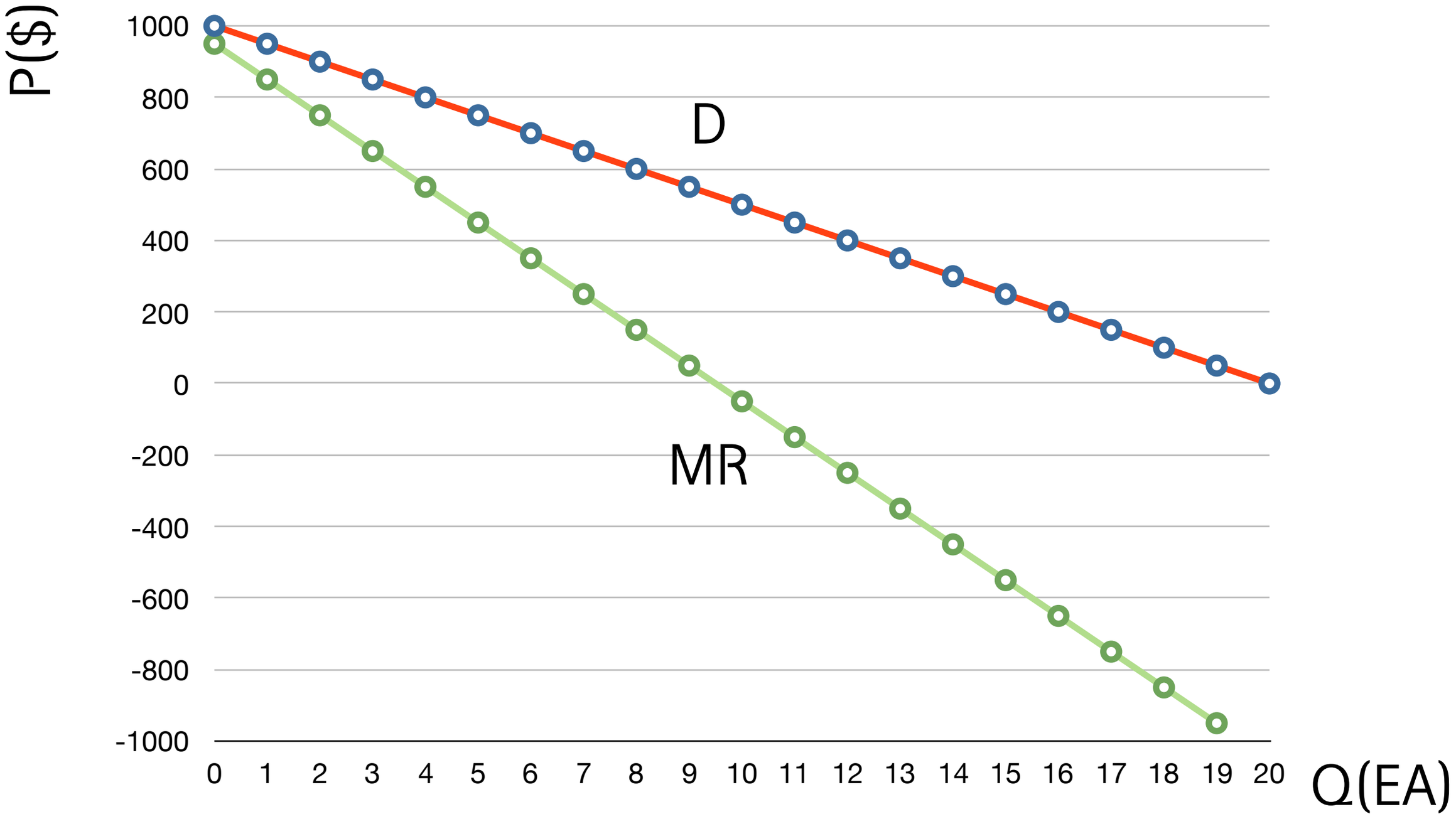
Surplus under Monopoly



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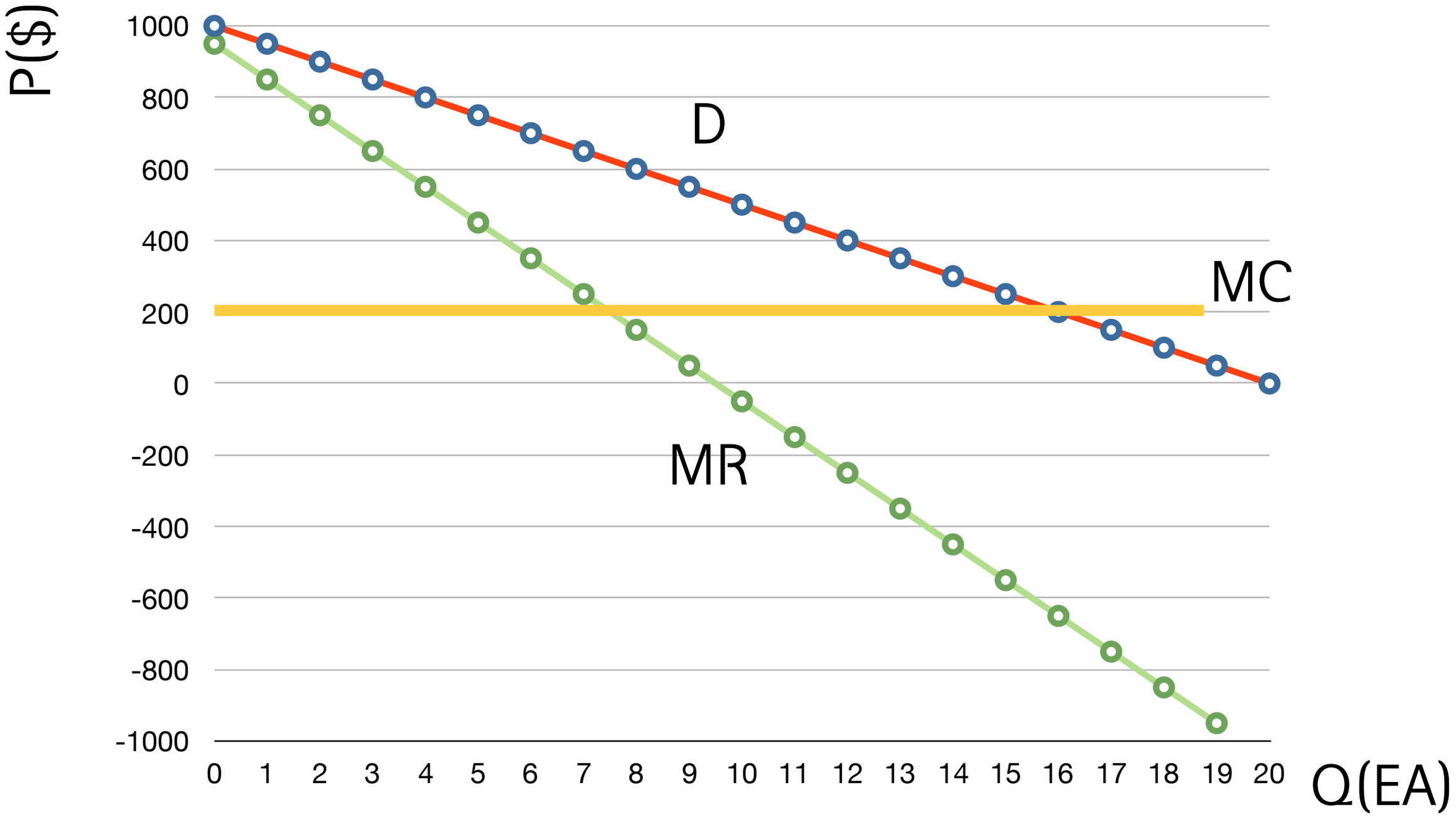

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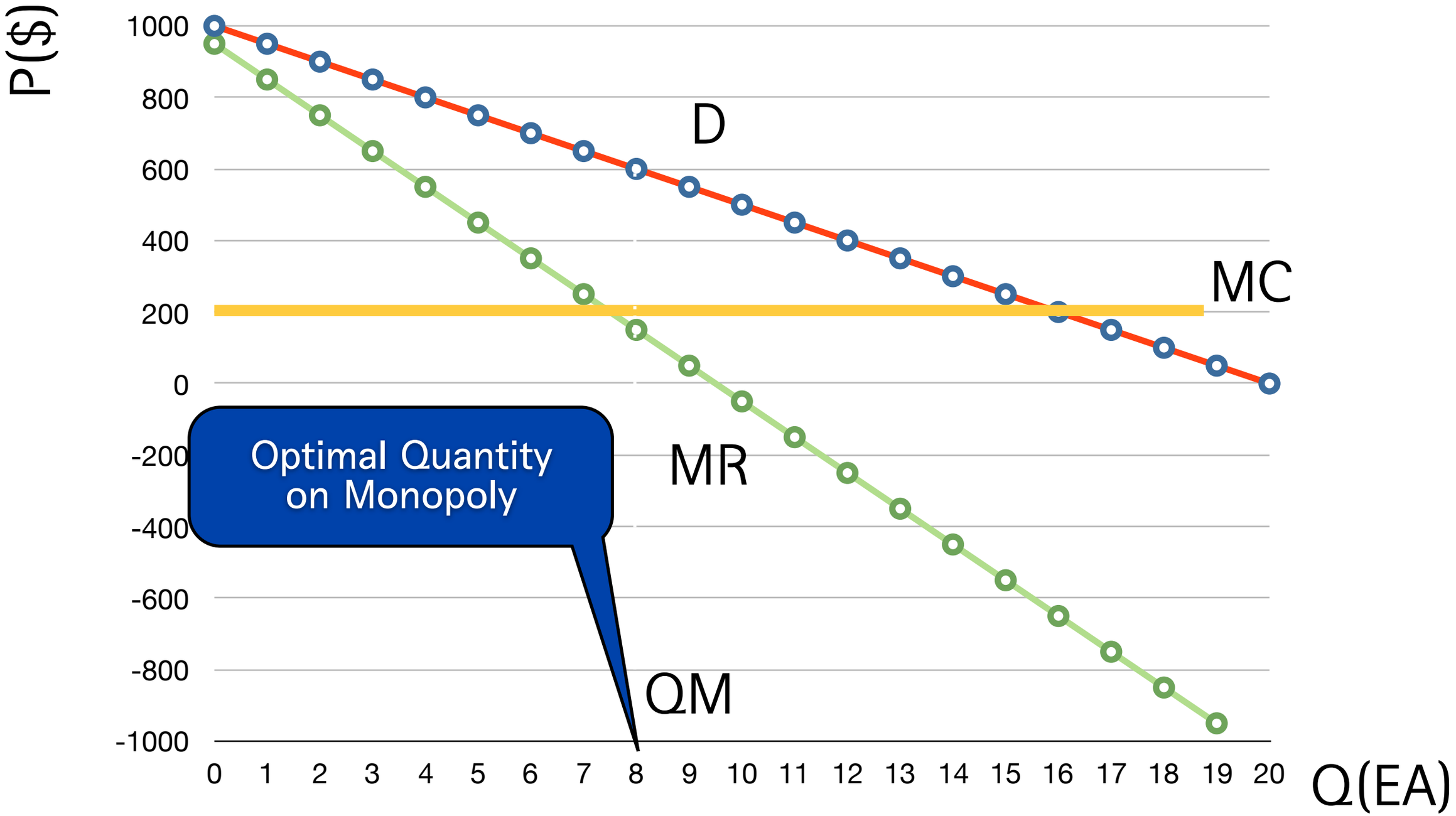

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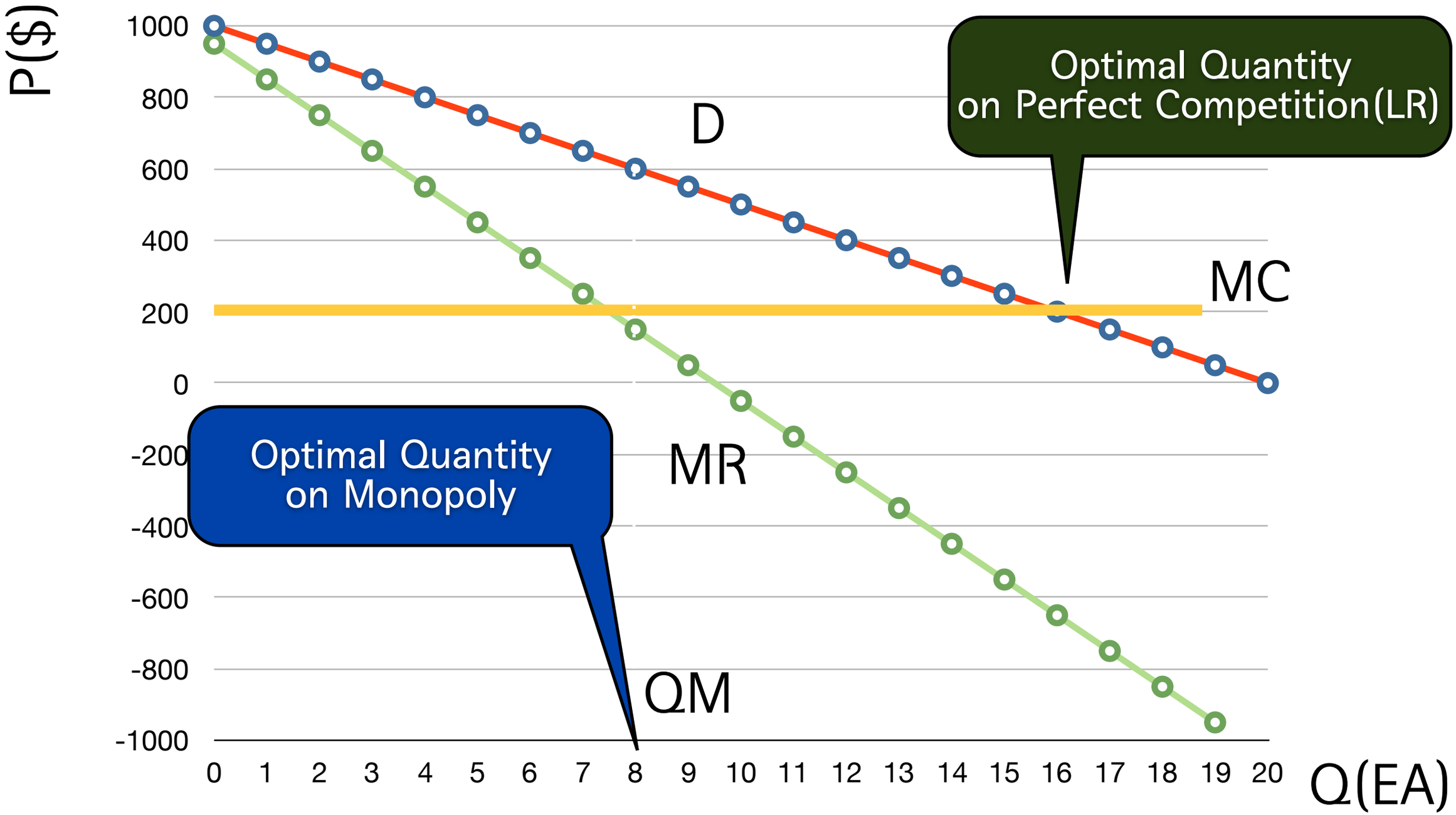

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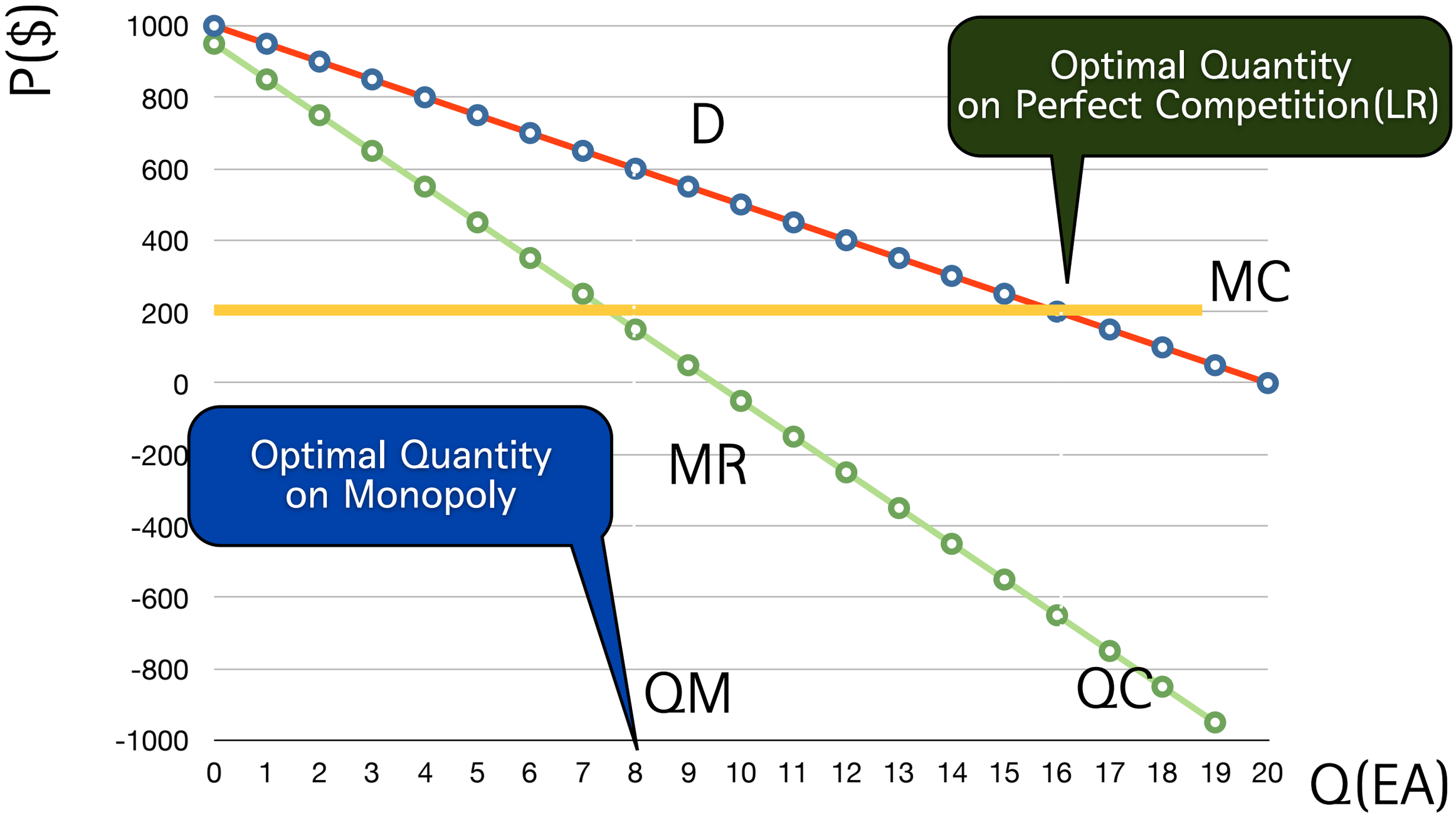

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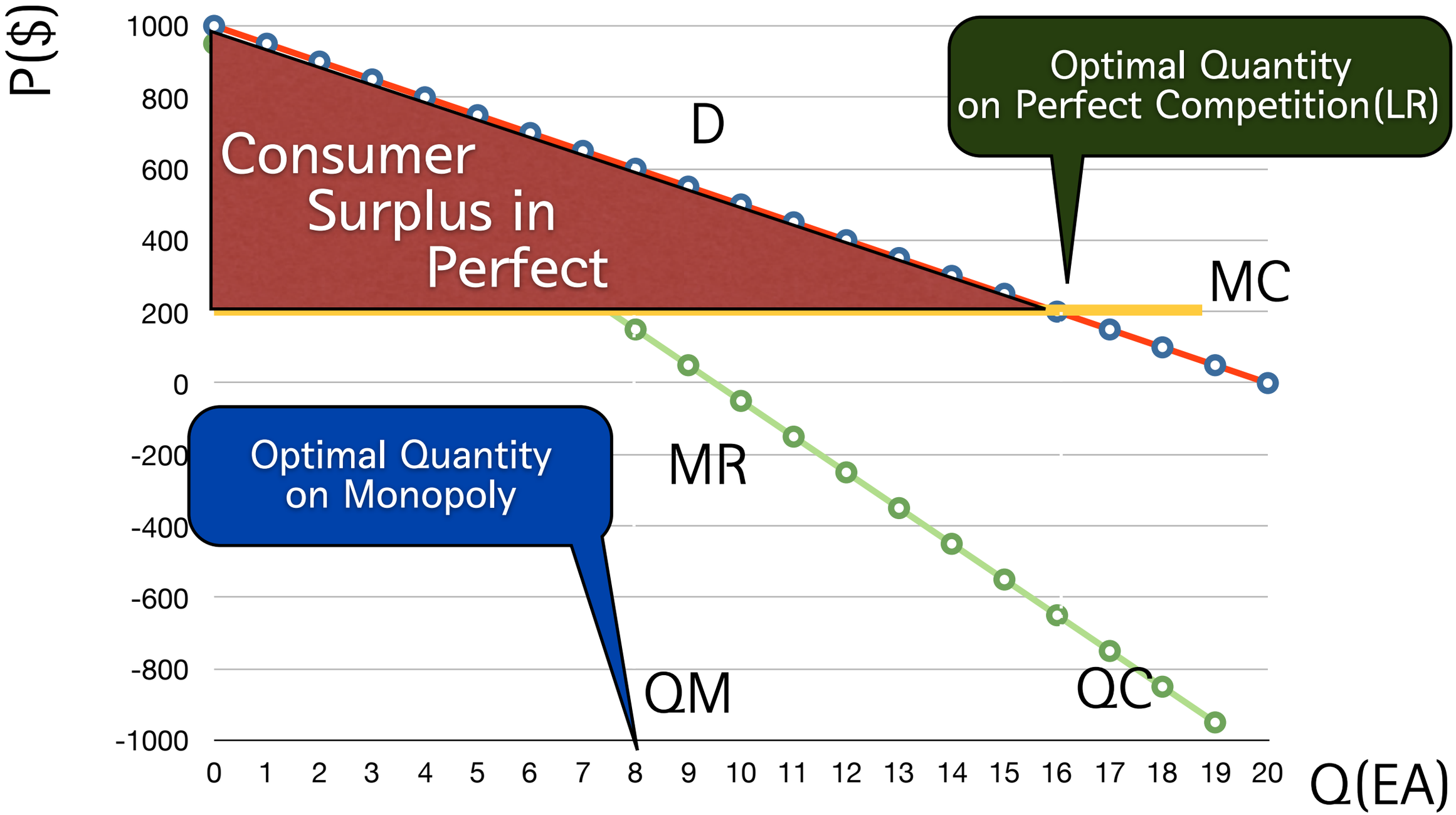

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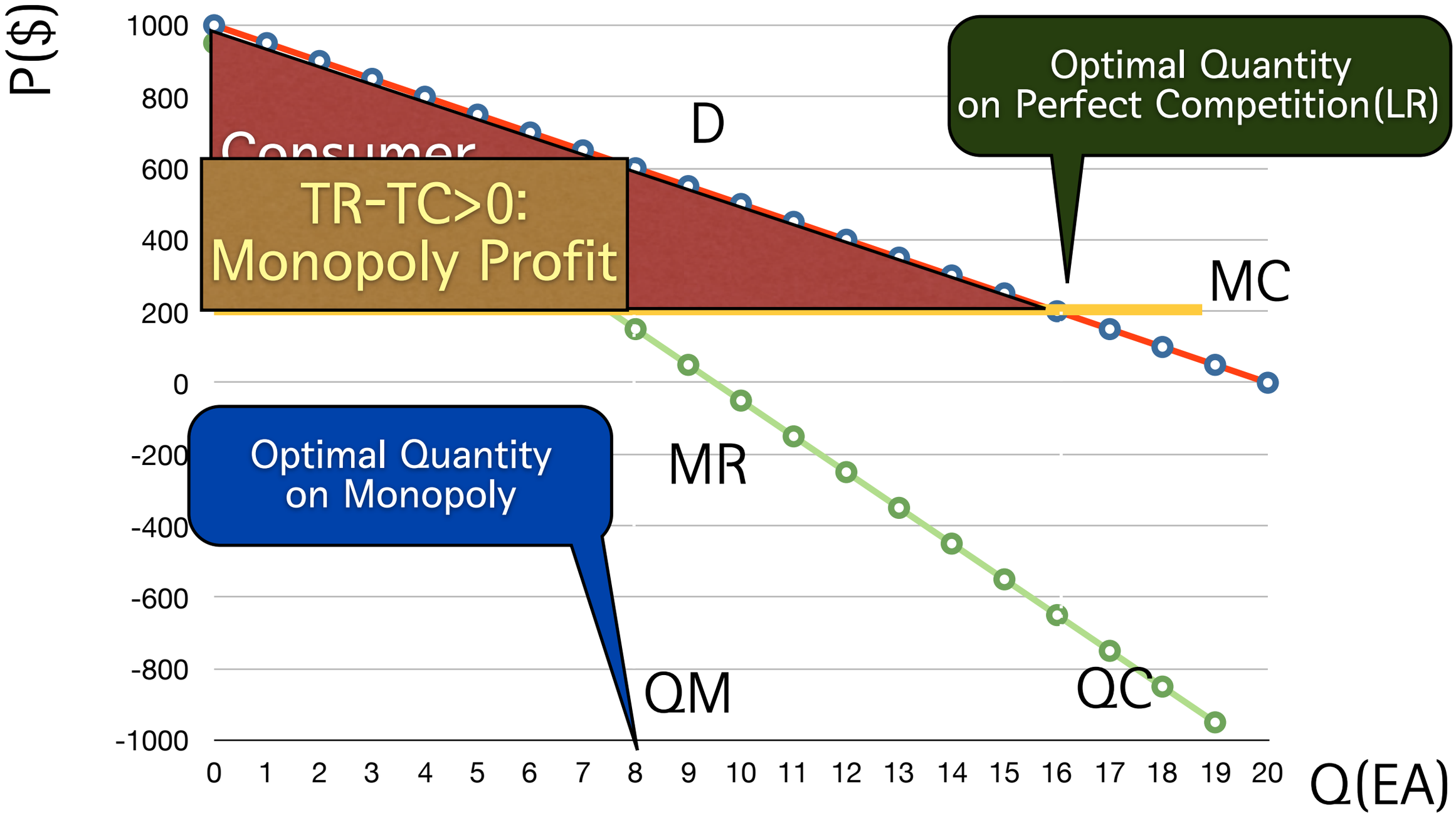

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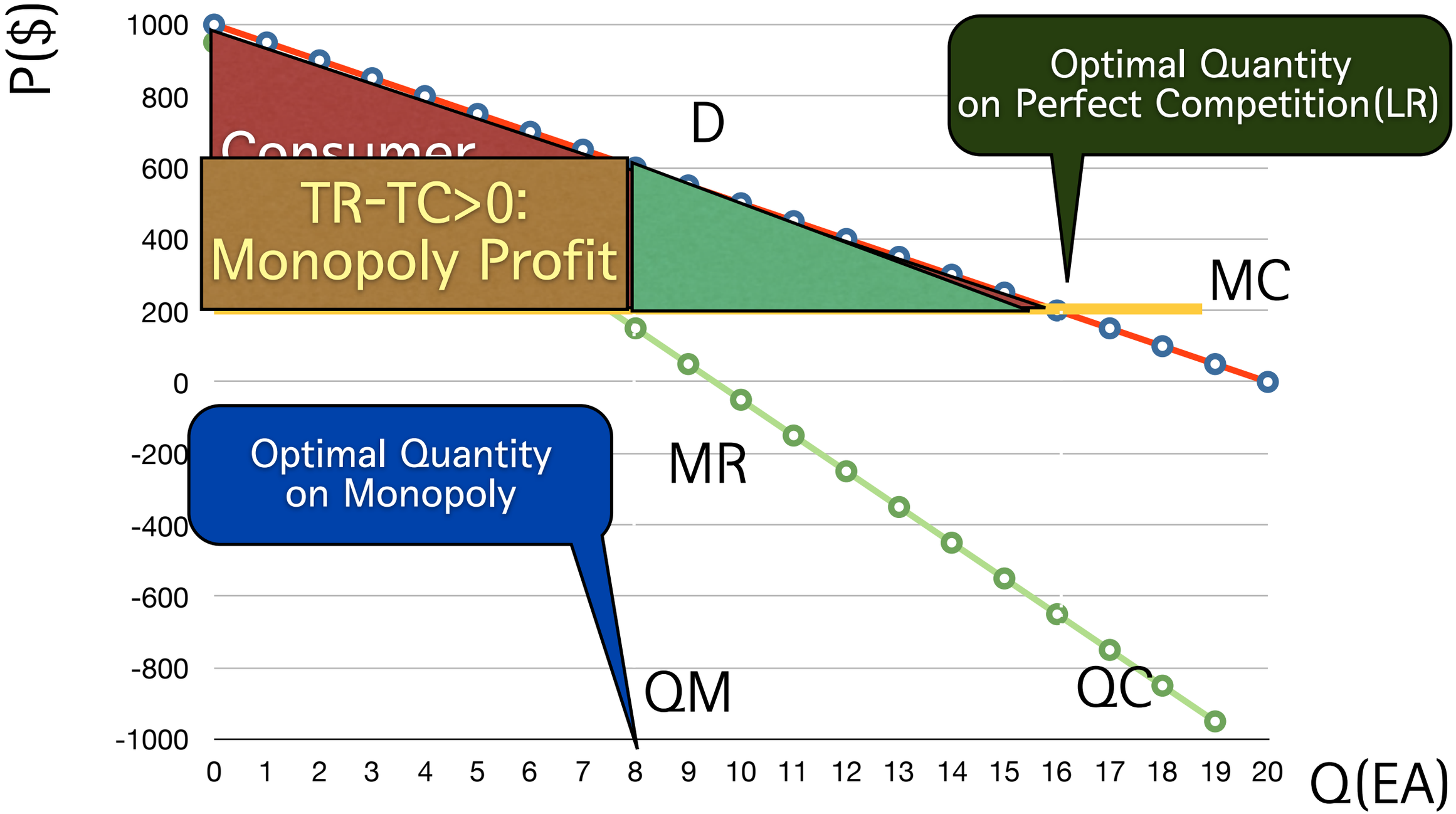

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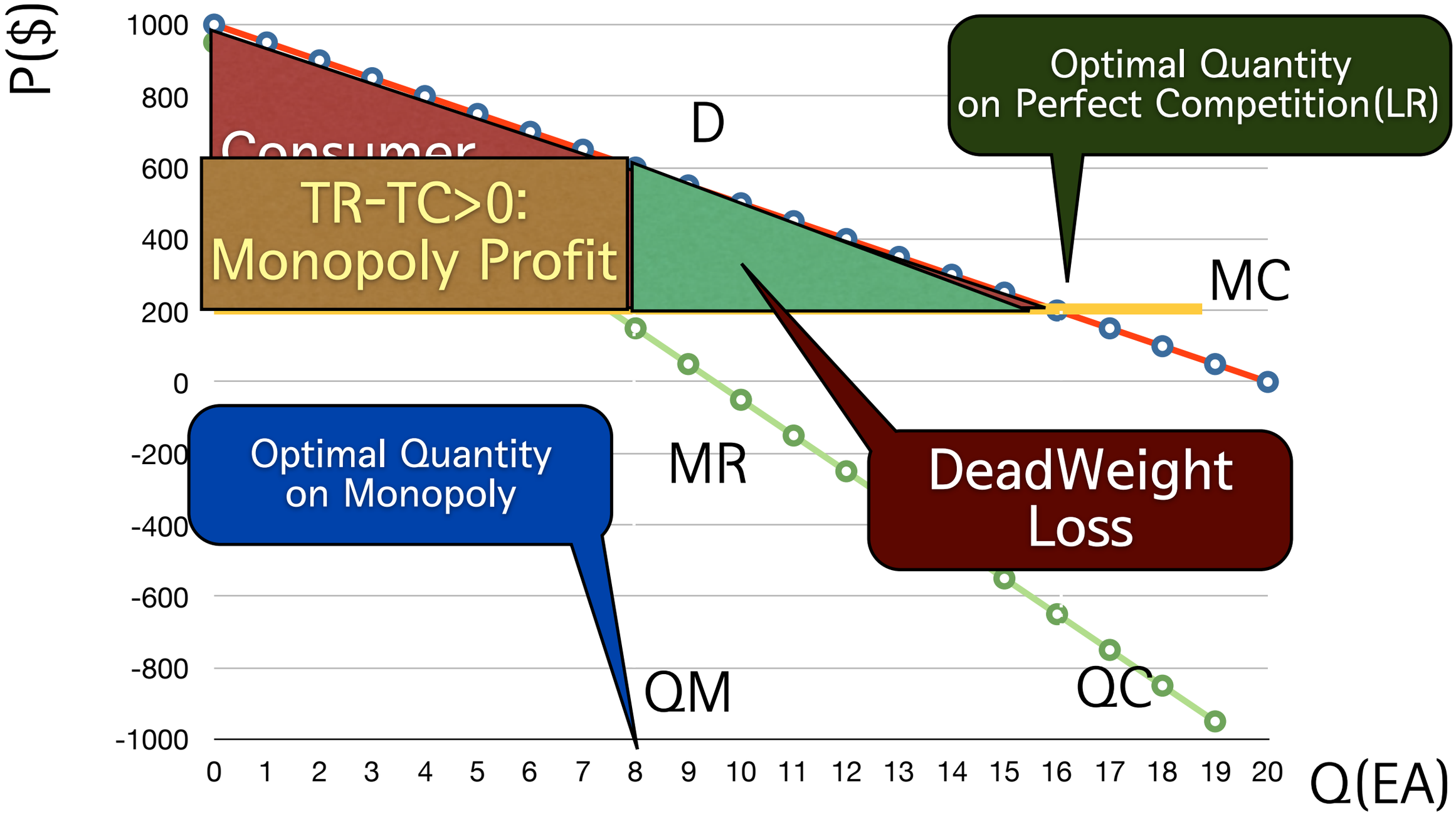

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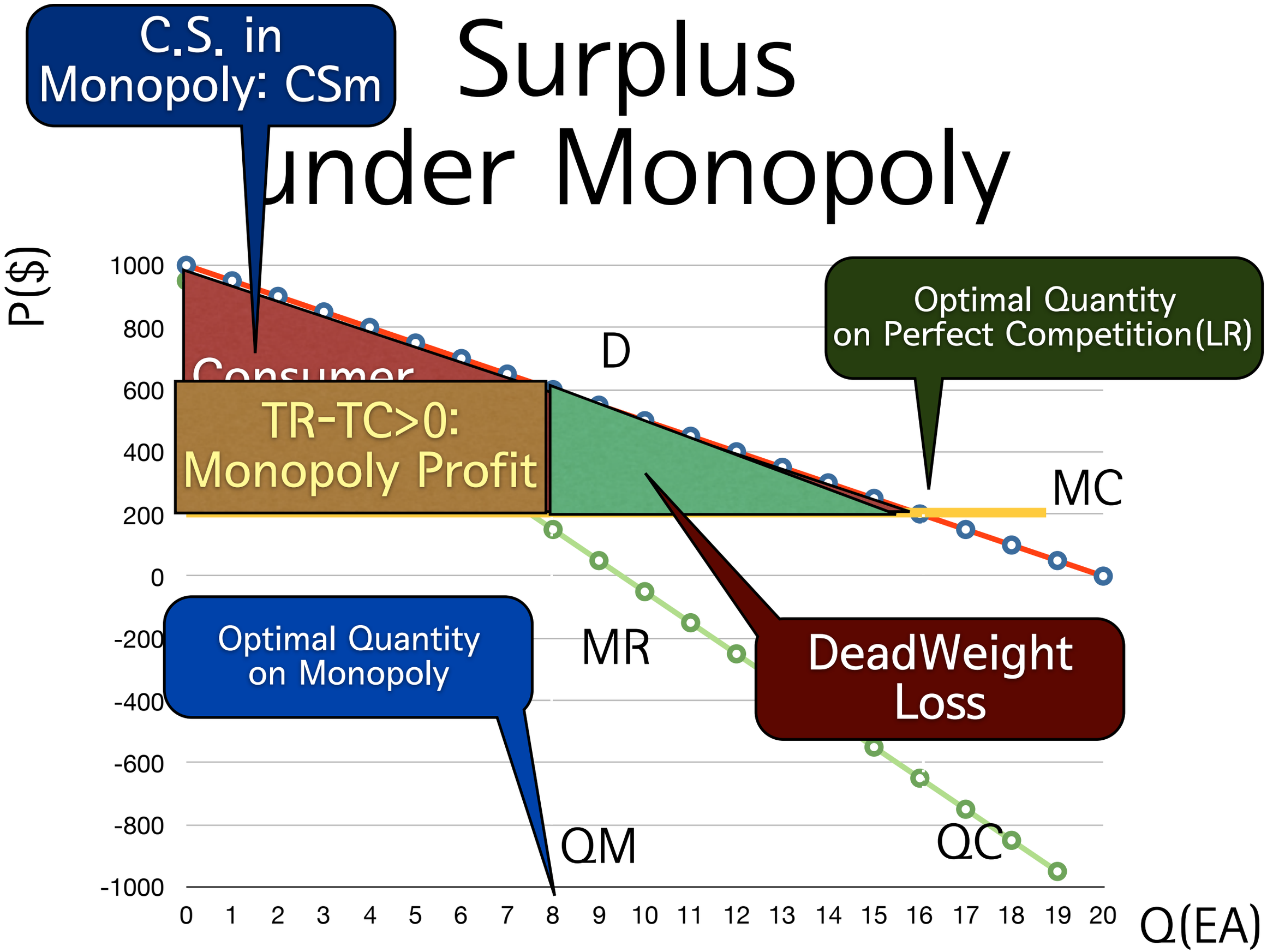

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U shape MC case:

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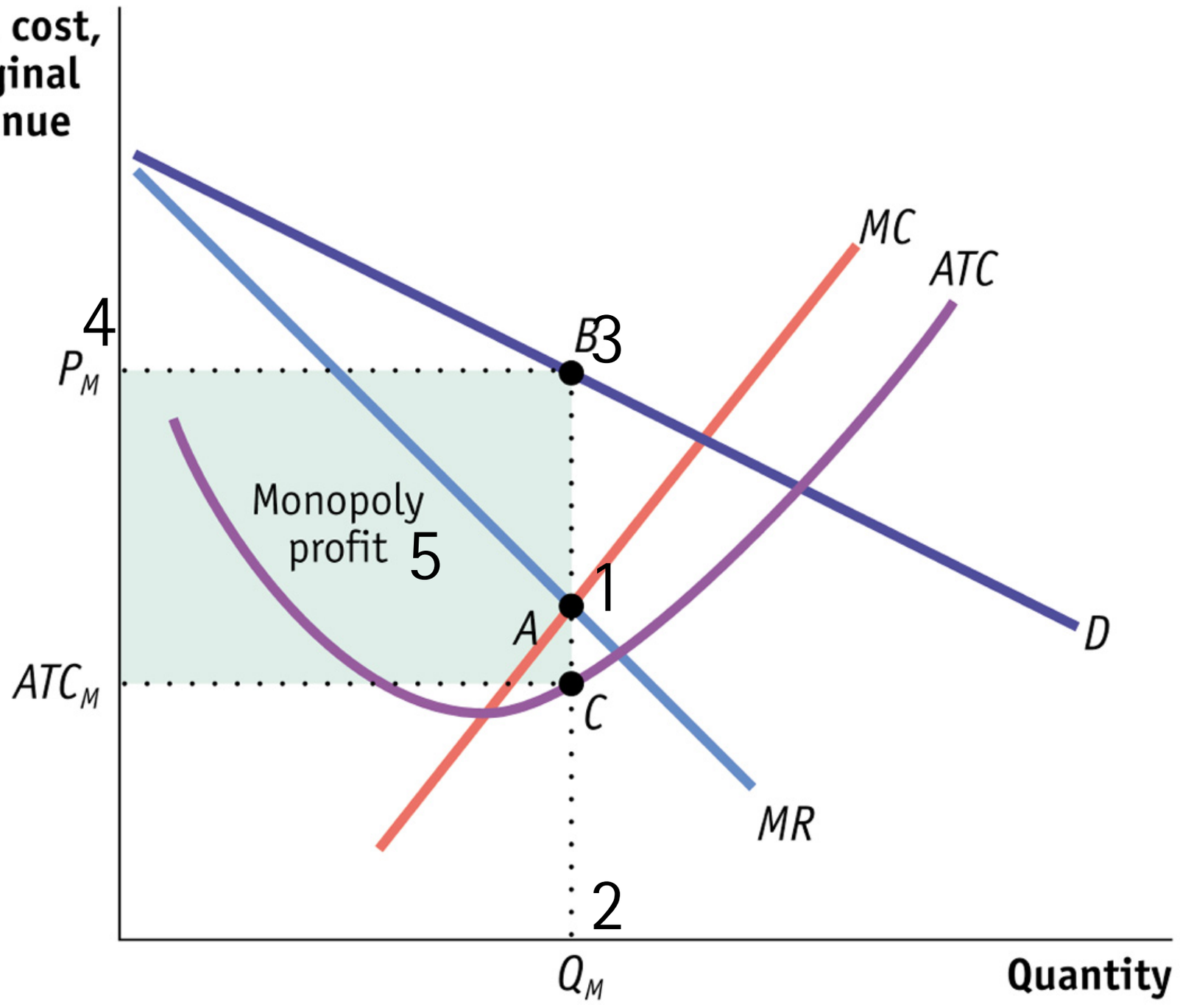

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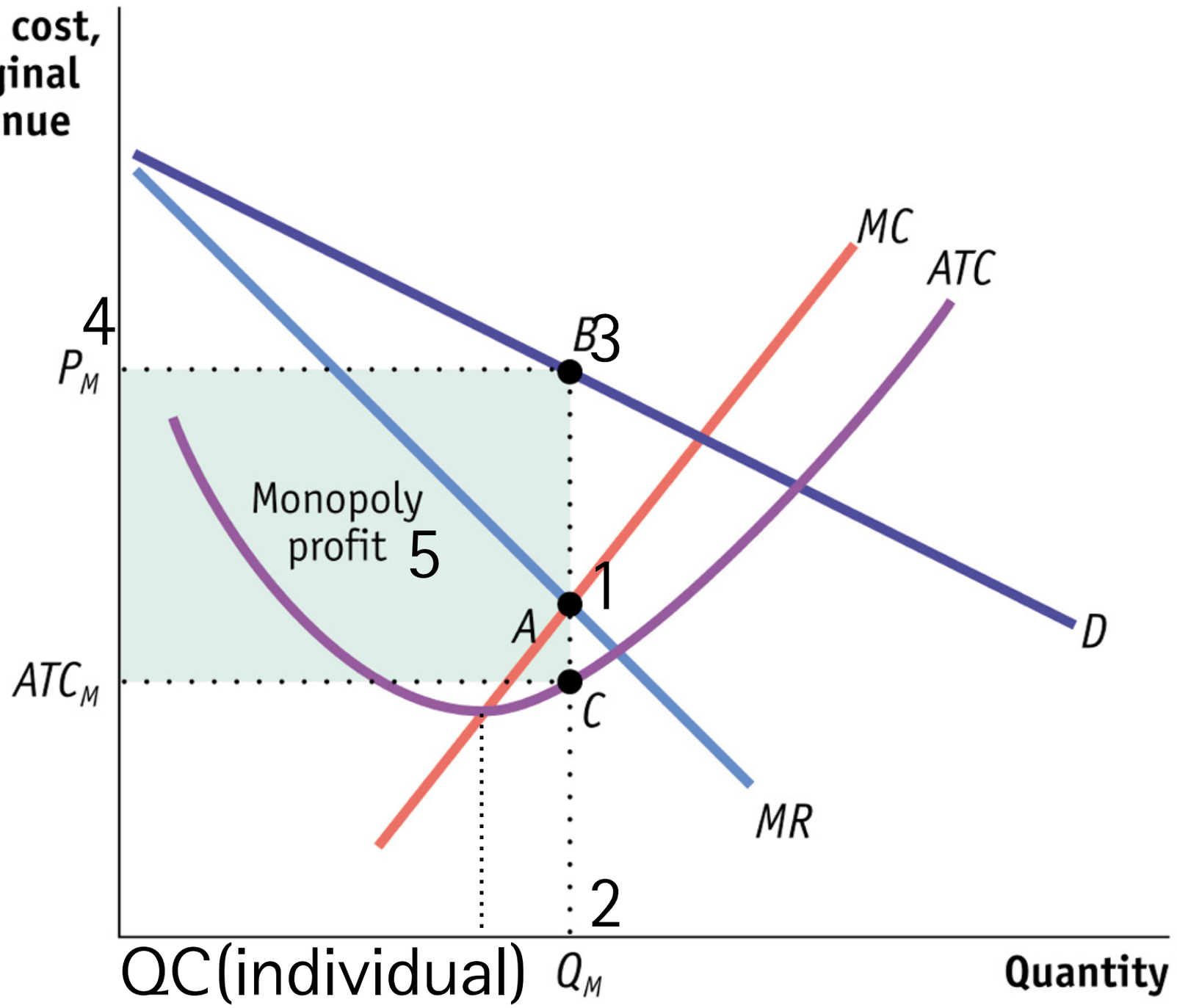

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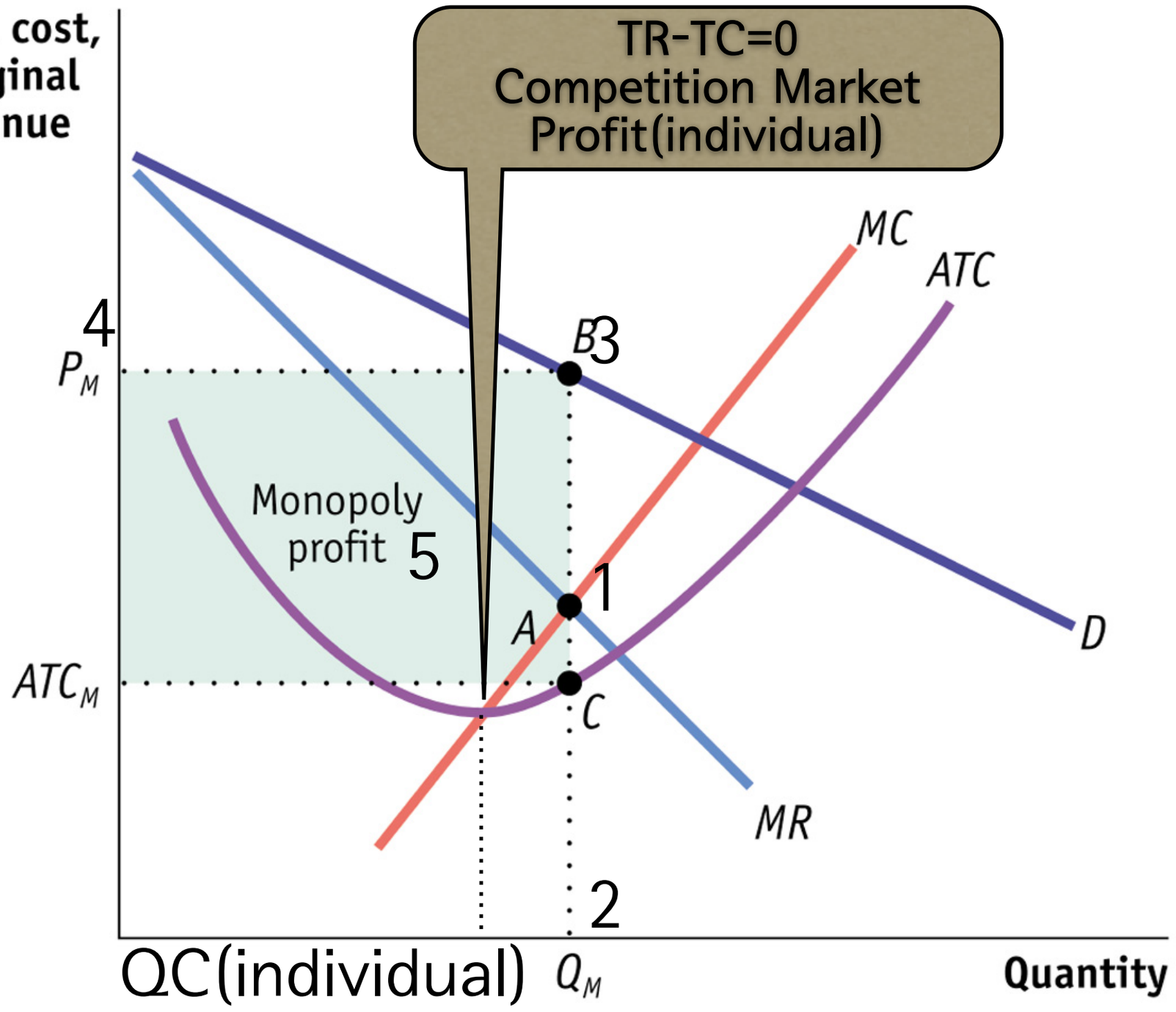

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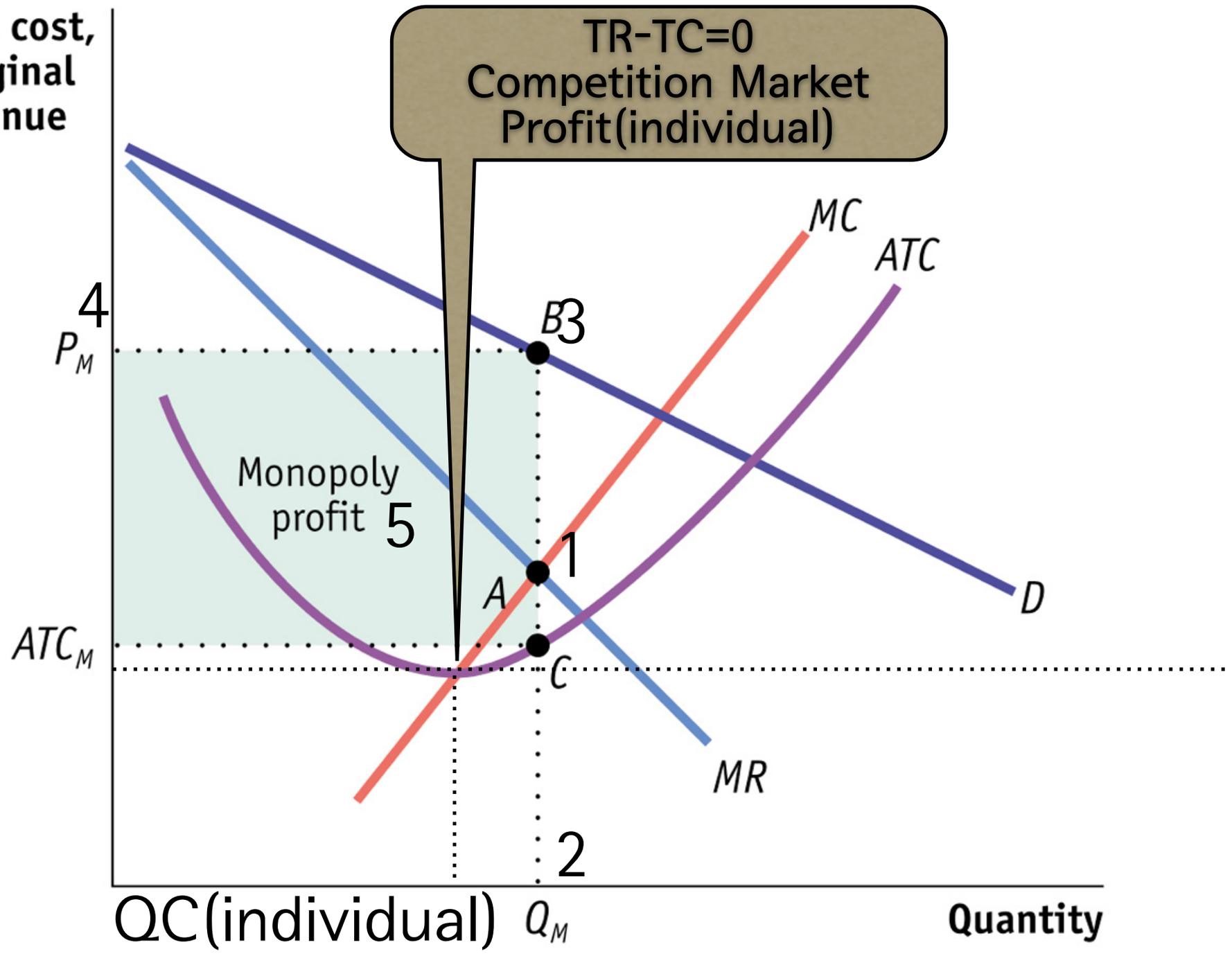

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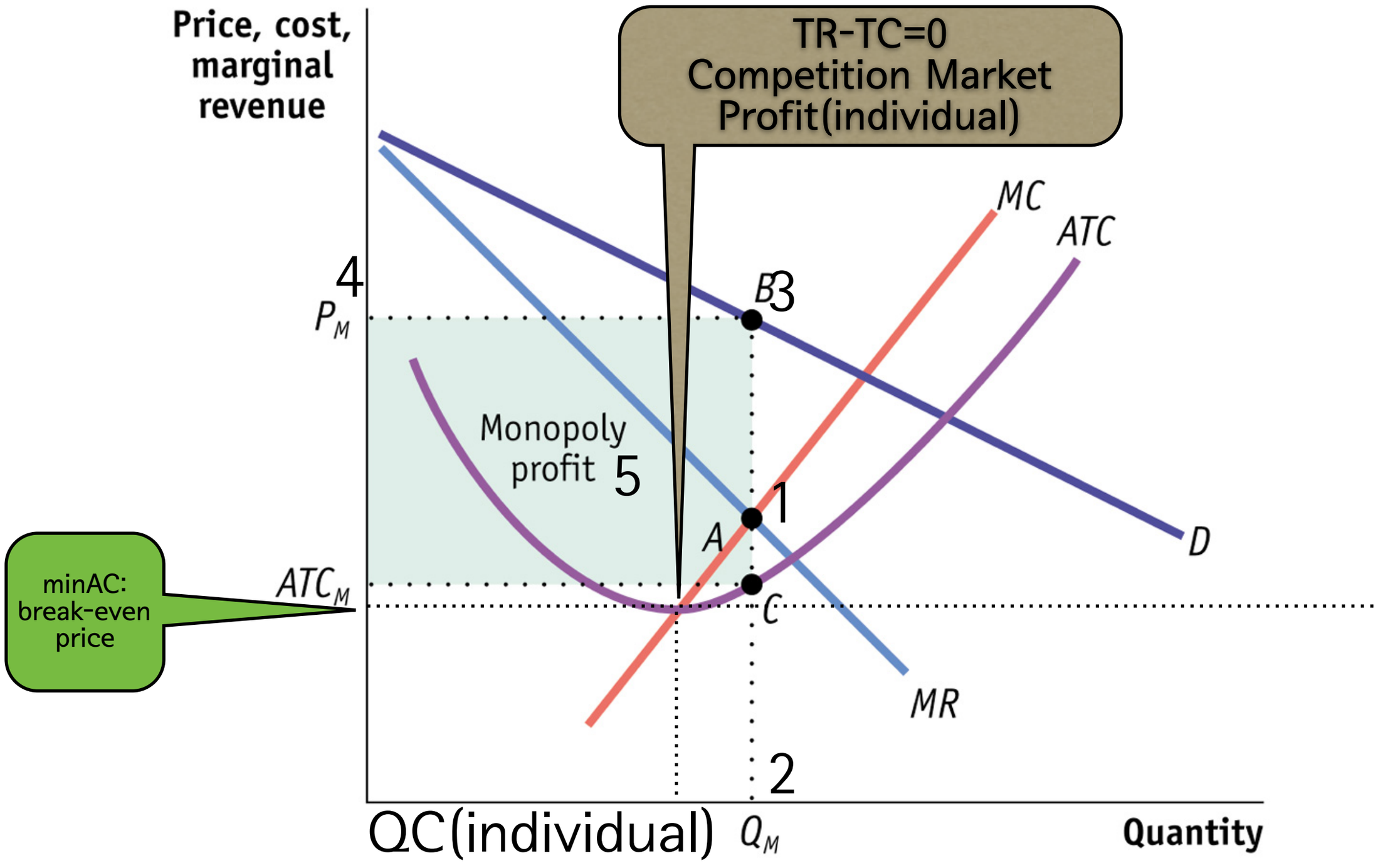

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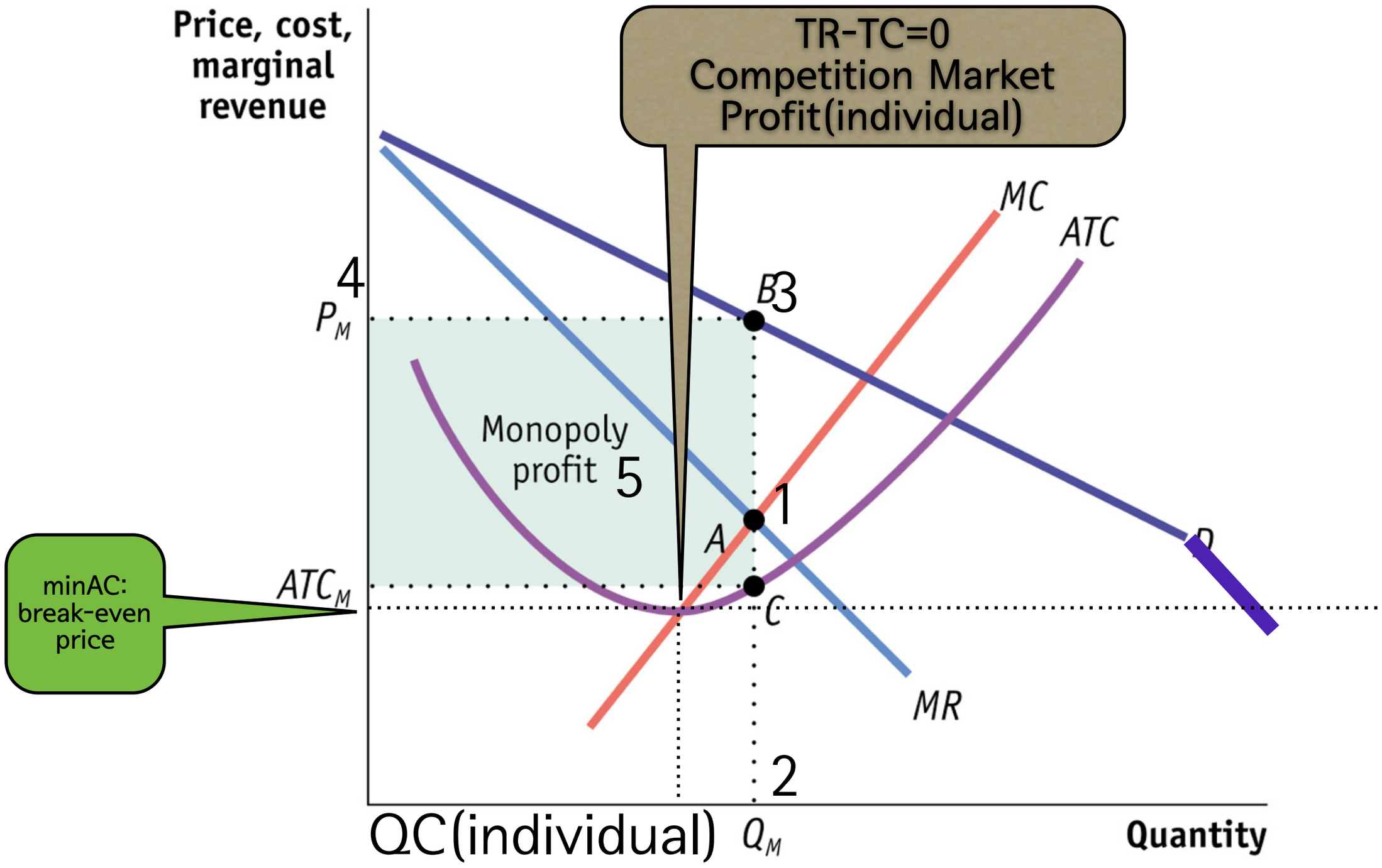

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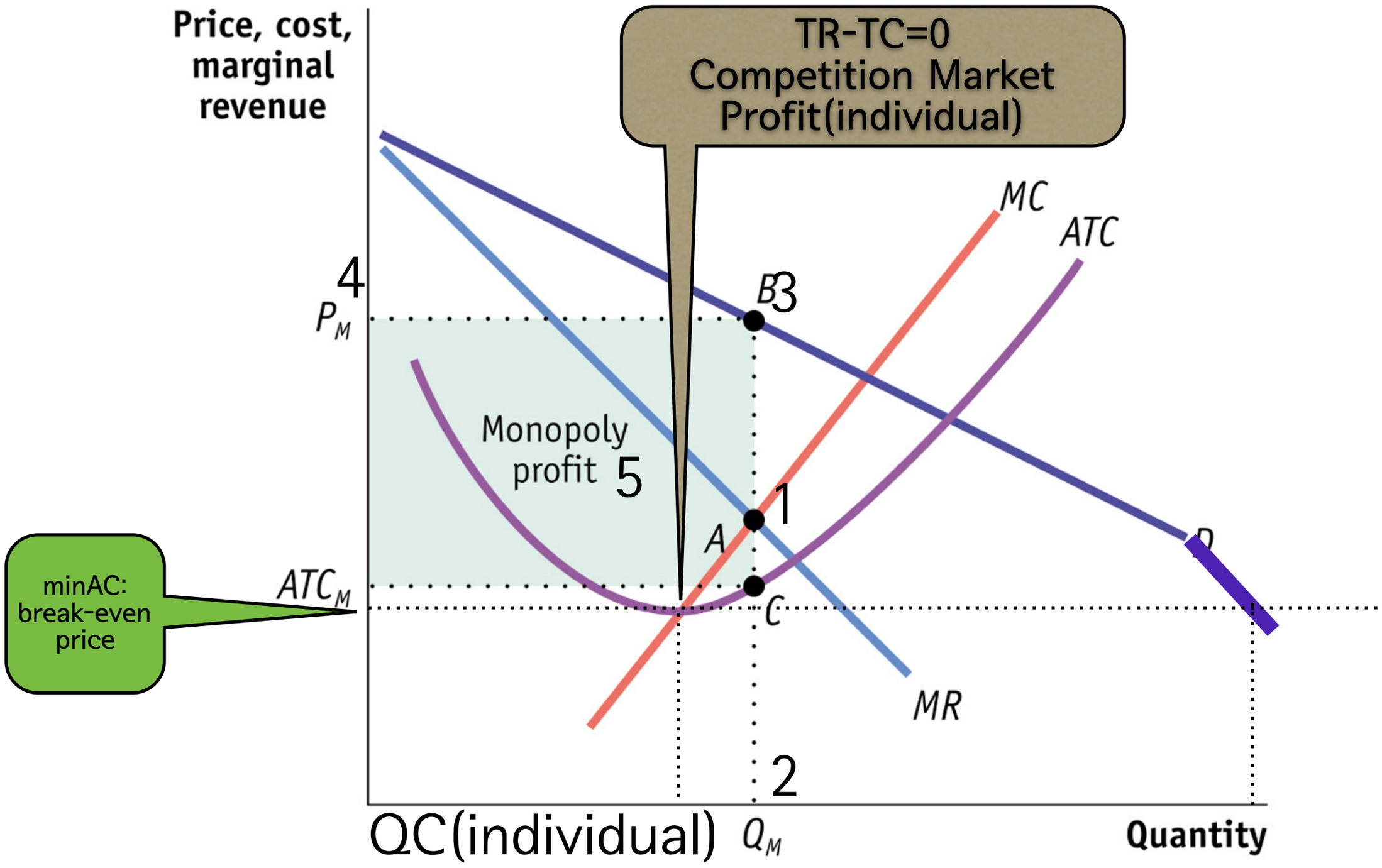

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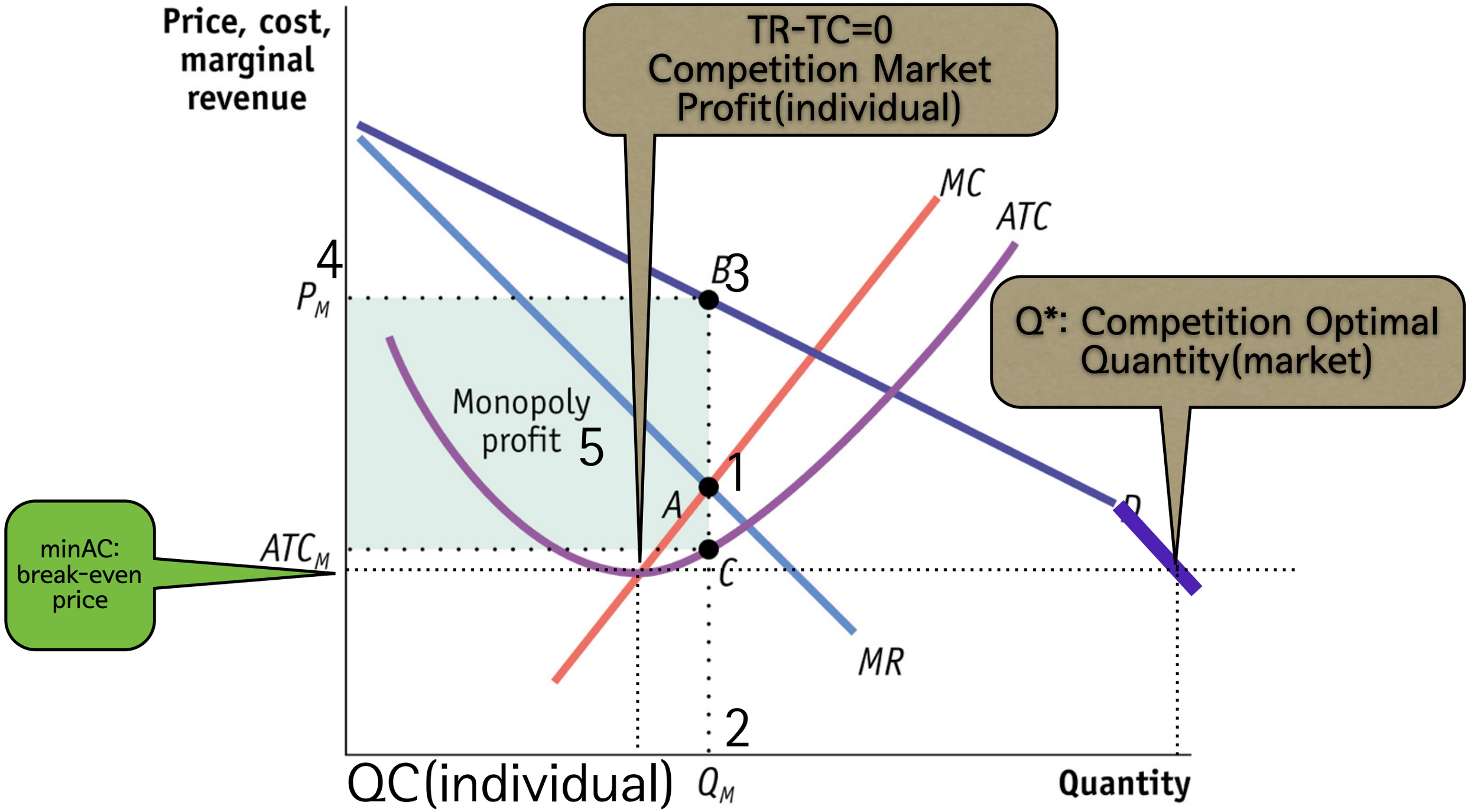

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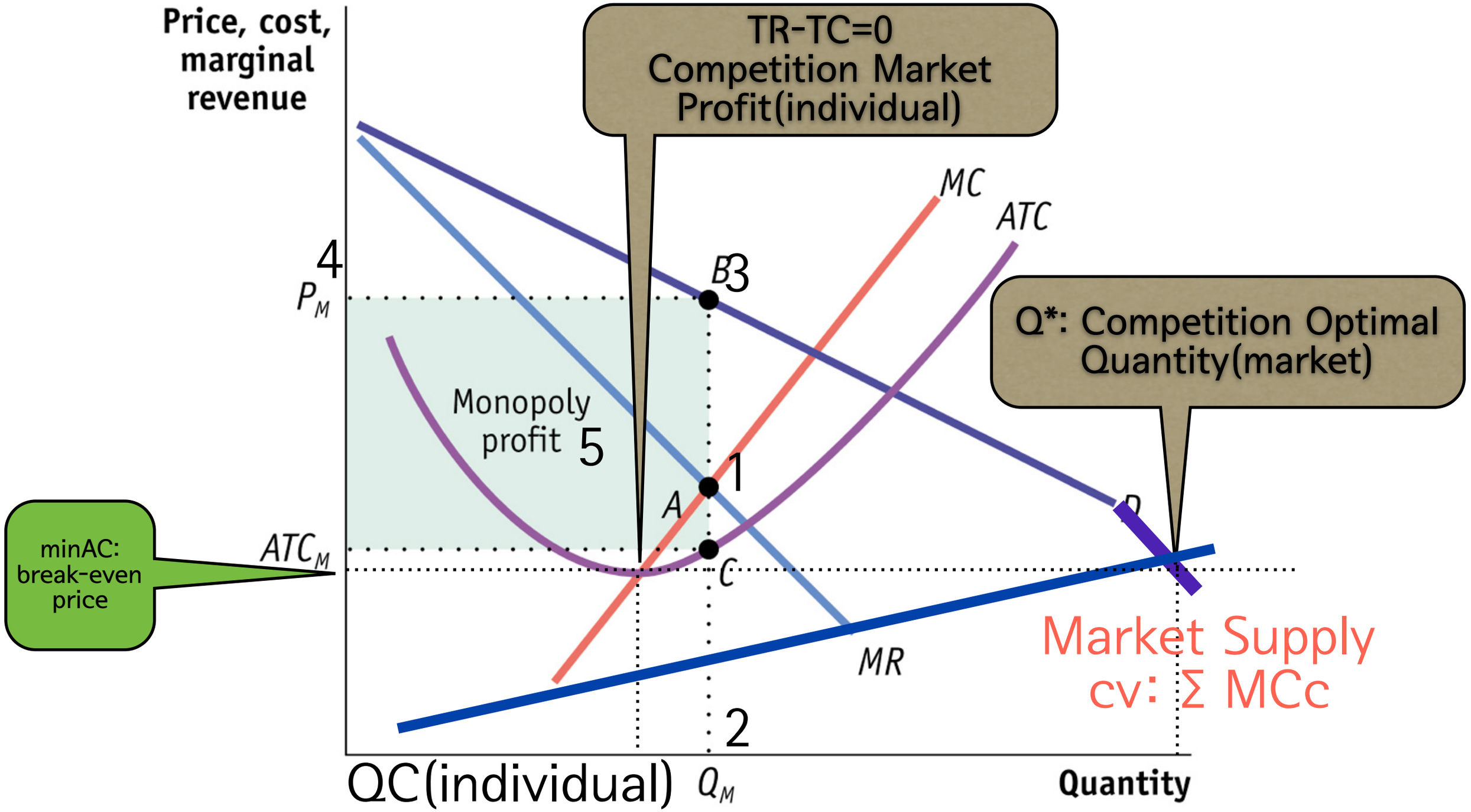

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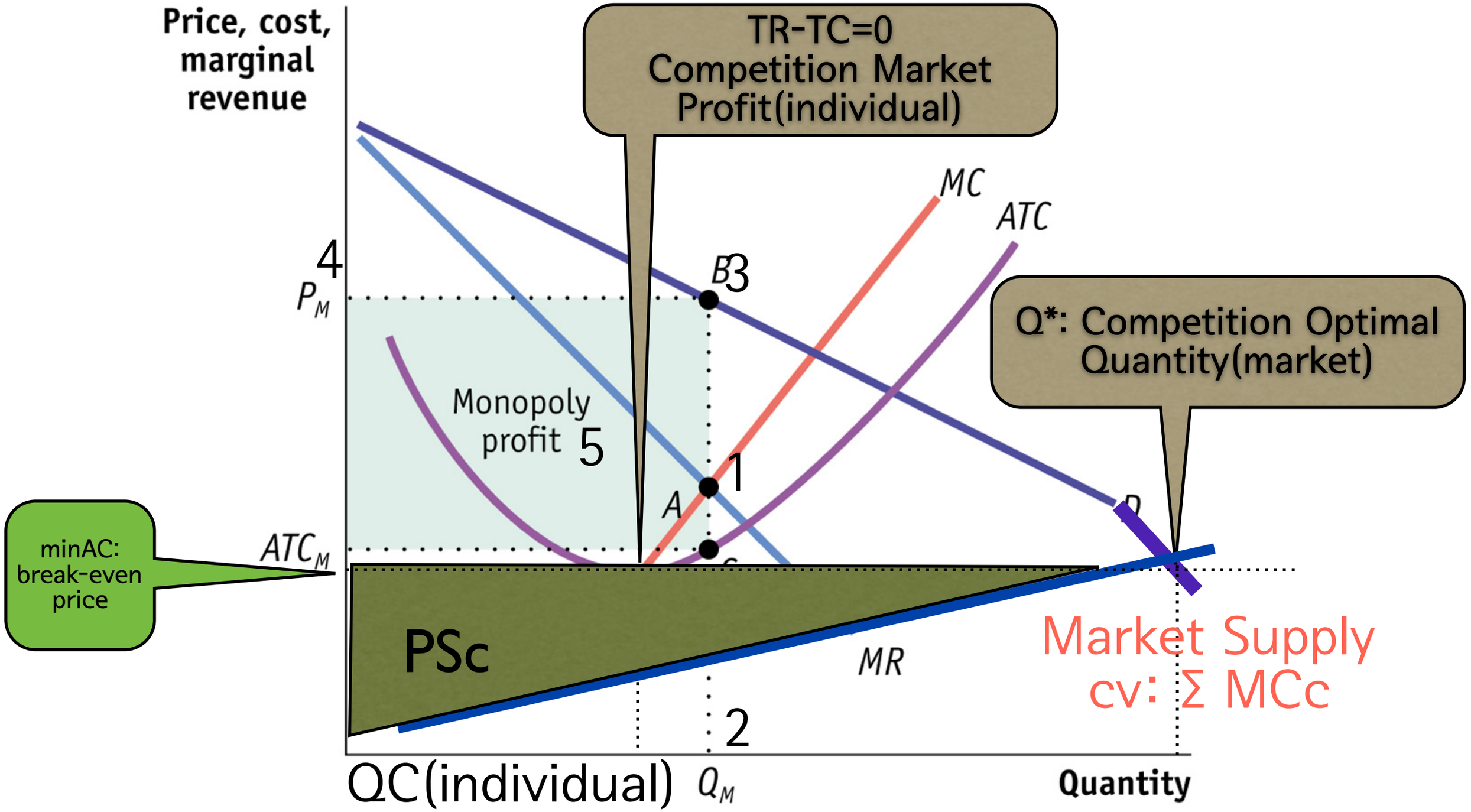

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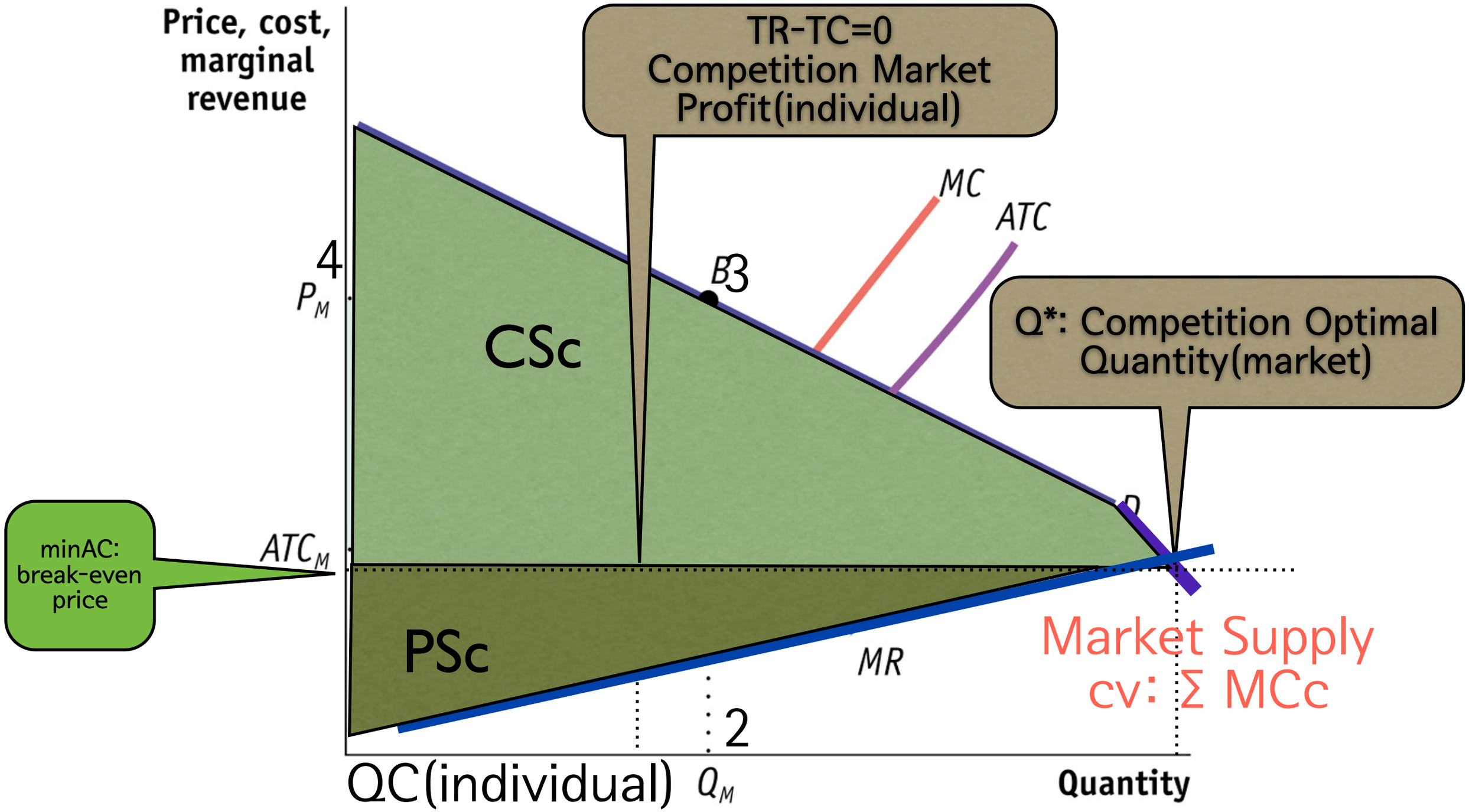

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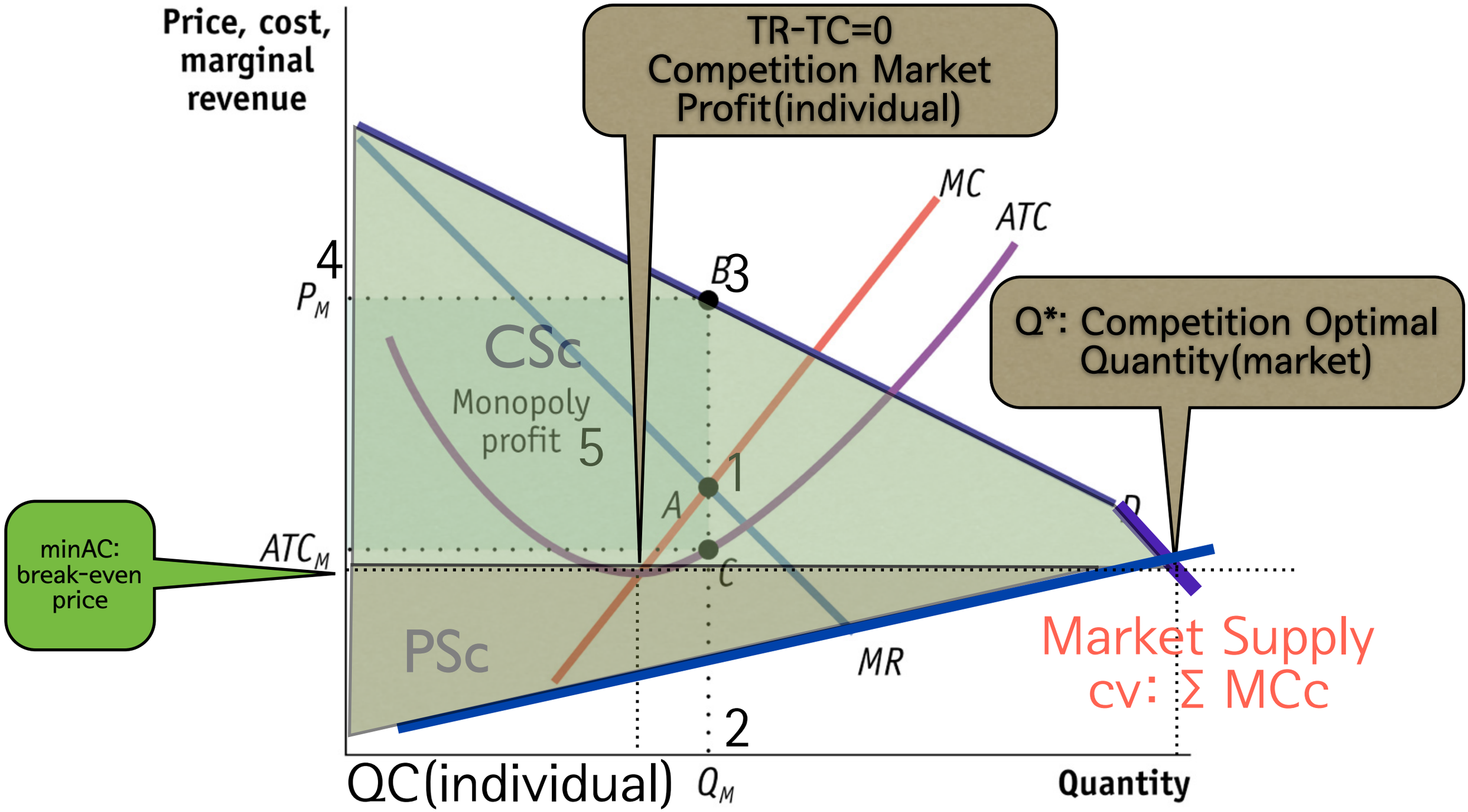

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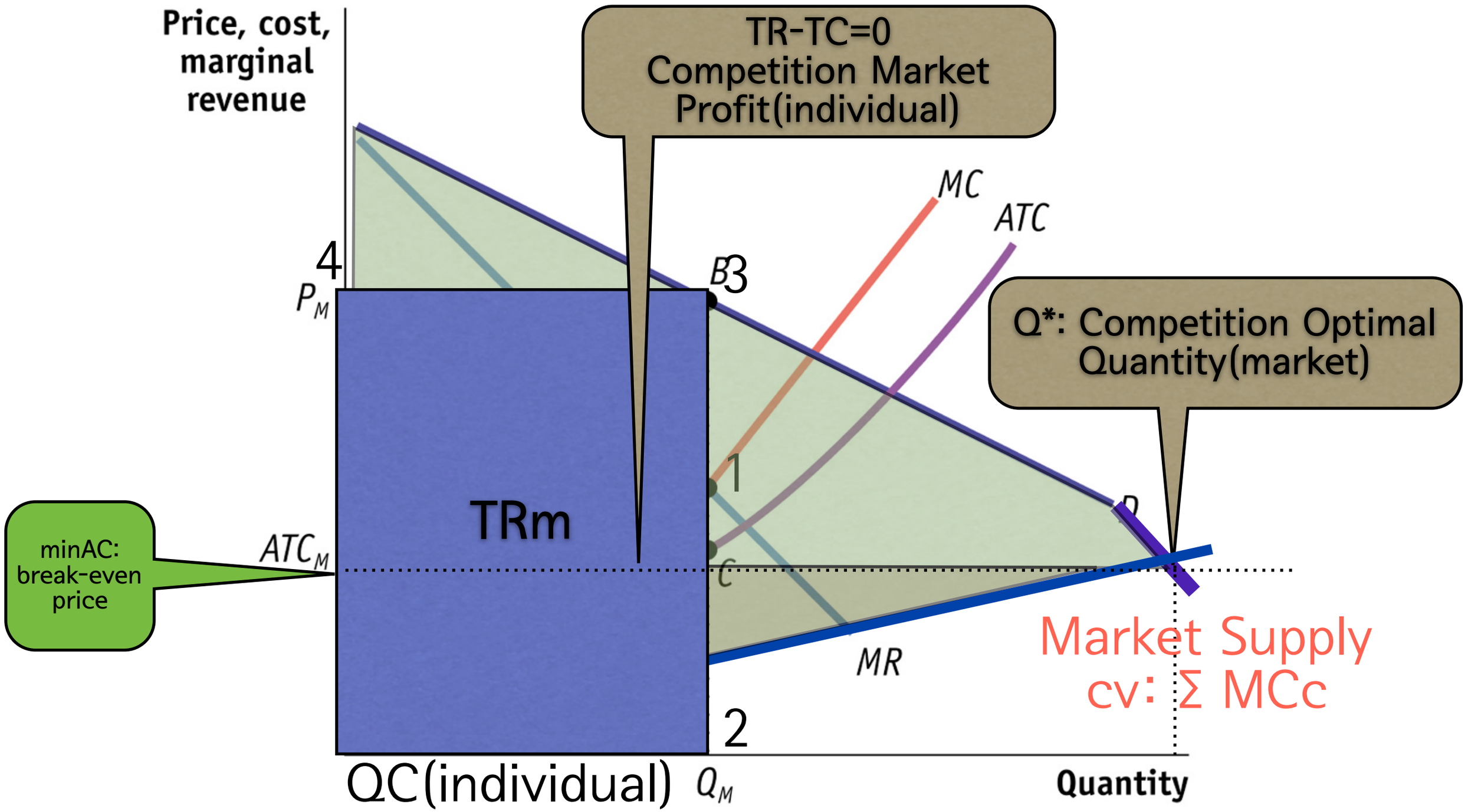
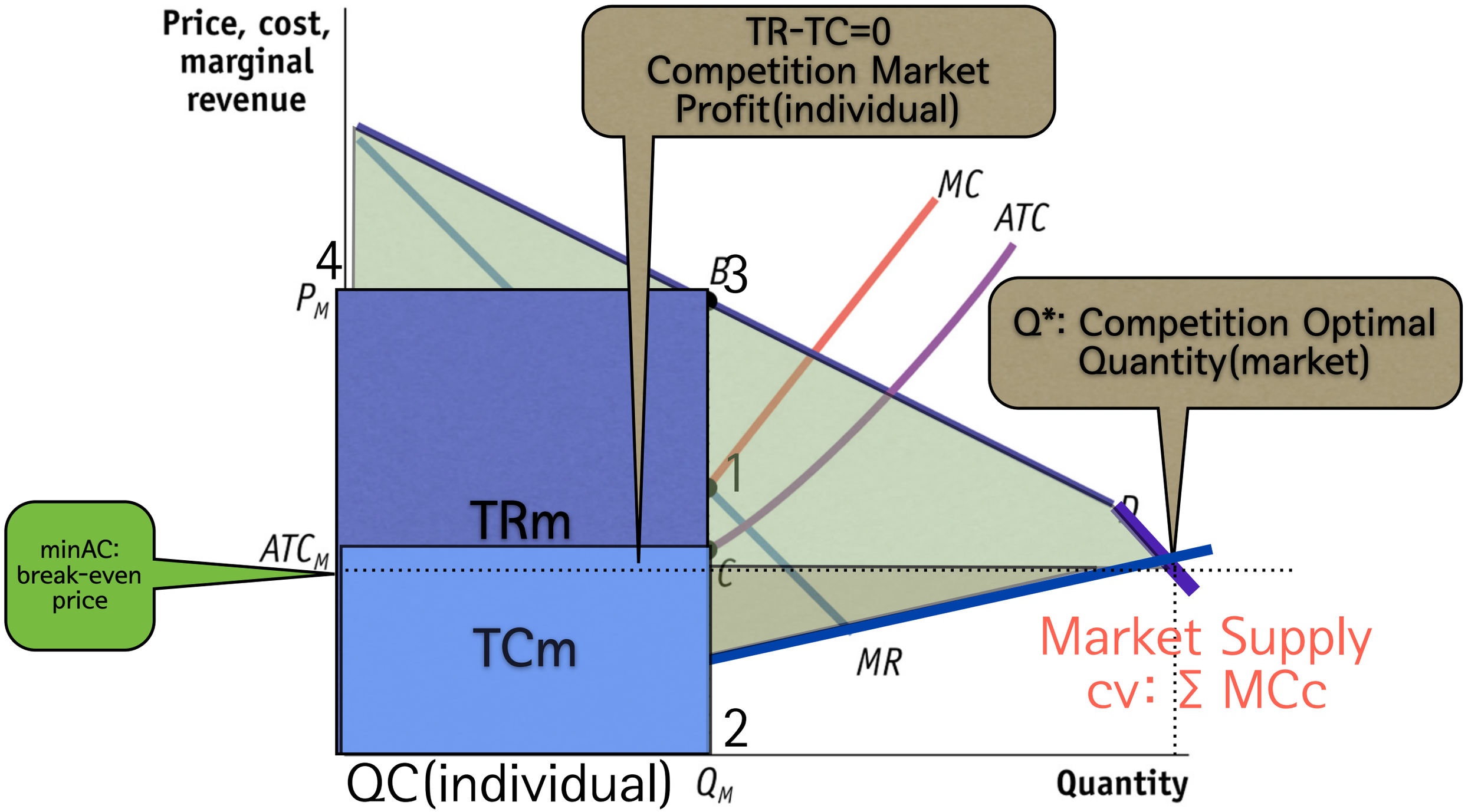
U shape MC case:



U shape MC case:



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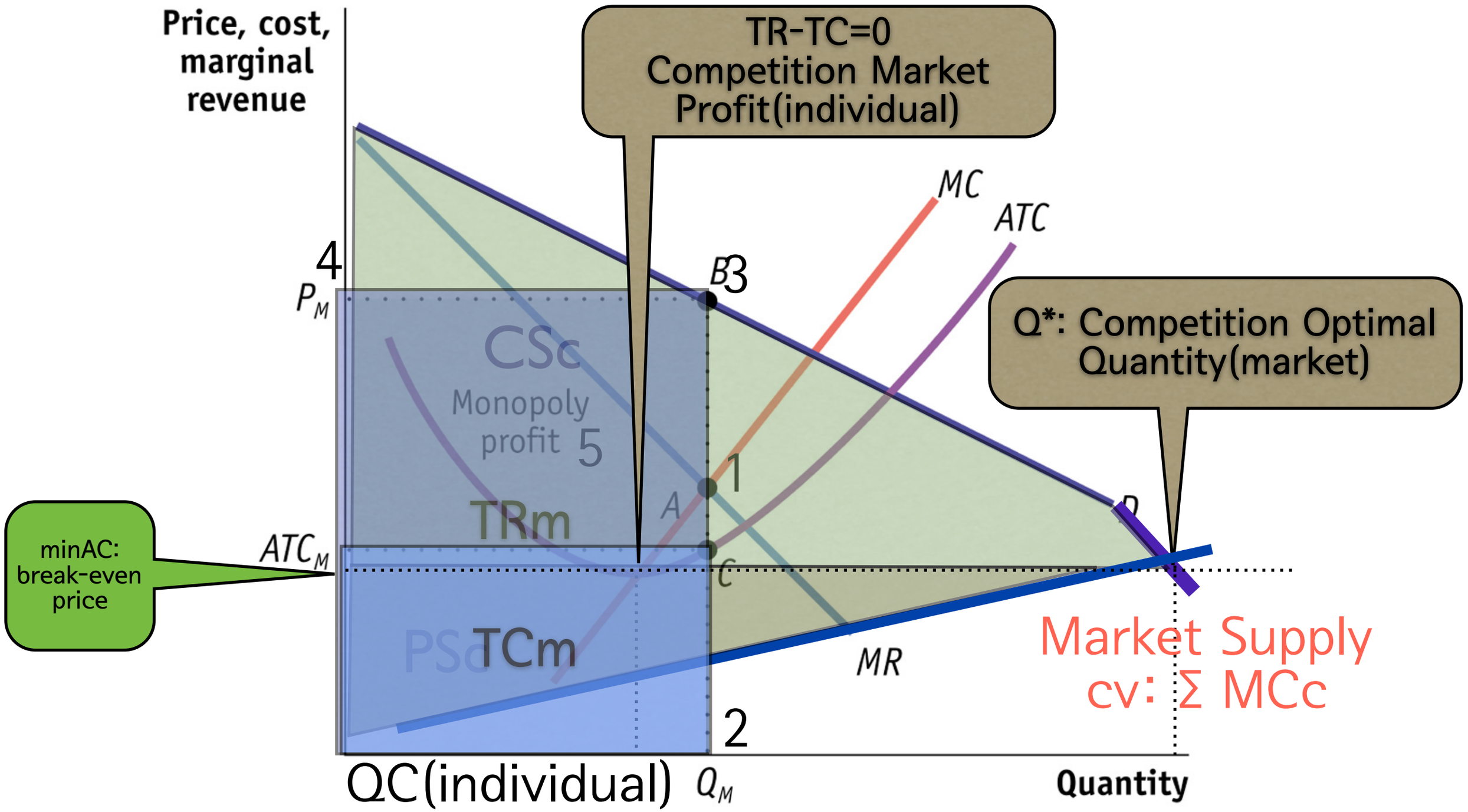

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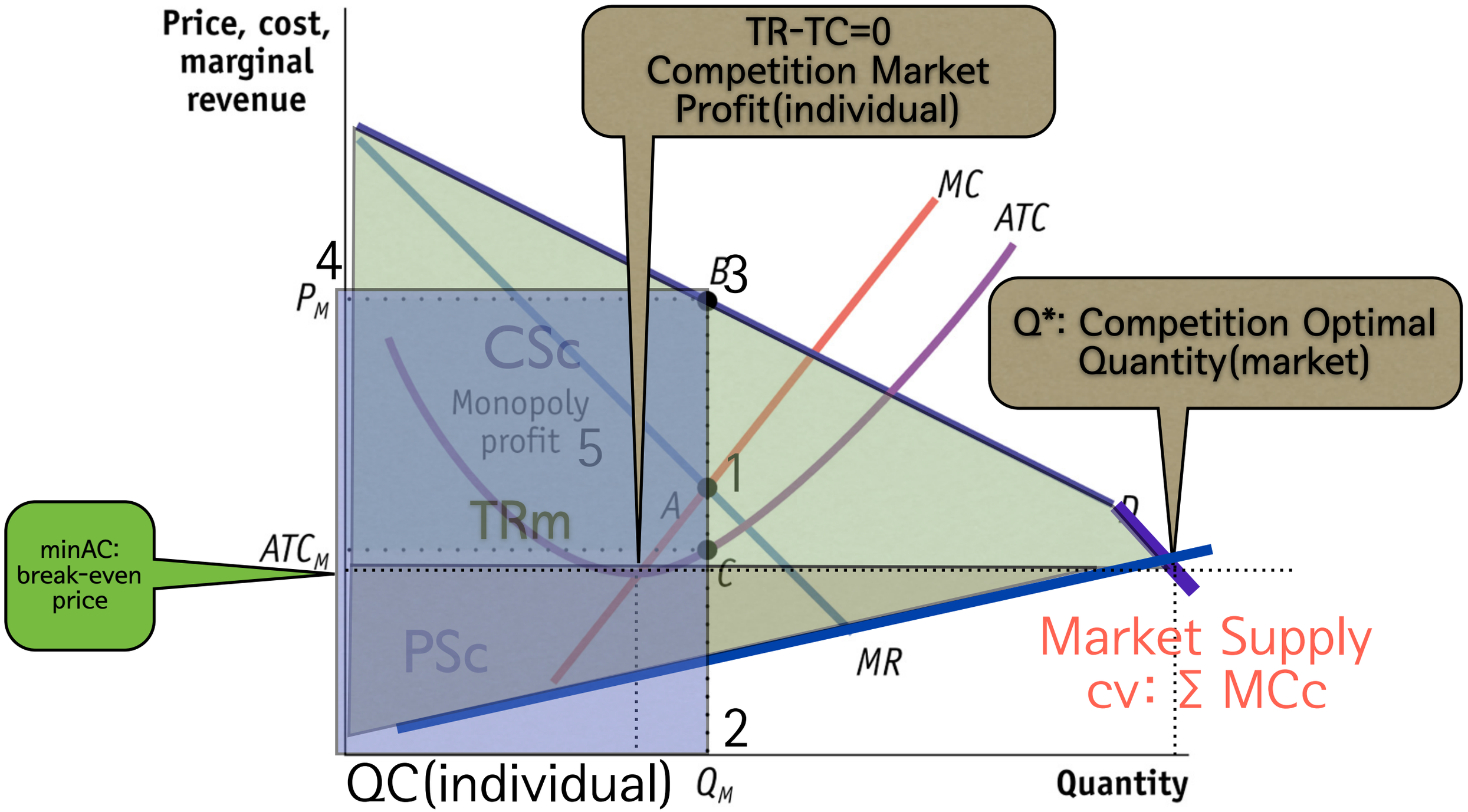
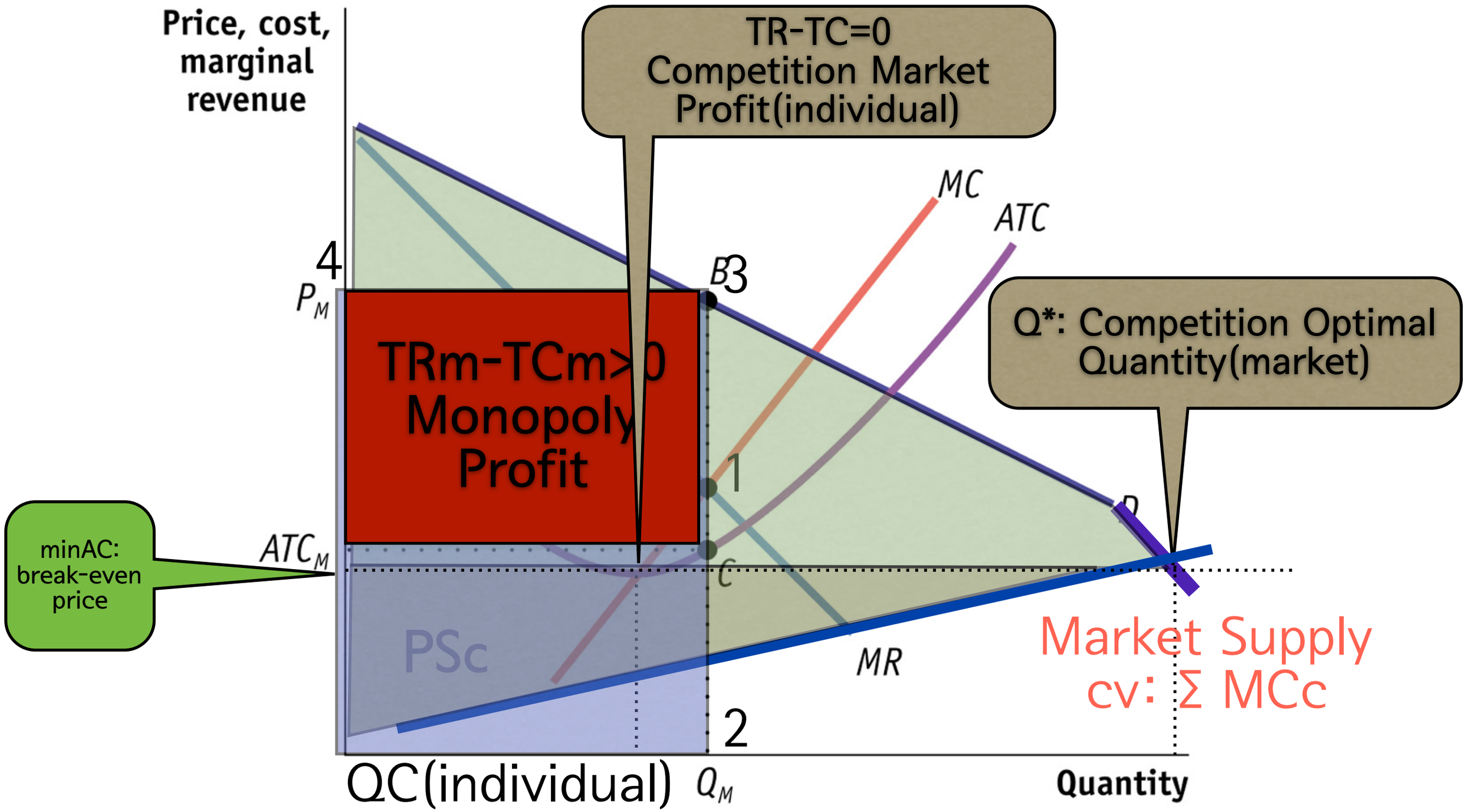
U shape MC case:



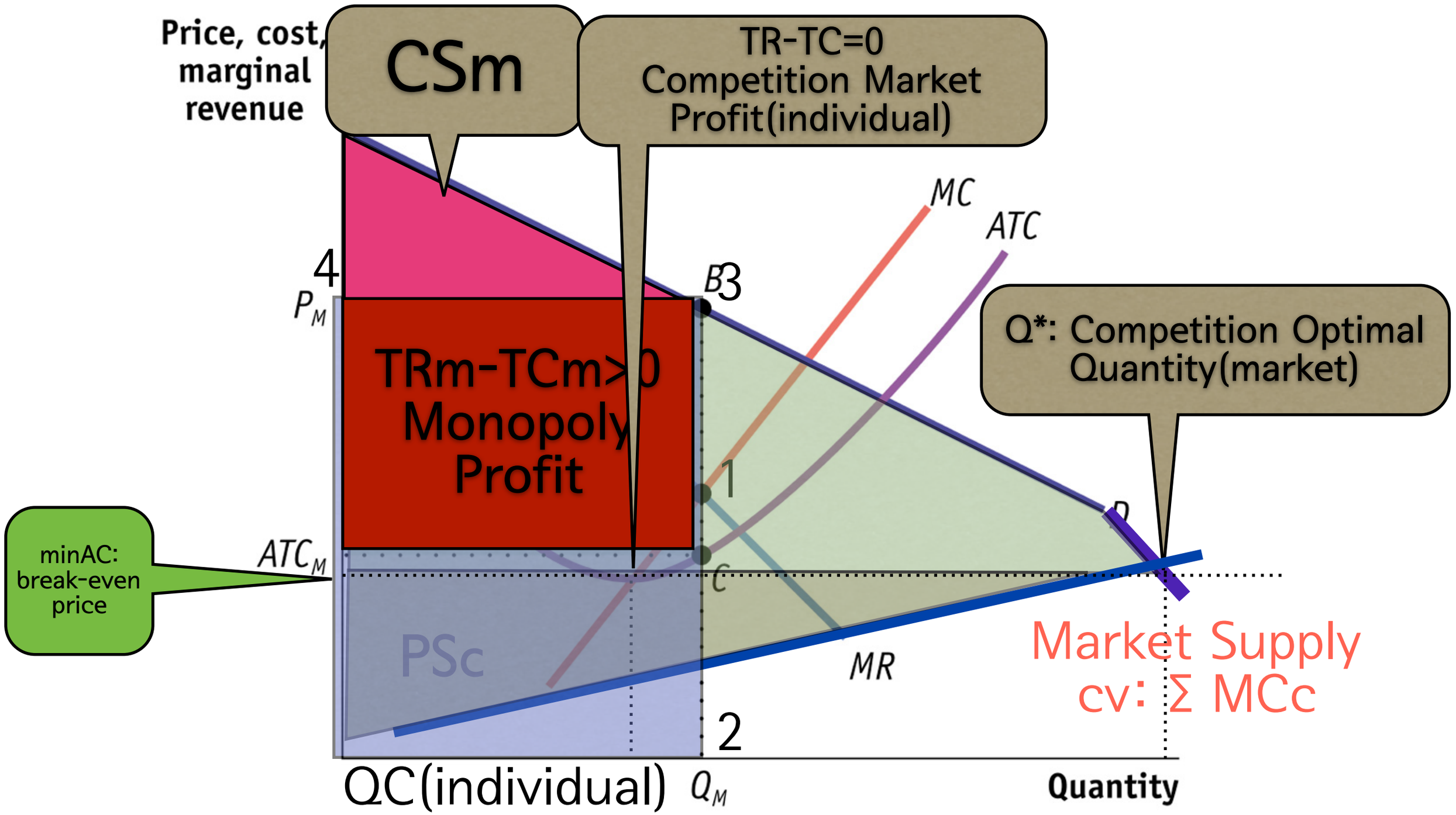
Namun Cho/ mailto:namun@snu.ac.kr

U shape MC case:



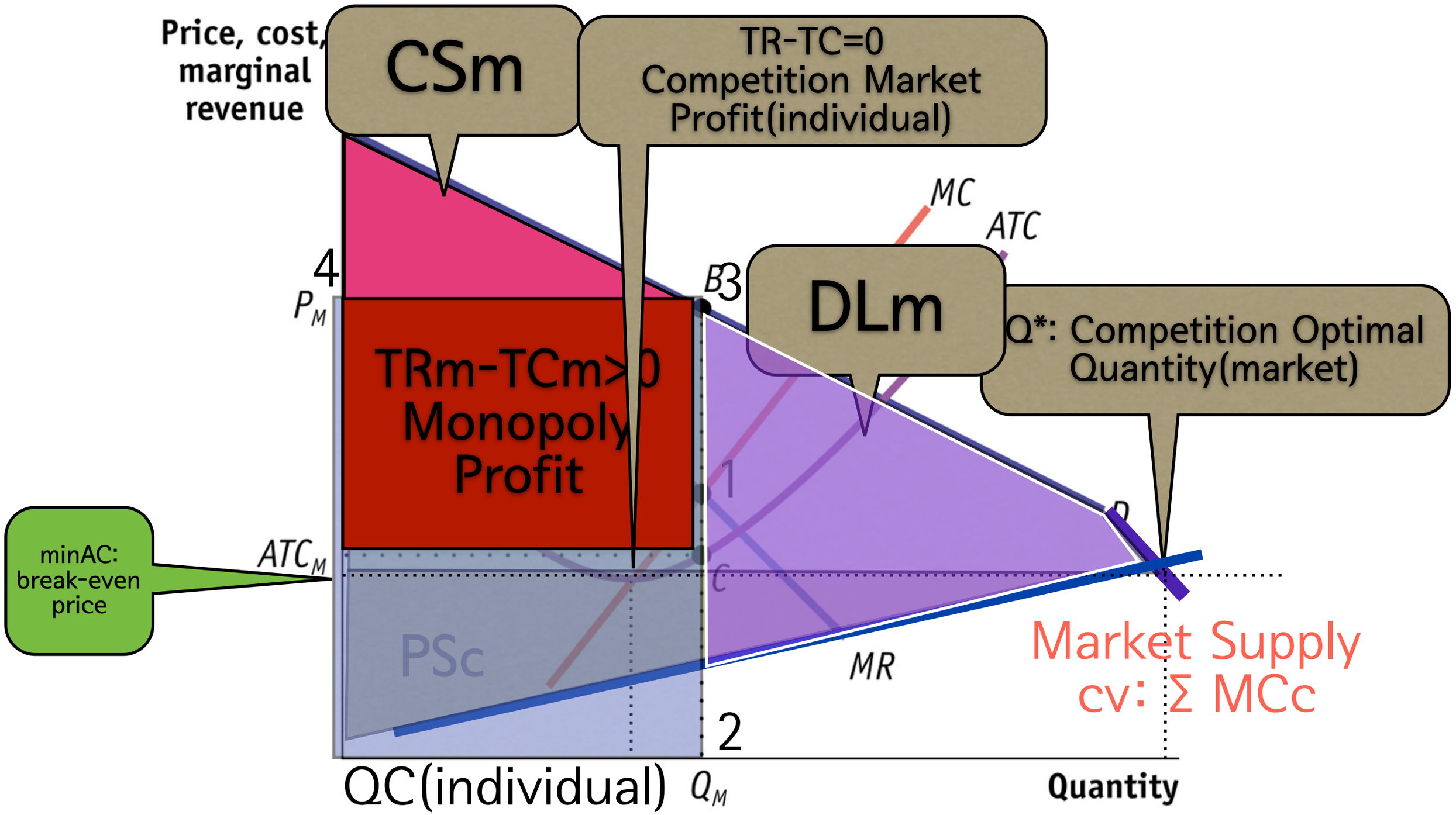
Namun Cho/ mailto:namun@snu.ac.kr

U shape MC case:



Namun Cho/ mailto:namun@snu.ac.kr

U shape MC case:



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독점의 파레토 비효율성
Inefficiency of Monopoly

- 독점시장에서는 자중손실이 발생: 독점으로 인해 발생하지 않게 된 거래로부터 나옴
- 이러한 미발생 거래는 높은 독점가격으로 인해 구매를 포기한 소비자에 기인
- 이는 사회적 후생의 감소를 의미: 시장실패

독점과 정책

Anti Monopoly Policy

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독점정책의 구분

- 자연독점인가의 여부에 따라 분류
- 자연독점이 아닐 경우: 반독점 정책 적용(Ch15)으로 해결 가능
- 자연독점일 경우
  - 공영화
  - 정부규제
  - 불간섭(독점 유지)

공영화
Public Ownership

- 자연독점적 성격이 있는 산업 부문을 정부가 운영
- 공영기업(공사 등)의 목표는 이윤극대화가 아니므로 독점의 문제를 해결할 수 있음
  - 시장효율성을 달성하는 가격에 상품/서비스를 공급하면 됨
- 문제점: 비효율성의 존재, 정치적 이용

가격규제
Price Control

- 가격상한을 두어 독점기업이 가격설정을 높게 두지 못하도록 제한 ⇒ 소비측 보호
- 가격상한은 AC 혹은 MC와 수요곡선이 만나는 자연독점의 손익분기점 수준일 때: 자중손실이 최소가 되도록 하면서 독점기업이 이탈하지 않을 수 있음

Individual LAC: Monopoly case

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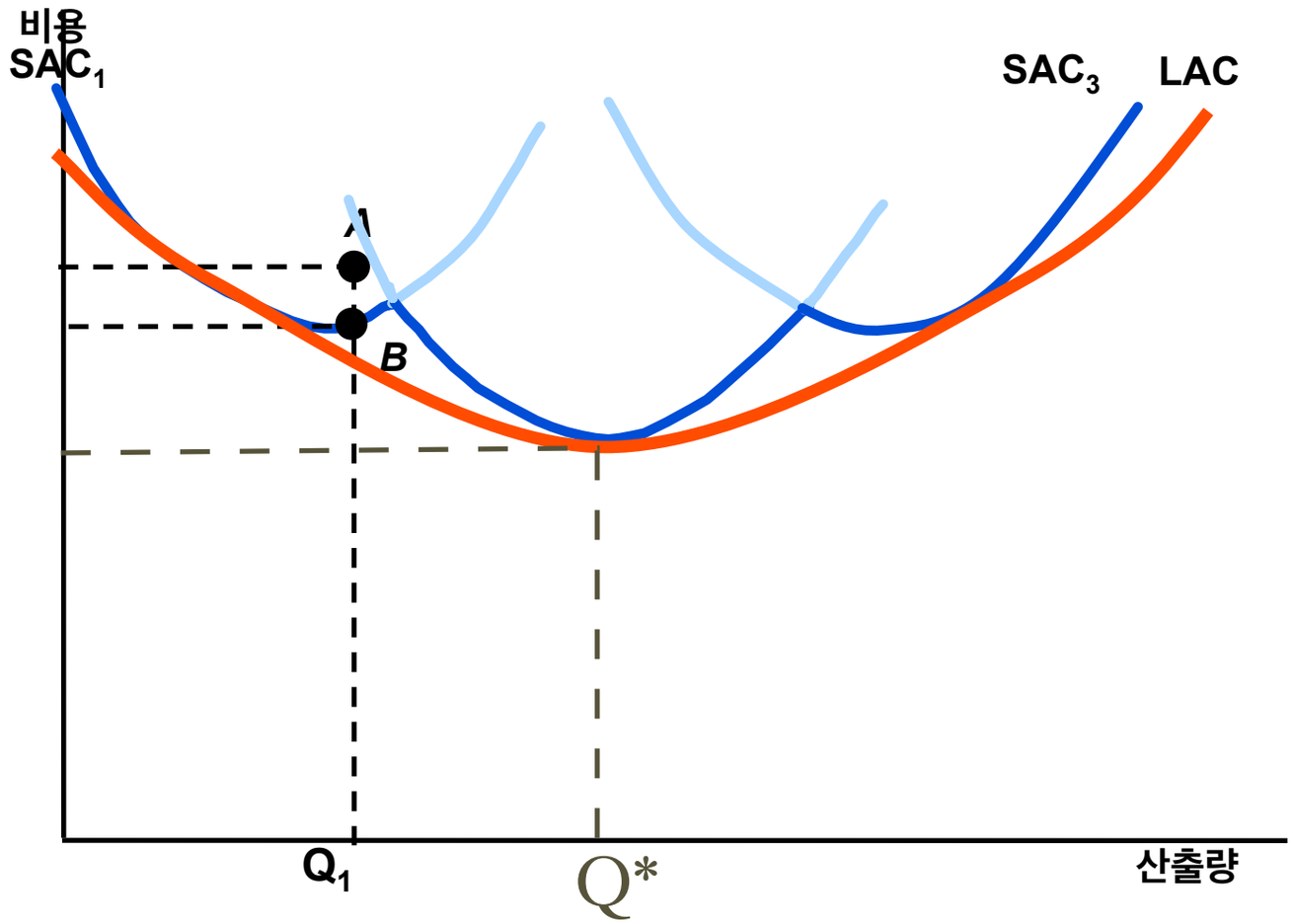
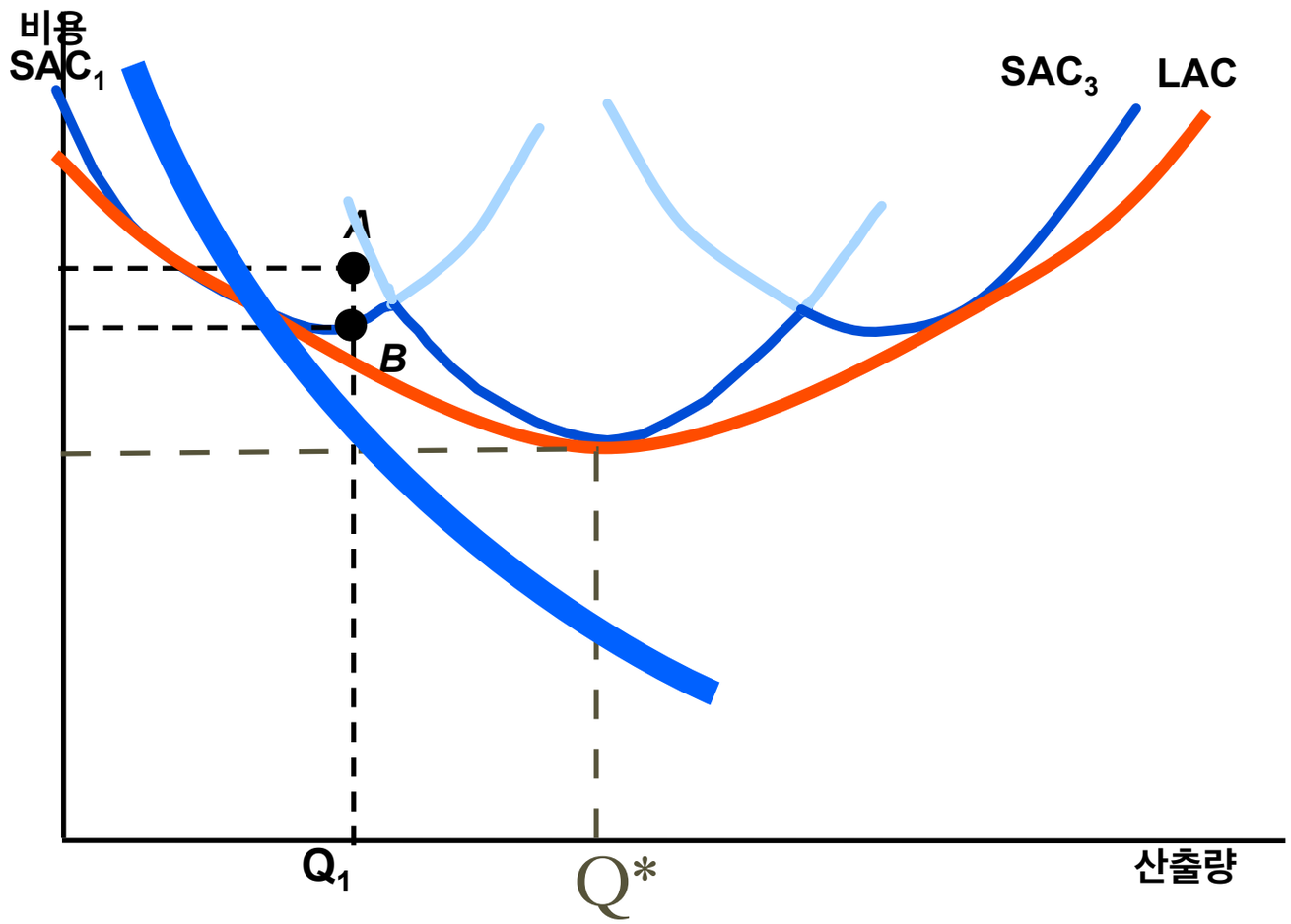
Individual LAC: Monopoly case



Namun Cho/ mailto:namun@snu.ac.kr

Individual LAC: Monopoly case



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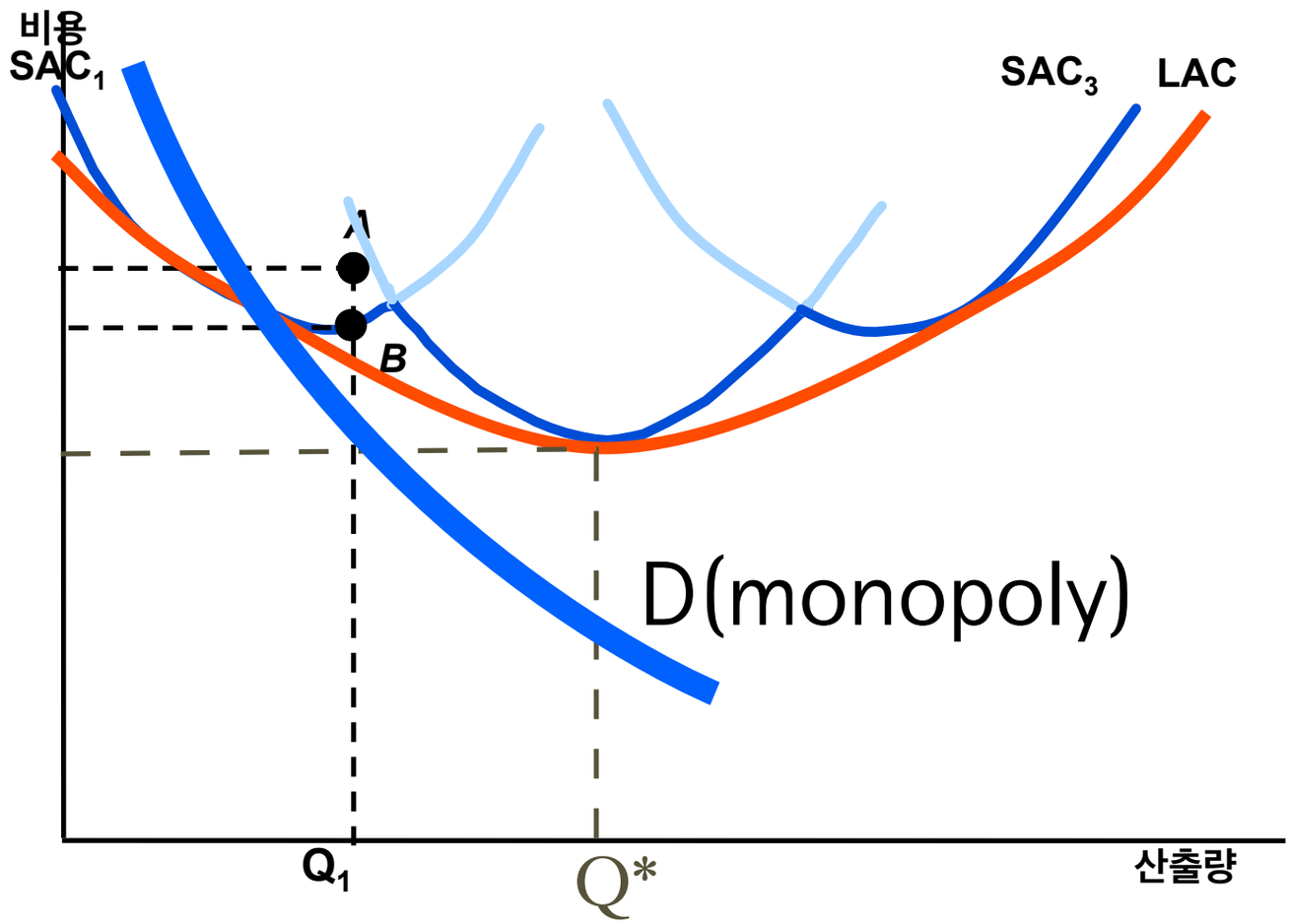
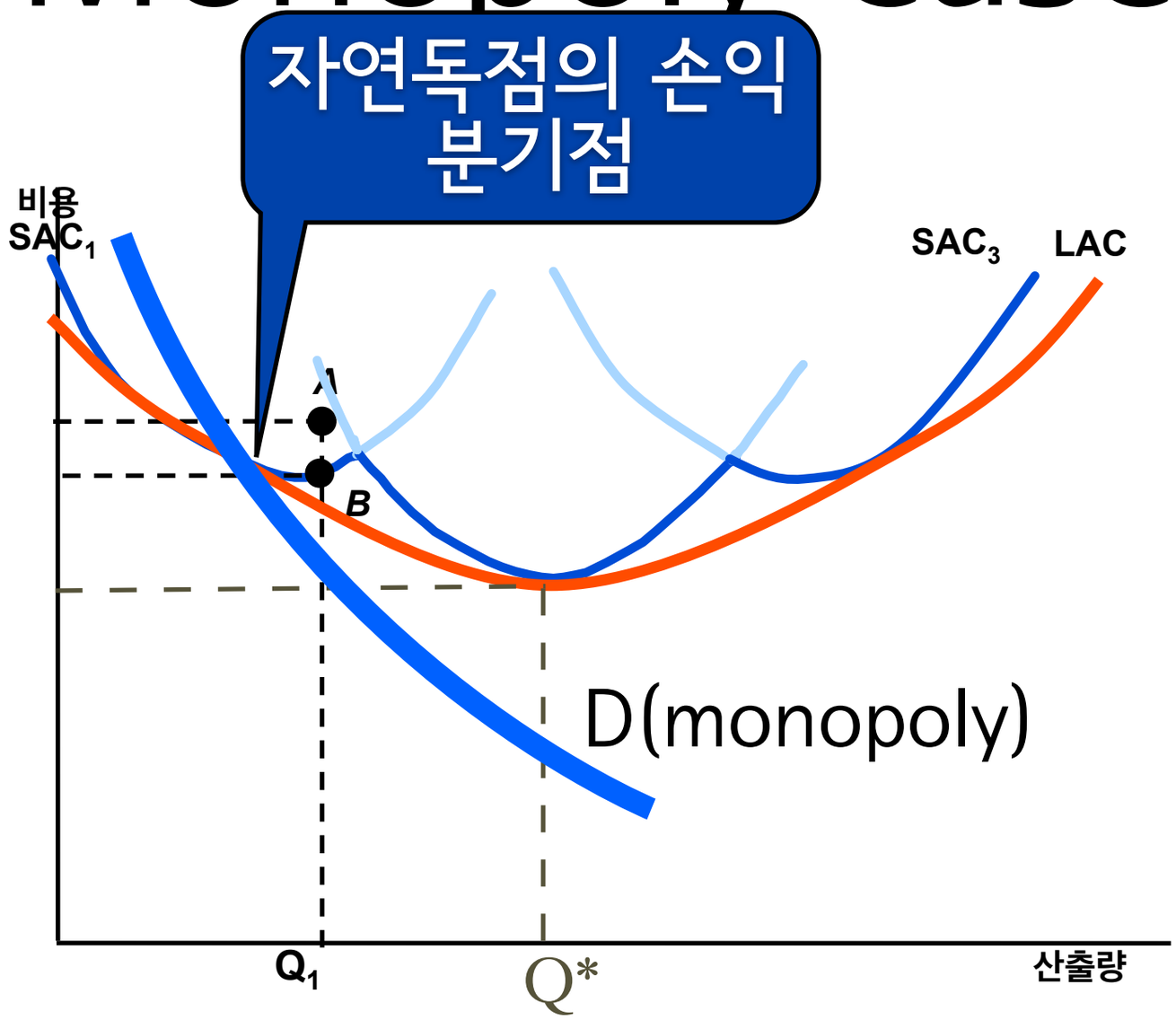
Individual LAC: Monopoly case



Namun Cho/ mailto:namun@snu.ac.kr

Individual LAC: Monopoly case

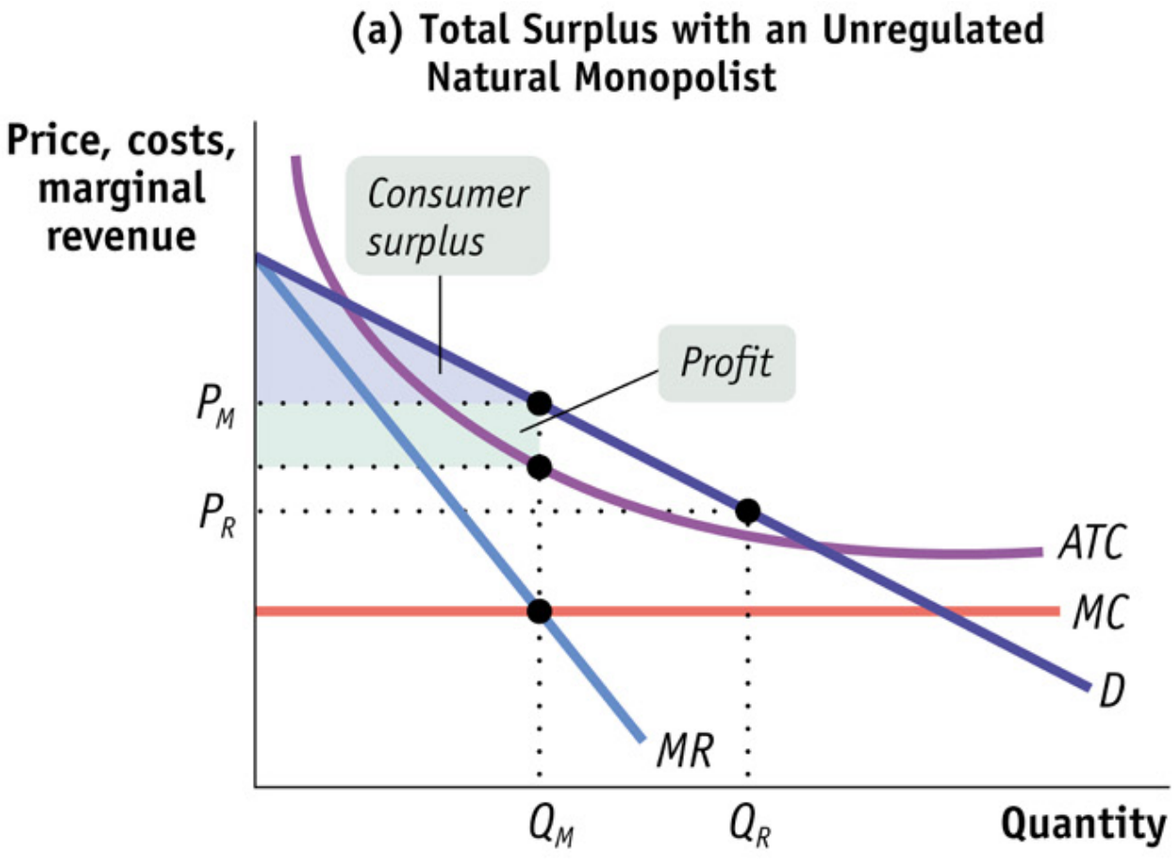


Namun Cho/ mailto:namun@snu.ac.kr

자연독점시장의 가격상한제(P*)

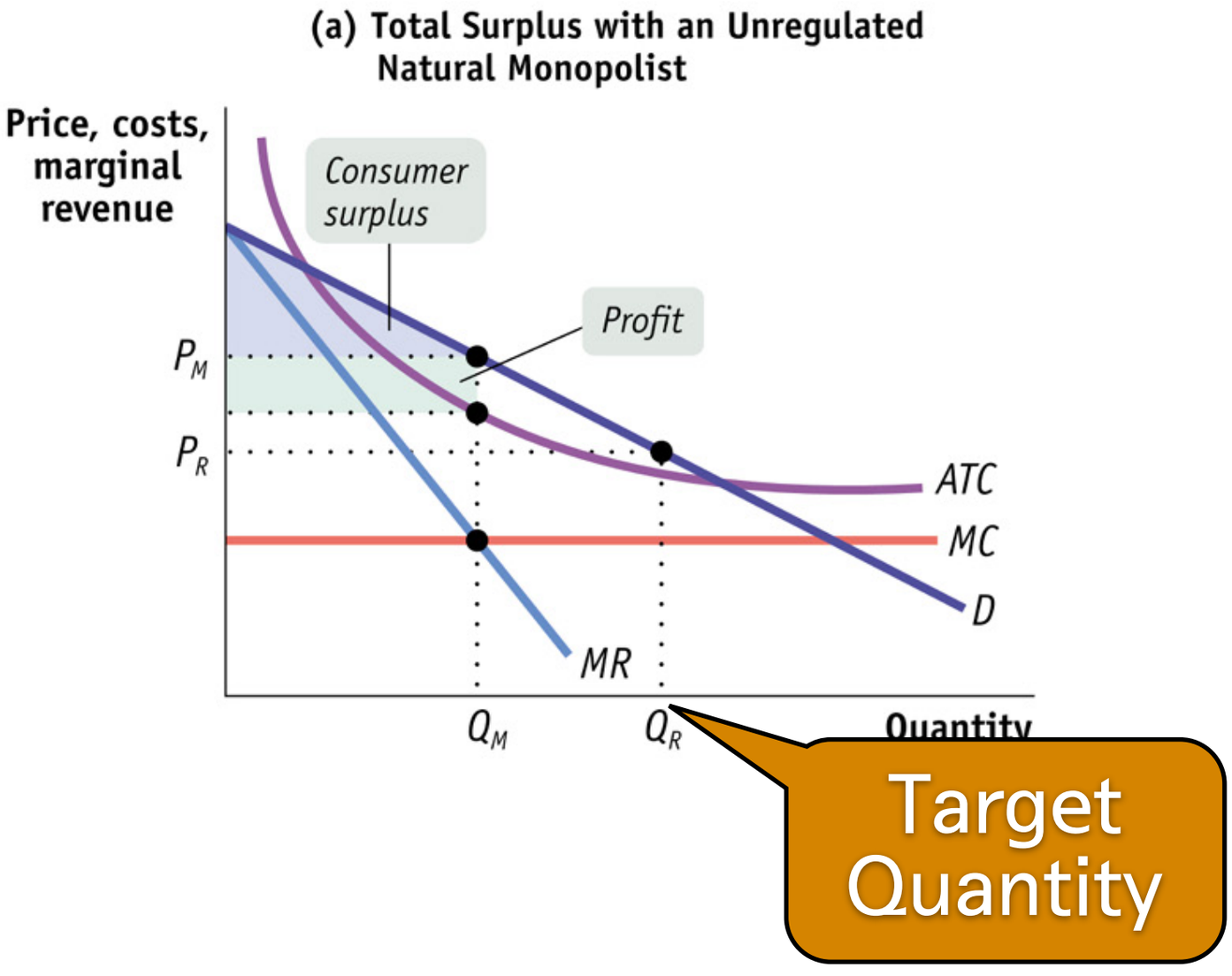
Namun Cho/ mailto:namun@snu.ac.kr

자연독점시장의 가격상한제(P*)

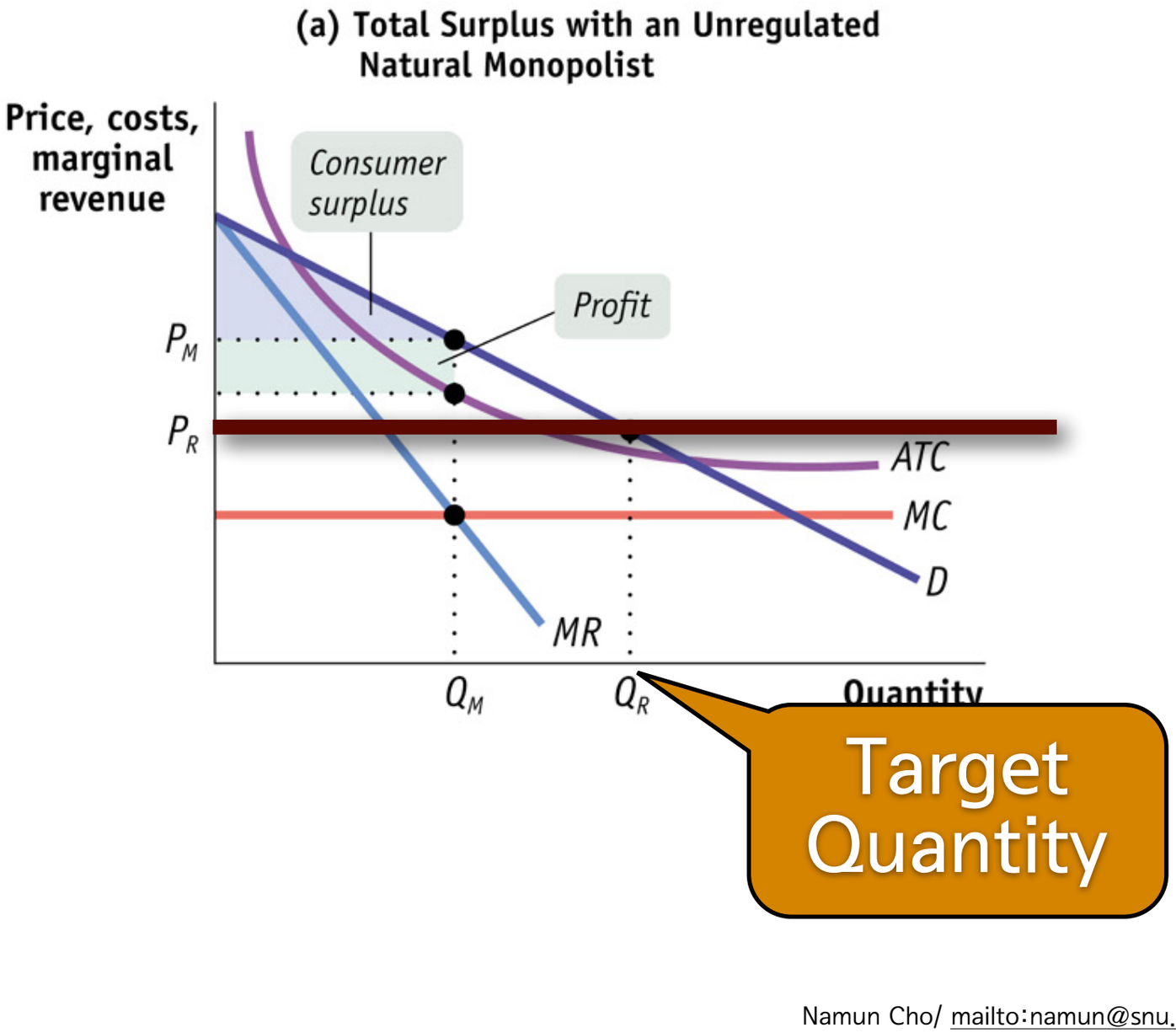


Namun Cho/ mailto:namun@snu.ac.kr

자연독점시장의 가격상한제(P*)

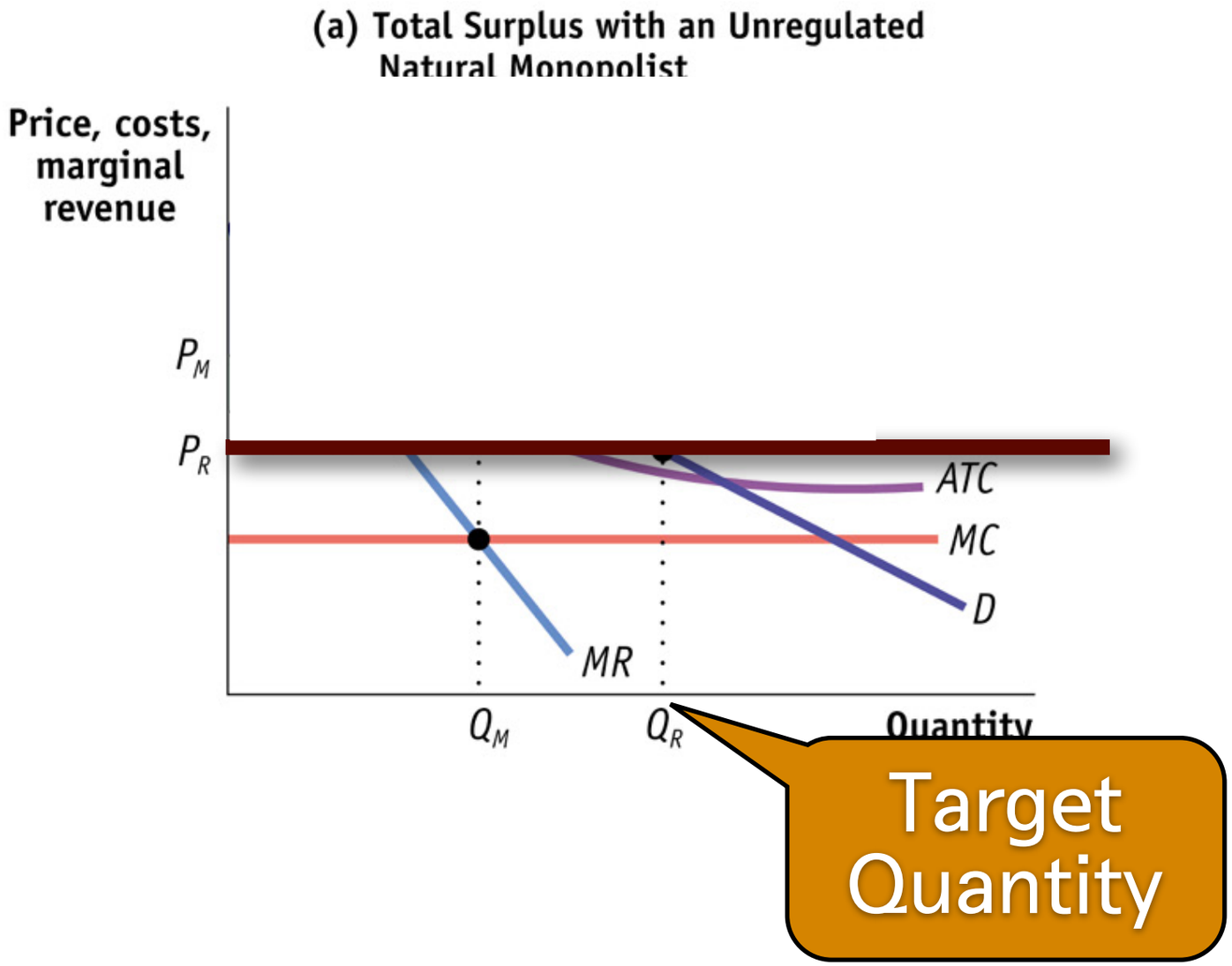


자연독점시장의 가격상한제(P*)



Namun Cho/ mailto:namun@snu.ac.kr

자연독점시장의 가격상한제(P*)



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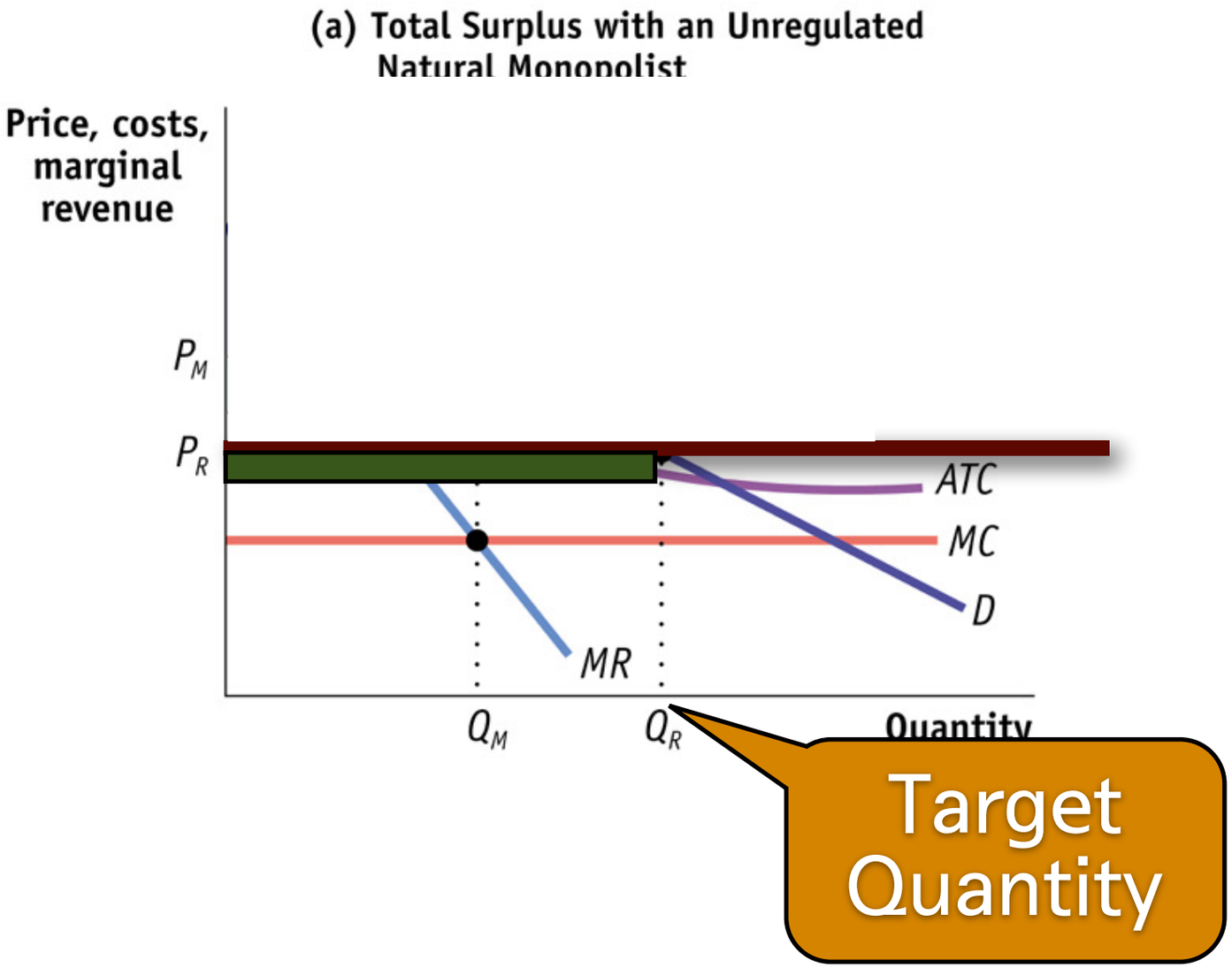
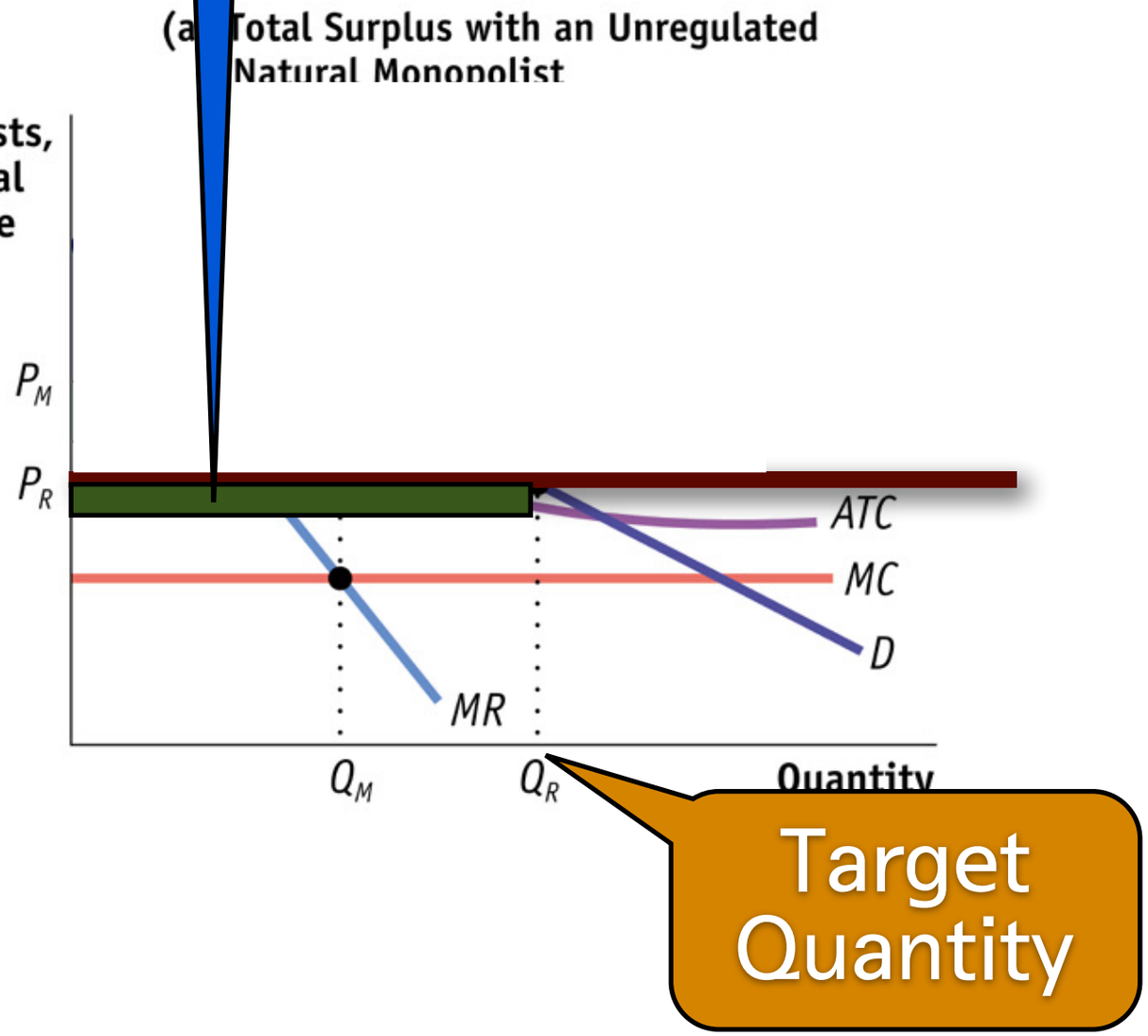
자연독점시장의 가격상한제(P*)



Namun Cho/ mailto:namun@snu.ac.kr

자연독점시장의 가격상한제(P*)

Excess Profit>0

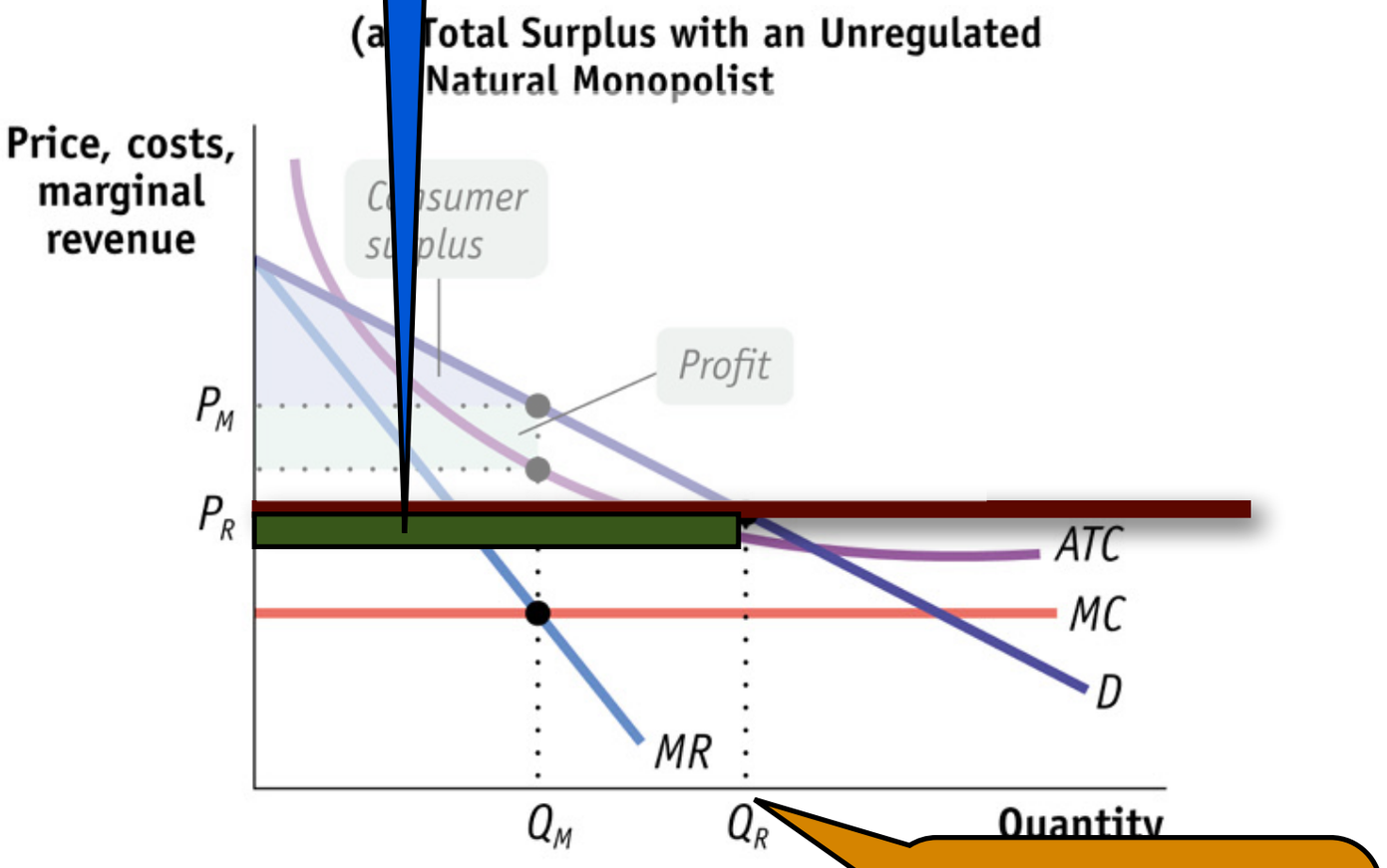


Target Quantity

Namun Cho/ mailto:namun@snu.ac.kr

자연독점시장의 가격상한제(P*)

Excess Profit>0

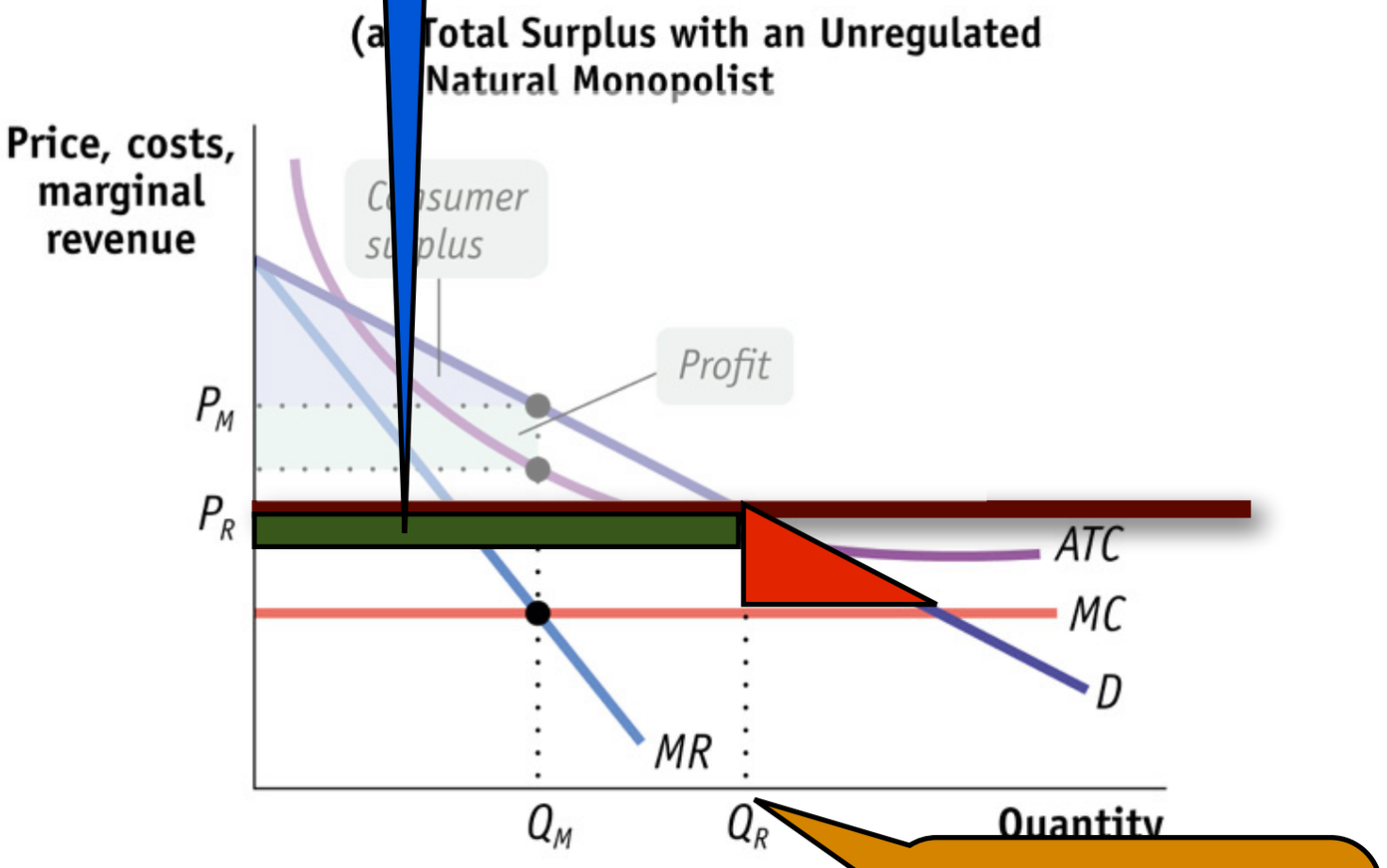


Target Quantity

Namun Cho/ mailto:namun@snu.ac.kr

자연독점시장의 가격상한제(P*)

Excess Profit>0



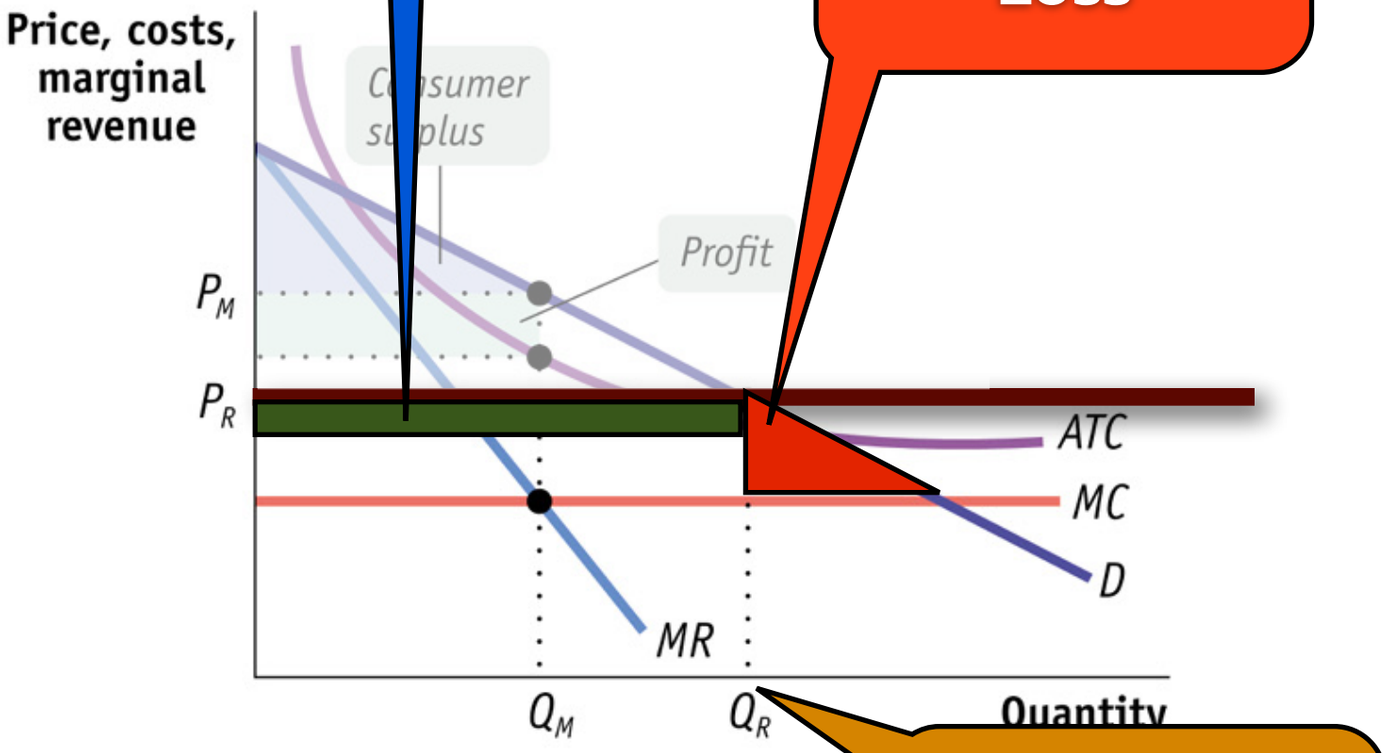
Target Quantity

Namun Cho/ mailto:namun@snu.ac.kr

자연독점시장의 가격상한제(P*)

Excess Profit>0

Deadweight Loss



Target Quantity

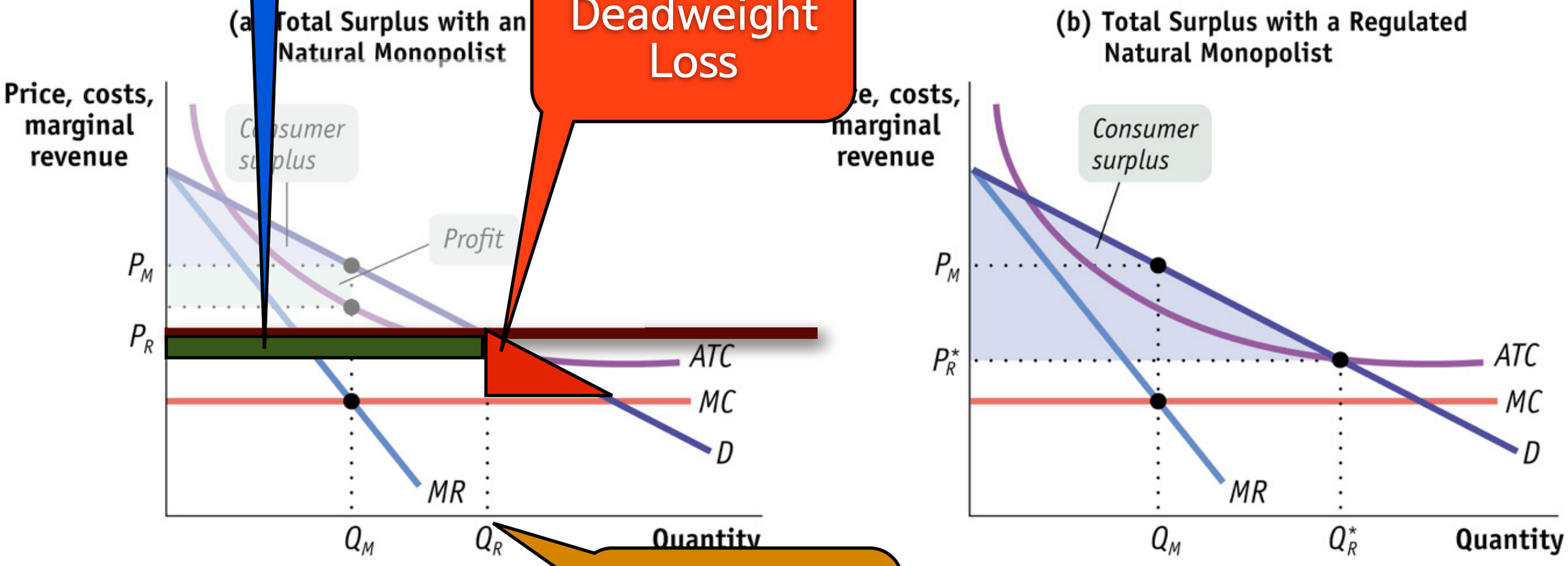
Namun Cho/ mailto:namun@snu.ac.kr

자연독점시장의 가격상한제(P*)

Excess Profit>0

Deadweight Loss

Target Quantity



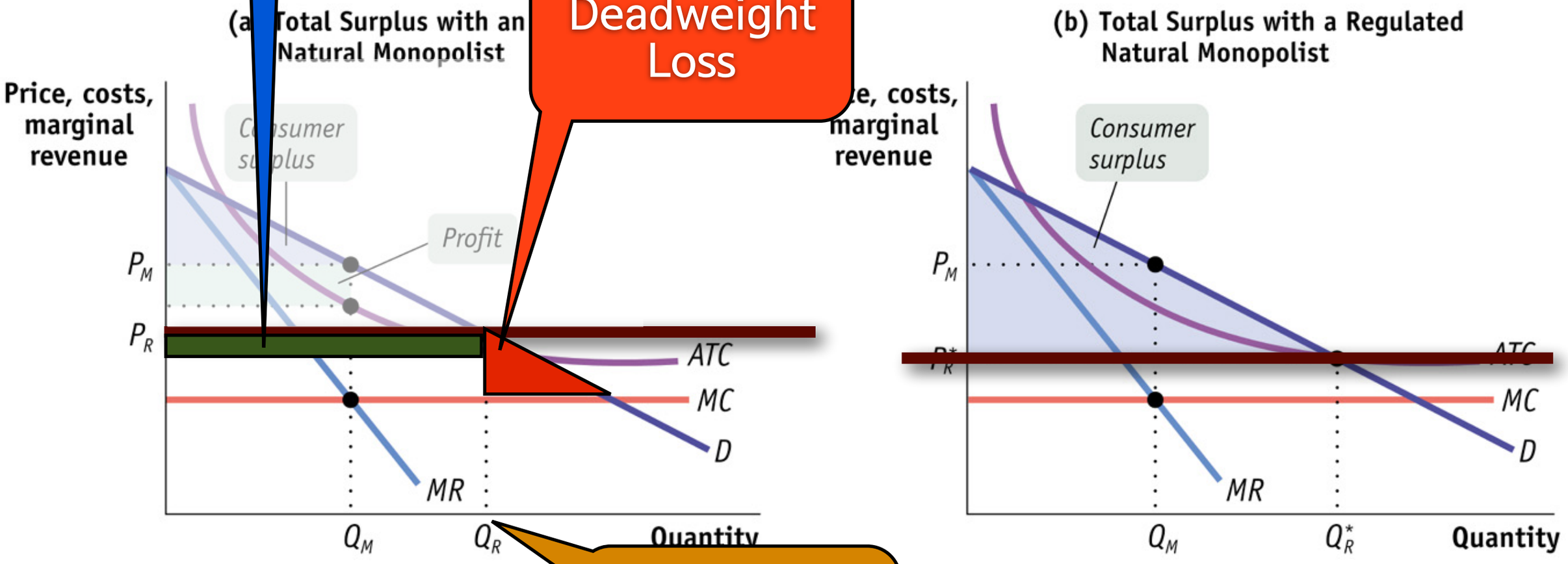
Namun Cho/ mailto:namun@snu.ac.kr

자연독점시장의 가격상한제(P*)

Excess Profit>0

Deadweight Loss

Target Quantity

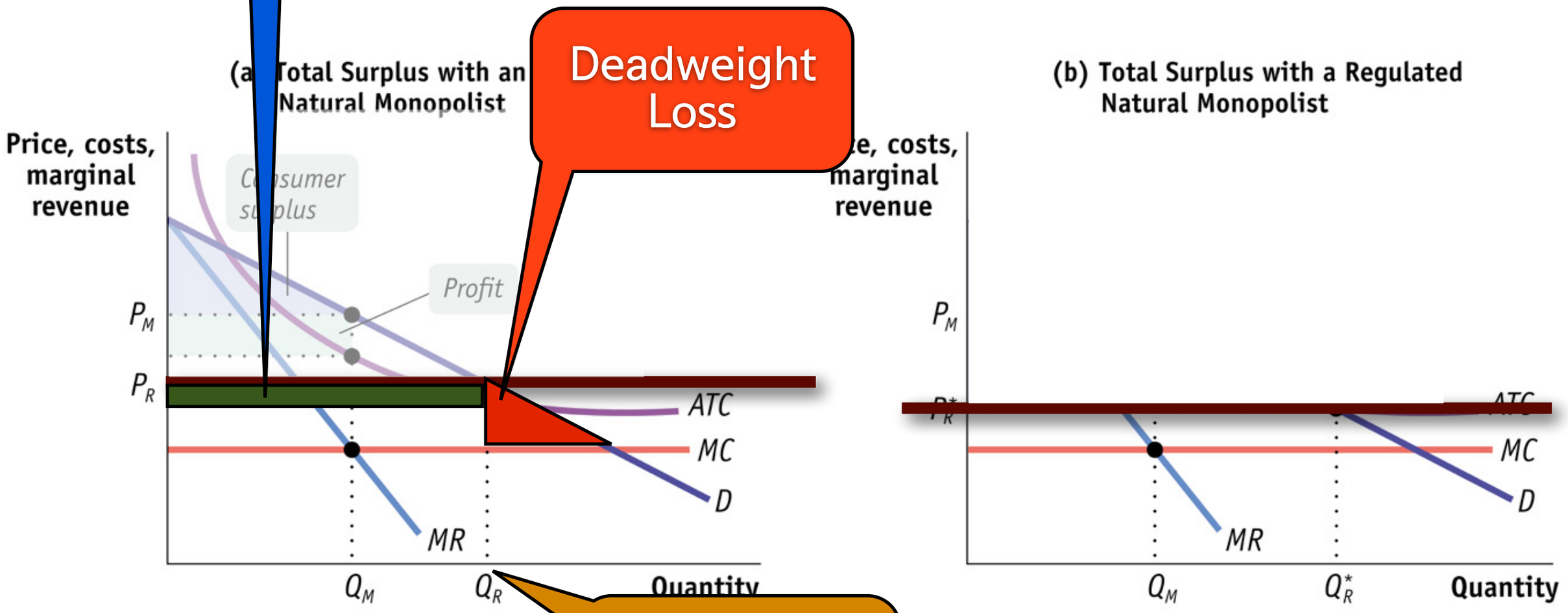


Namun Cho/ mailto:namun@snu.ac.kr

자연독점시장의 가격상한제(P*)

Excess Profit>0

Deadweight Loss



Target Quantity

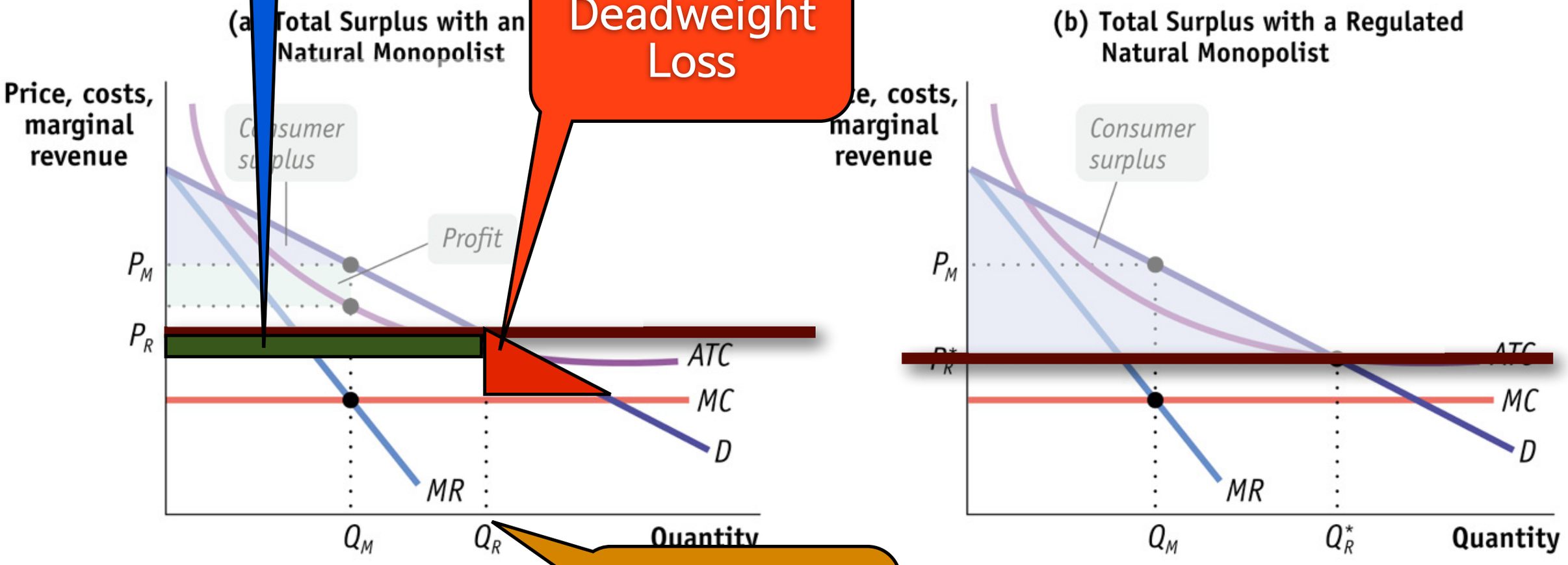
Namun Cho/ mailto:namun@snu.ac.kr

자연독점시장의 가격상한제(P*)

Excess Profit>0

Deadweight Loss

Target Quantity

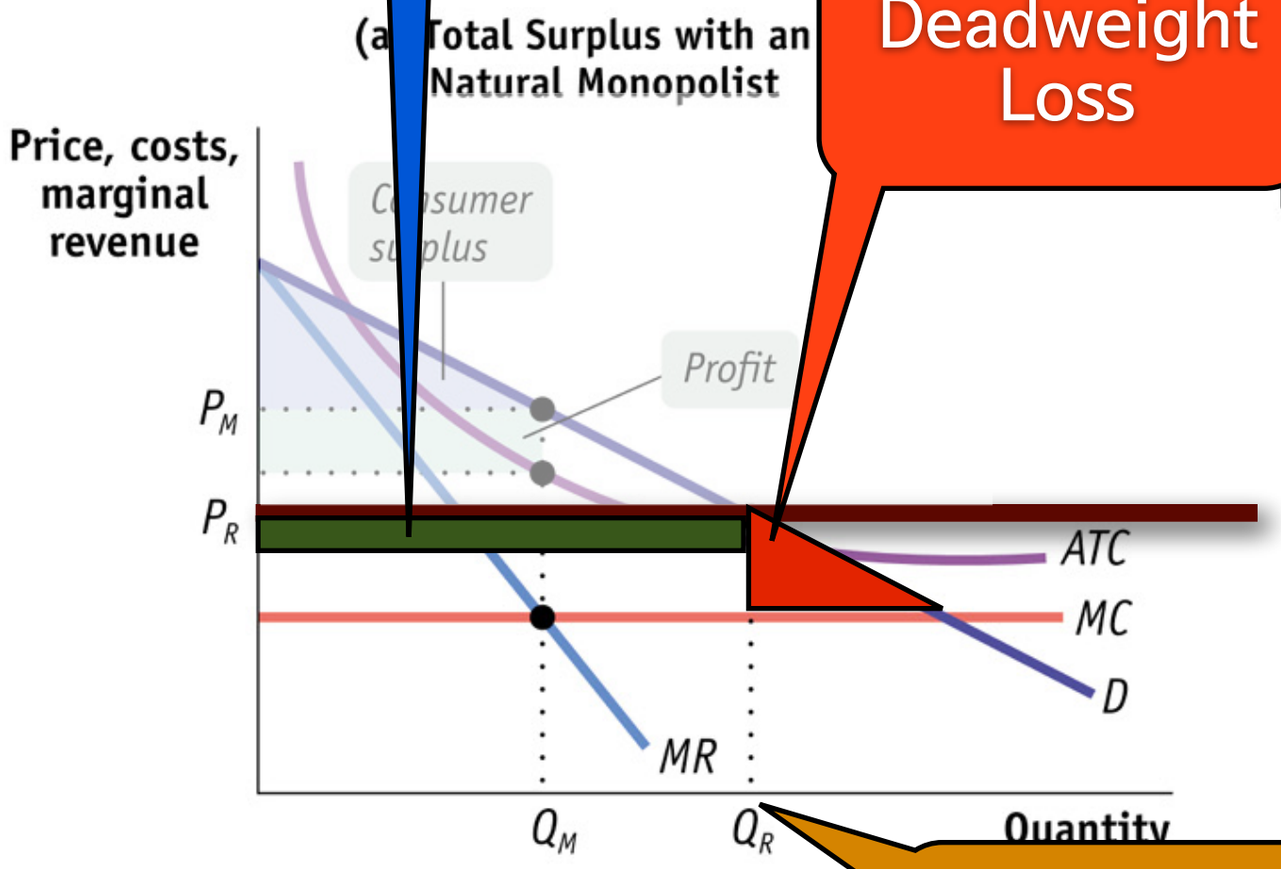


Namun Cho/ mailto:namun@snu.ac.kr

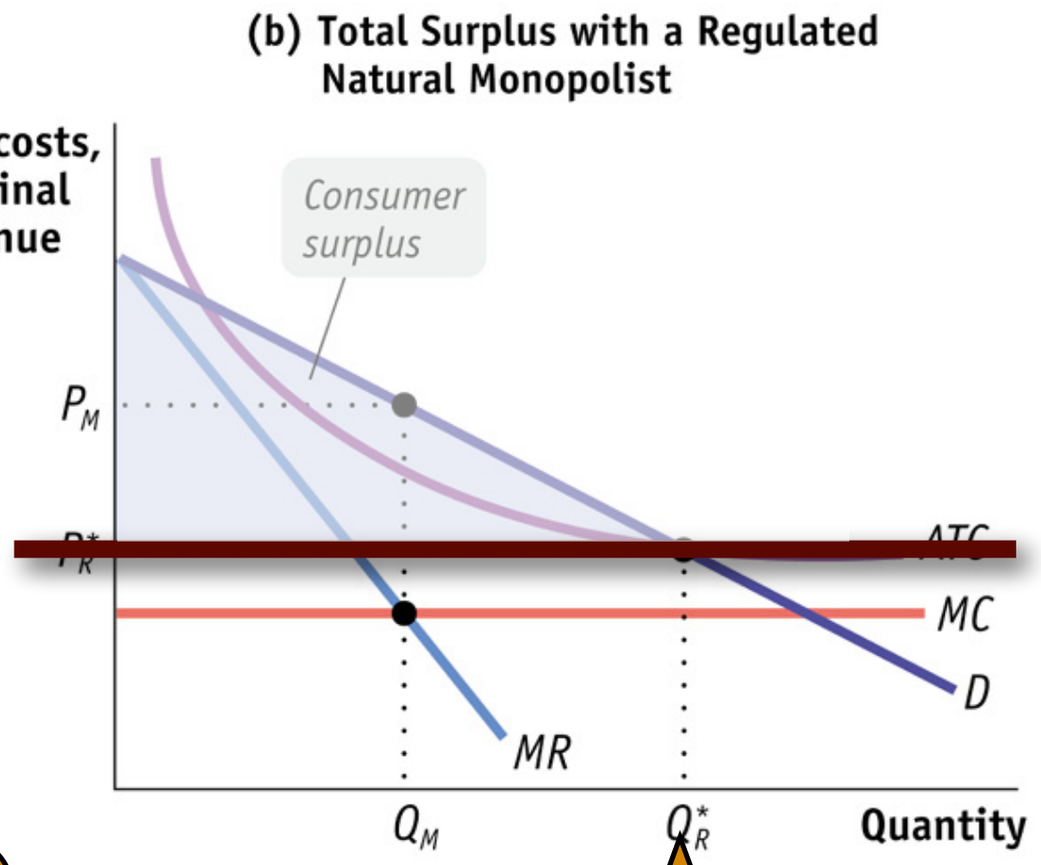
자연독점시장의 가격상한제(P*)

Excess Profit>0

Deadweight Loss



Target Quantity



Optimal Target Quantity

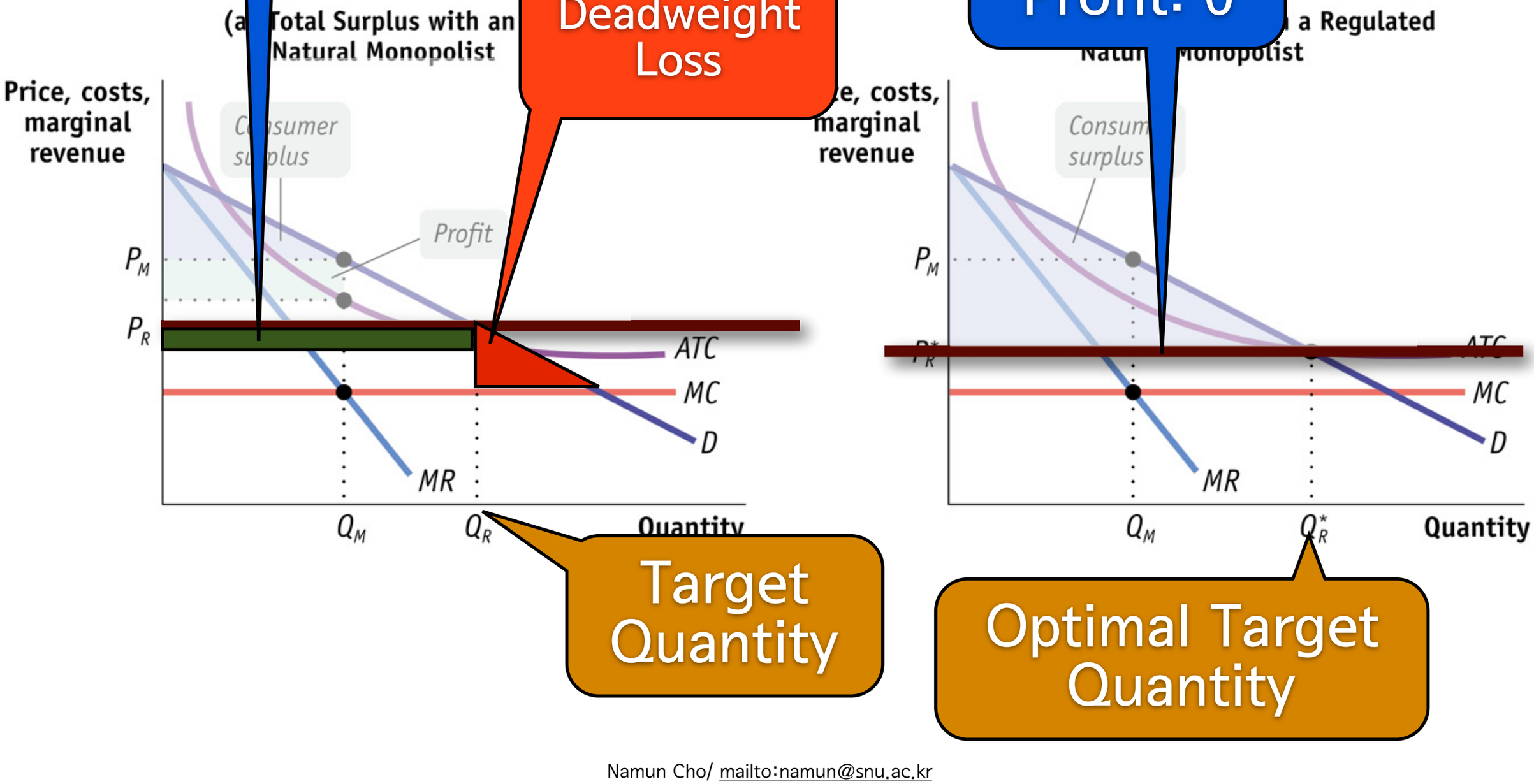
Namun Cho/ mailto:namun@snu.ac.kr

자연독점시장의 가격상한제(P*)

Excess Profit>0

Deadweight Loss

Excess Profit: 0



Target Quantity

Optimal Target Quantity

Namun Cho/ mailto:namun@snu.ac.kr

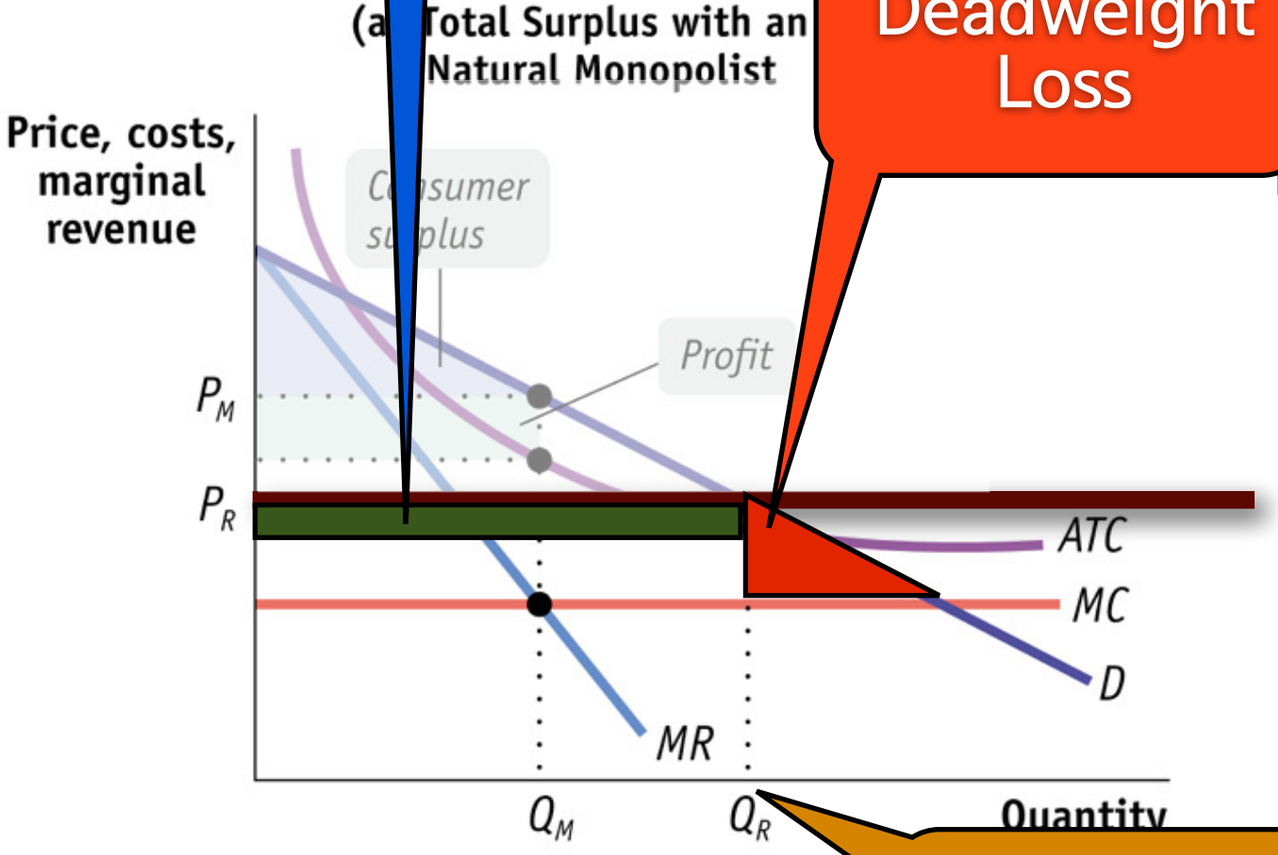
자연독점시장의 가격상한제(P*)

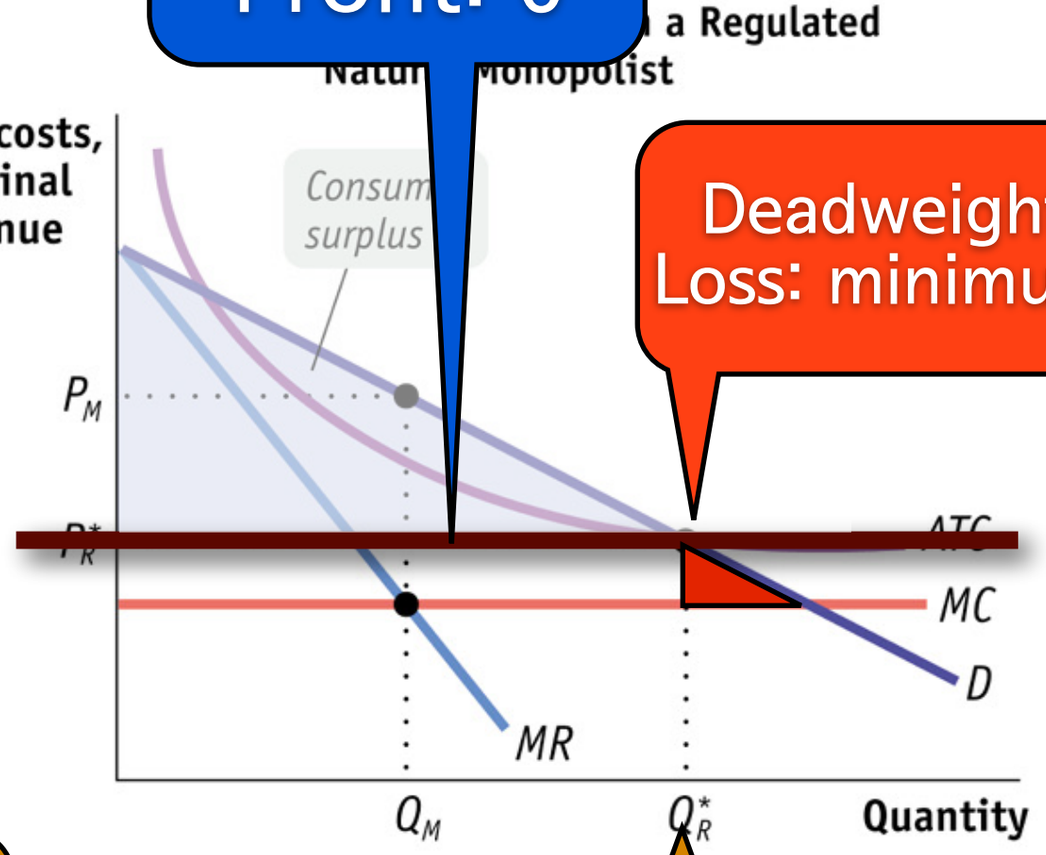
Excess Profit>0

Deadweight Loss

Excess Profit: 0

Deadweight Loss: minimum





Target Quantity

Optimal Target Quantity

Namun Cho/ mailto:namun@snu.ac.kr

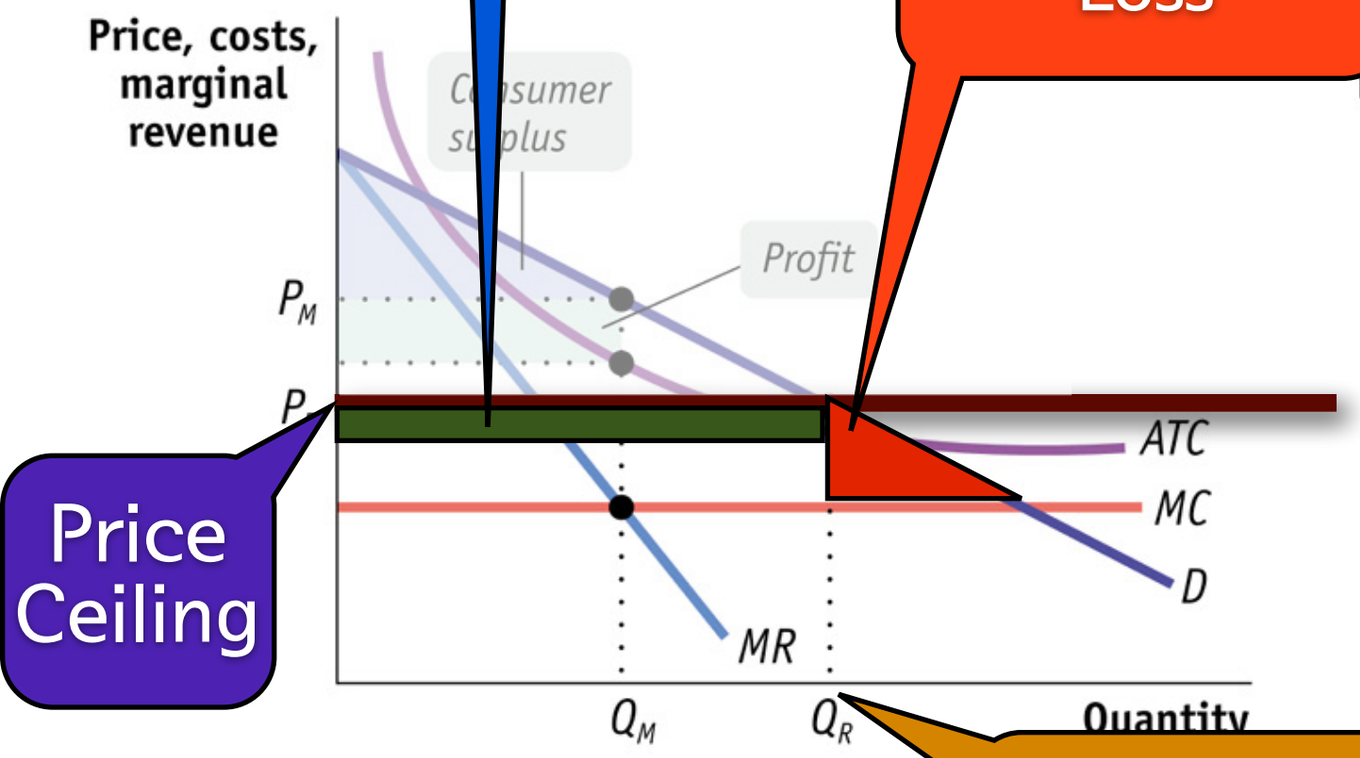
자연독점시장의 가격상한제(P*)

Excess Profit>0

Deadweight Loss

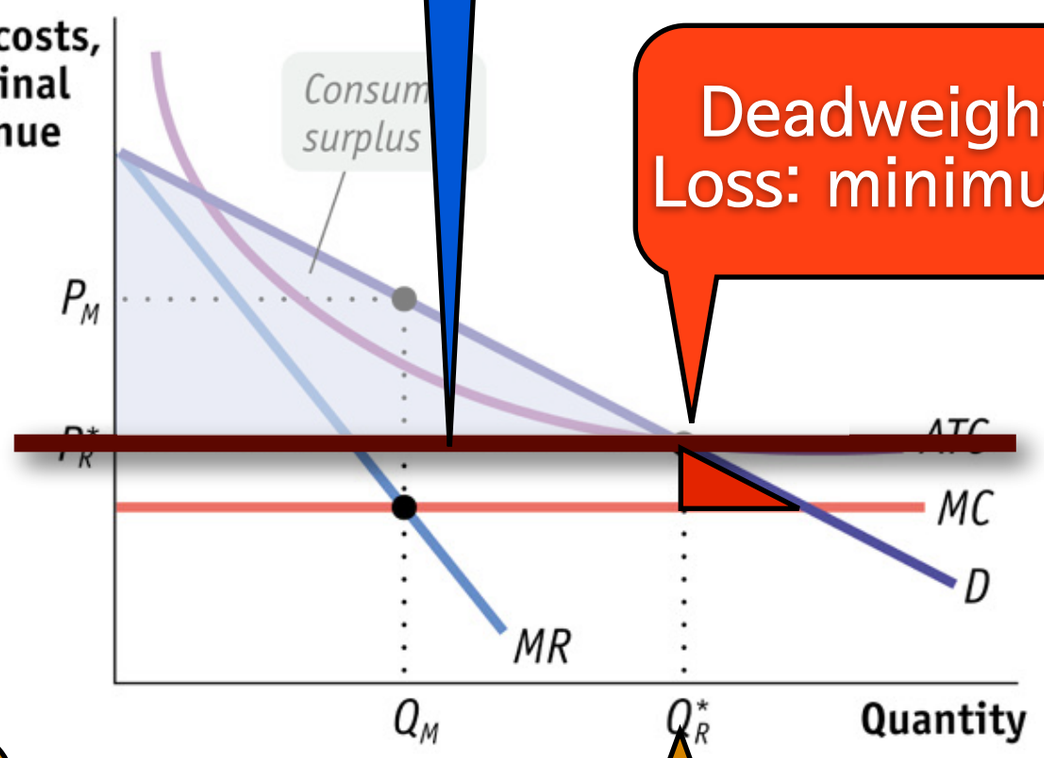
Excess Profit: 0

Deadweight Loss: minimum



Price Ceiling

Target Quantity



Optimal Target Quantity

Namun Cho/ mailto:namun@snu.ac.kr

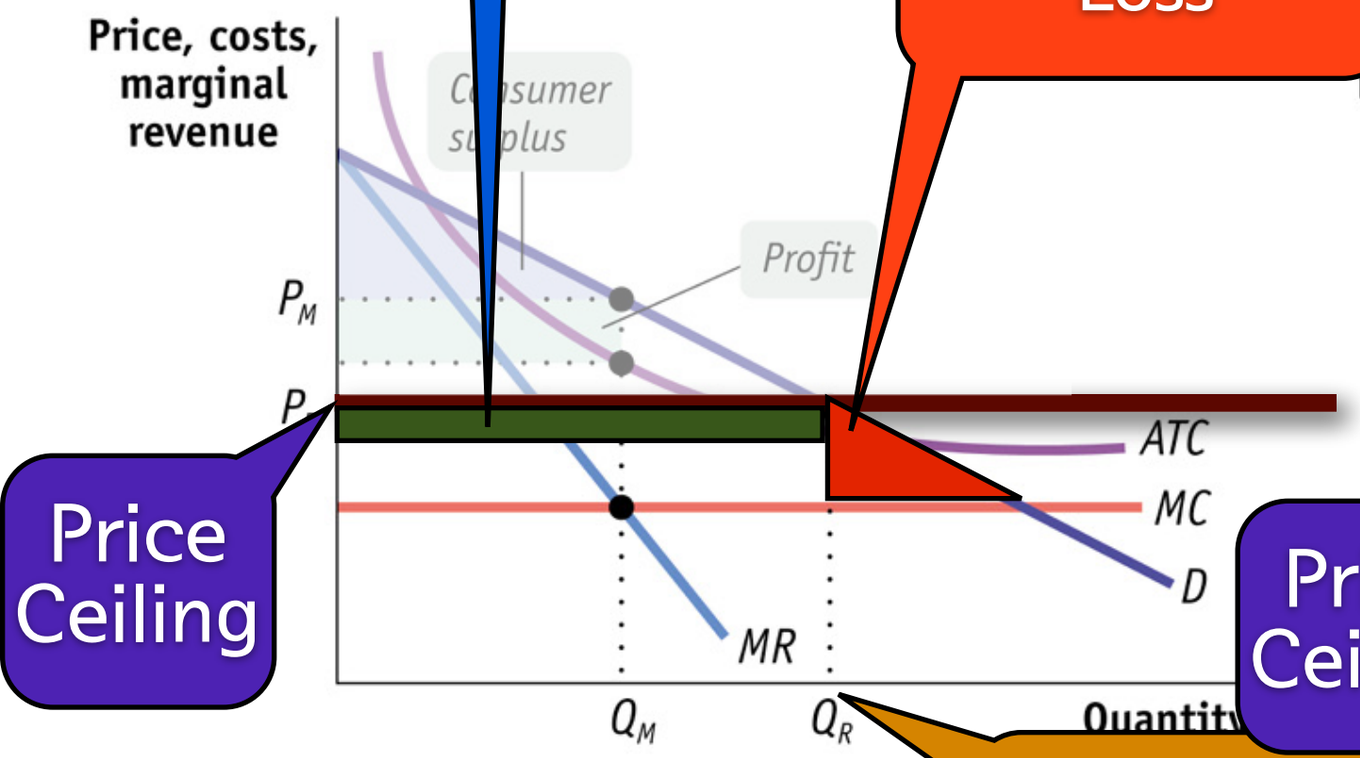
자연독점시장의 가격상한제(P*)

Excess Profit>0

Deadweight Loss

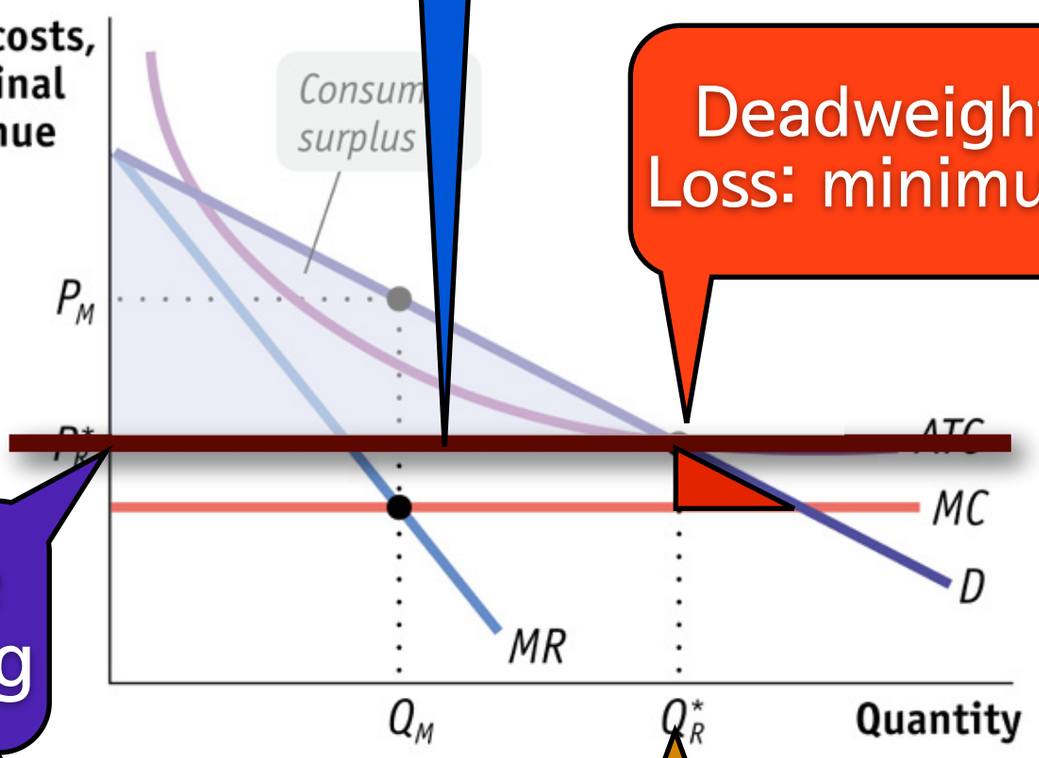
Excess Profit: 0

Deadweight Loss: minimum



Price Ceiling

Target Quantity



Price Ceiling

Optimal Target Quantity

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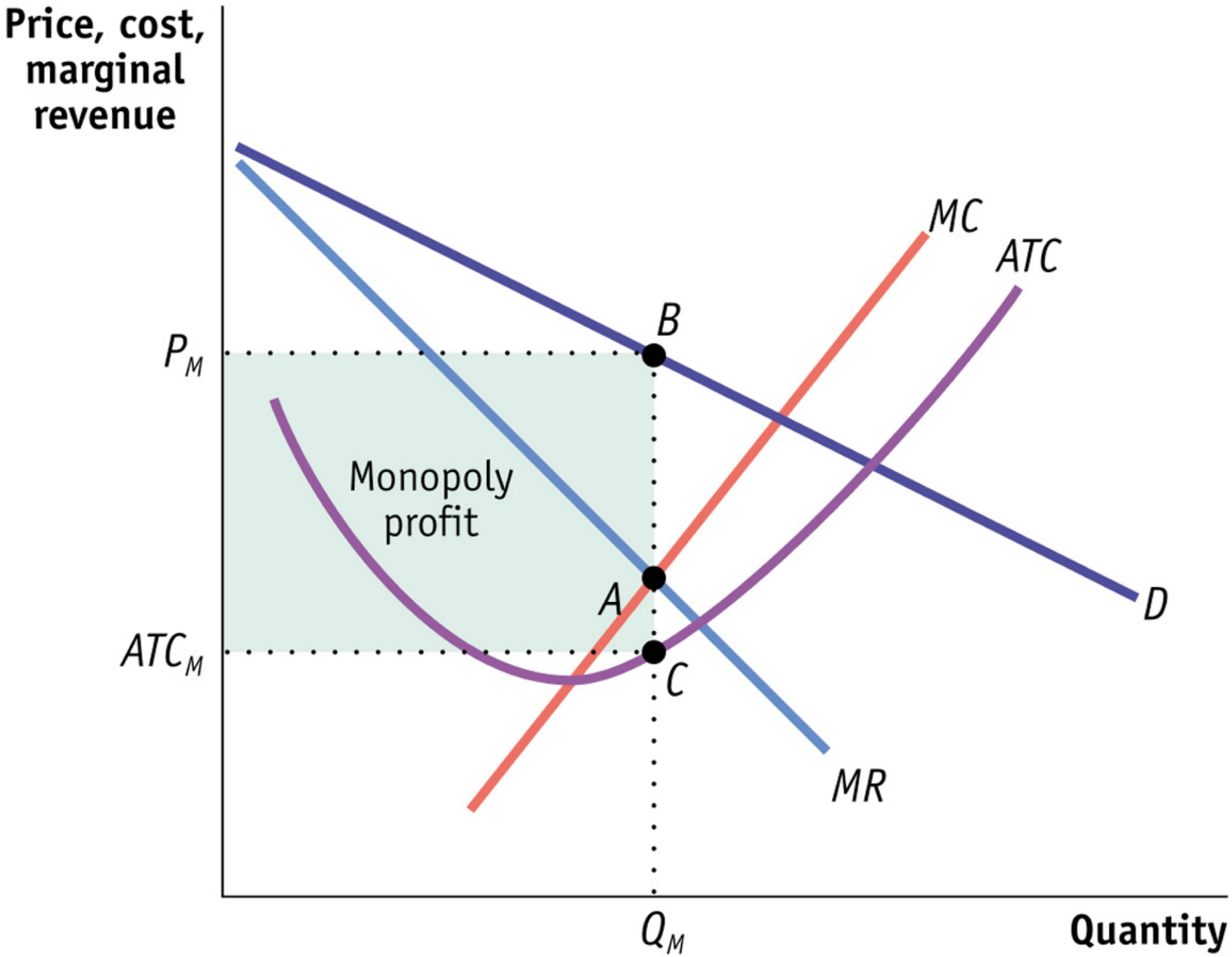
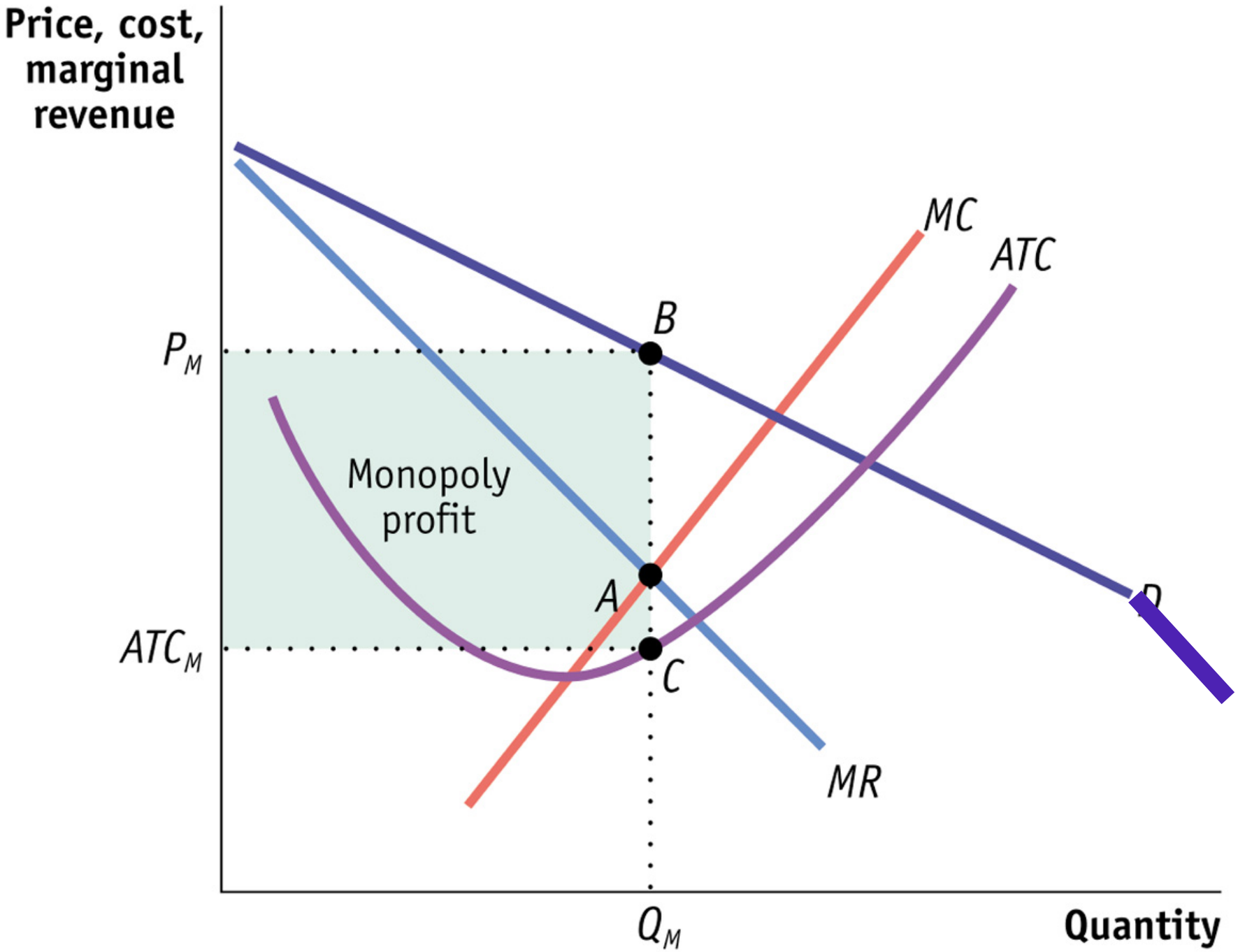
가격상한 case 2

Namun Cho/ mailto:namun@snu.ac.kr

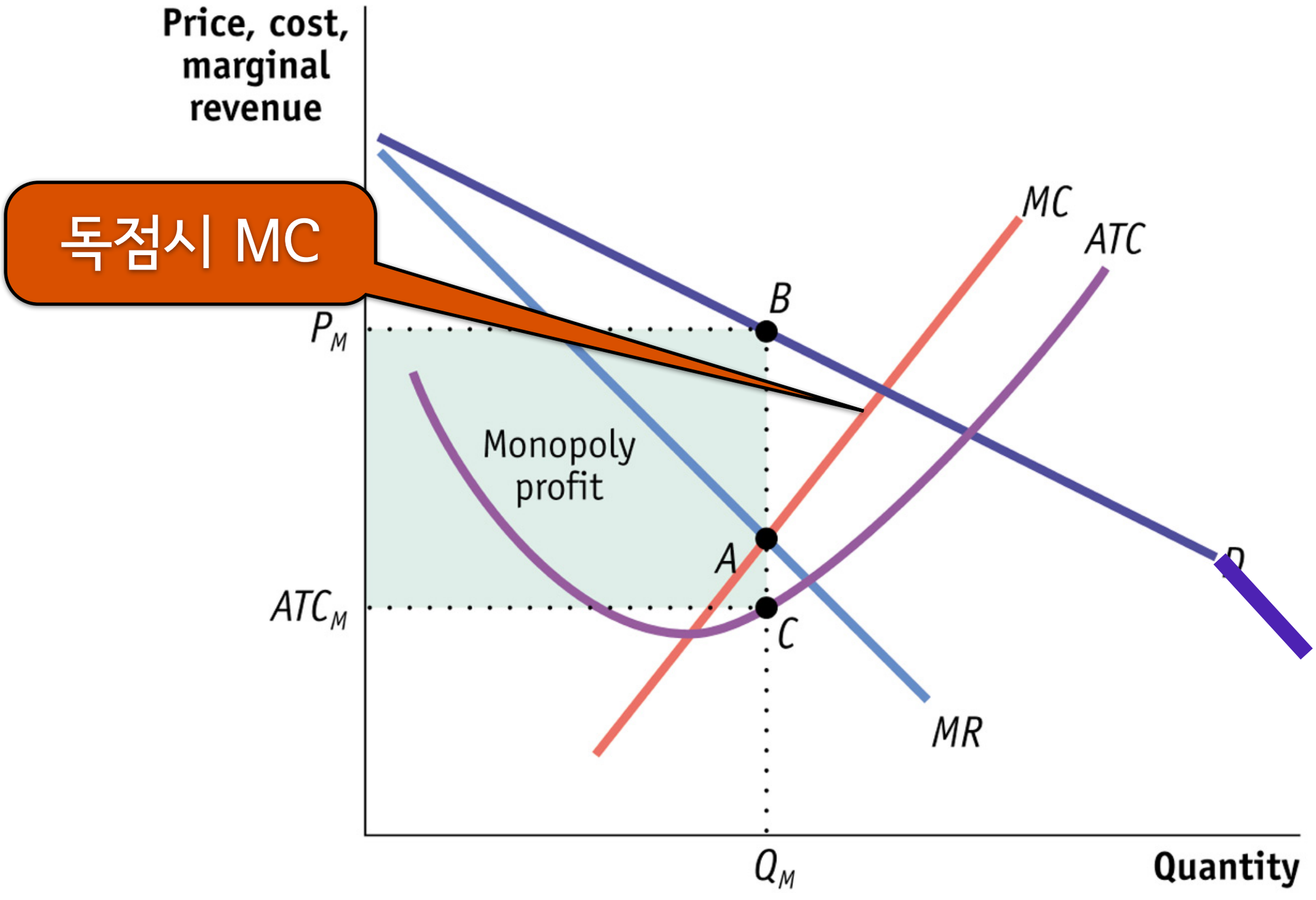
가격상한 case 2


Price, cost, marginal revenue
MC
ATC
B
P_M
Monopoly profit
A
D
ATC_M
C
MR
Q_M
Quantity

가격상한 case 2

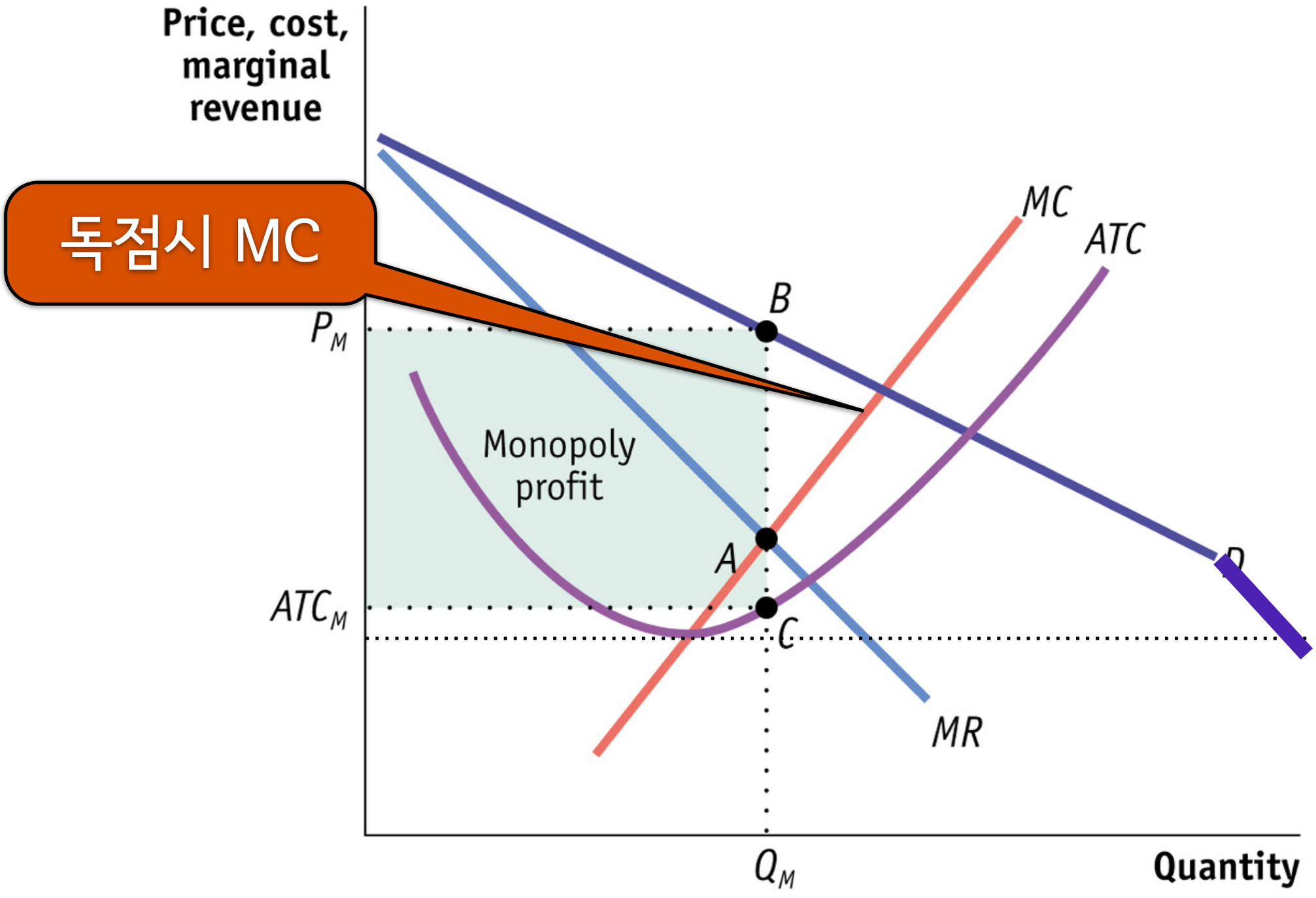

Price, cost, marginal revenue
MC
ATC
B
P_M
Monopoly profit
A
D
ATC_M
C
MR
Q_M
Quantity

가격상한 case 2



Namun Cho/ mailto:namun@snu.ac.kr

가격상한 case 2



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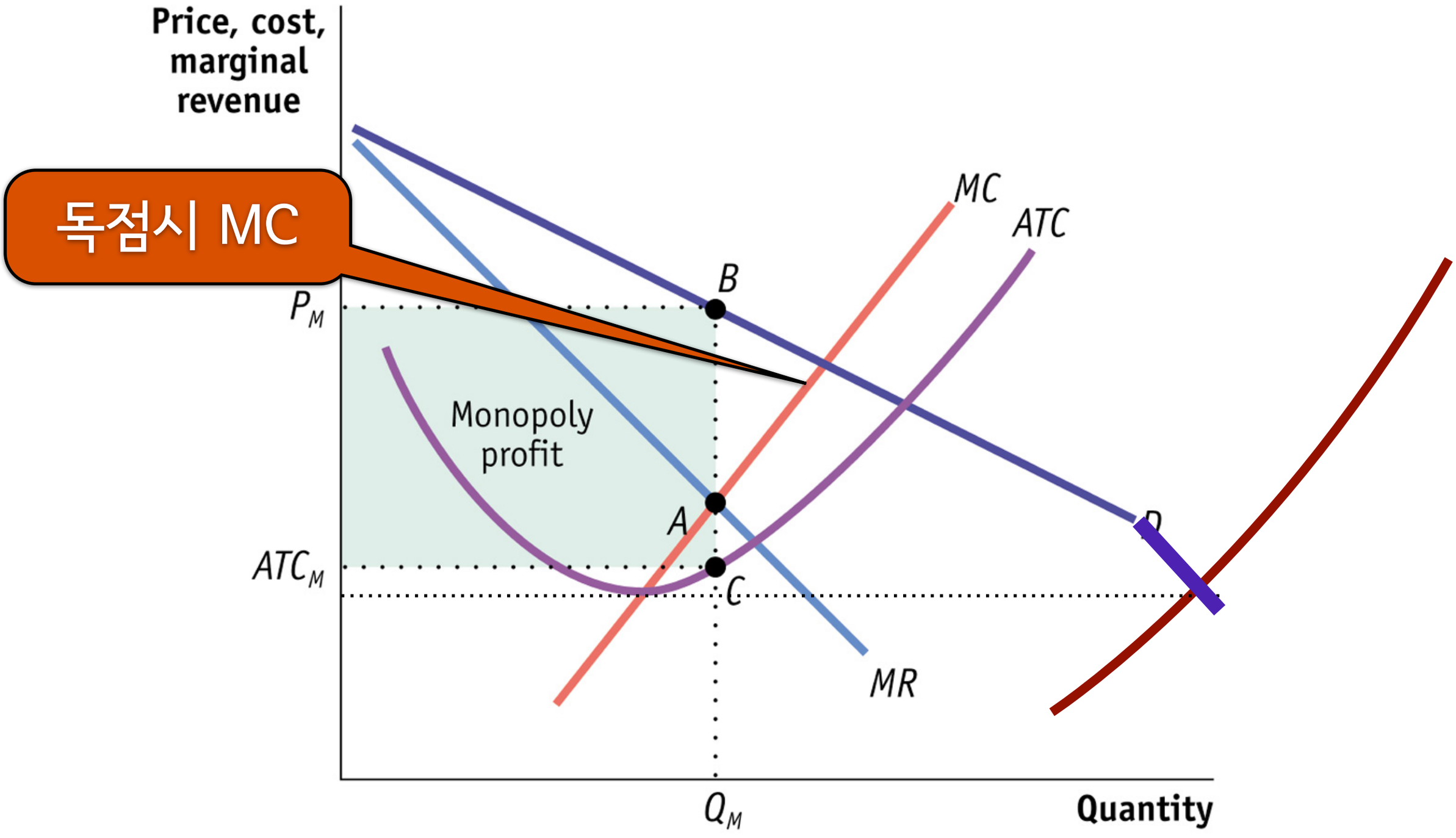
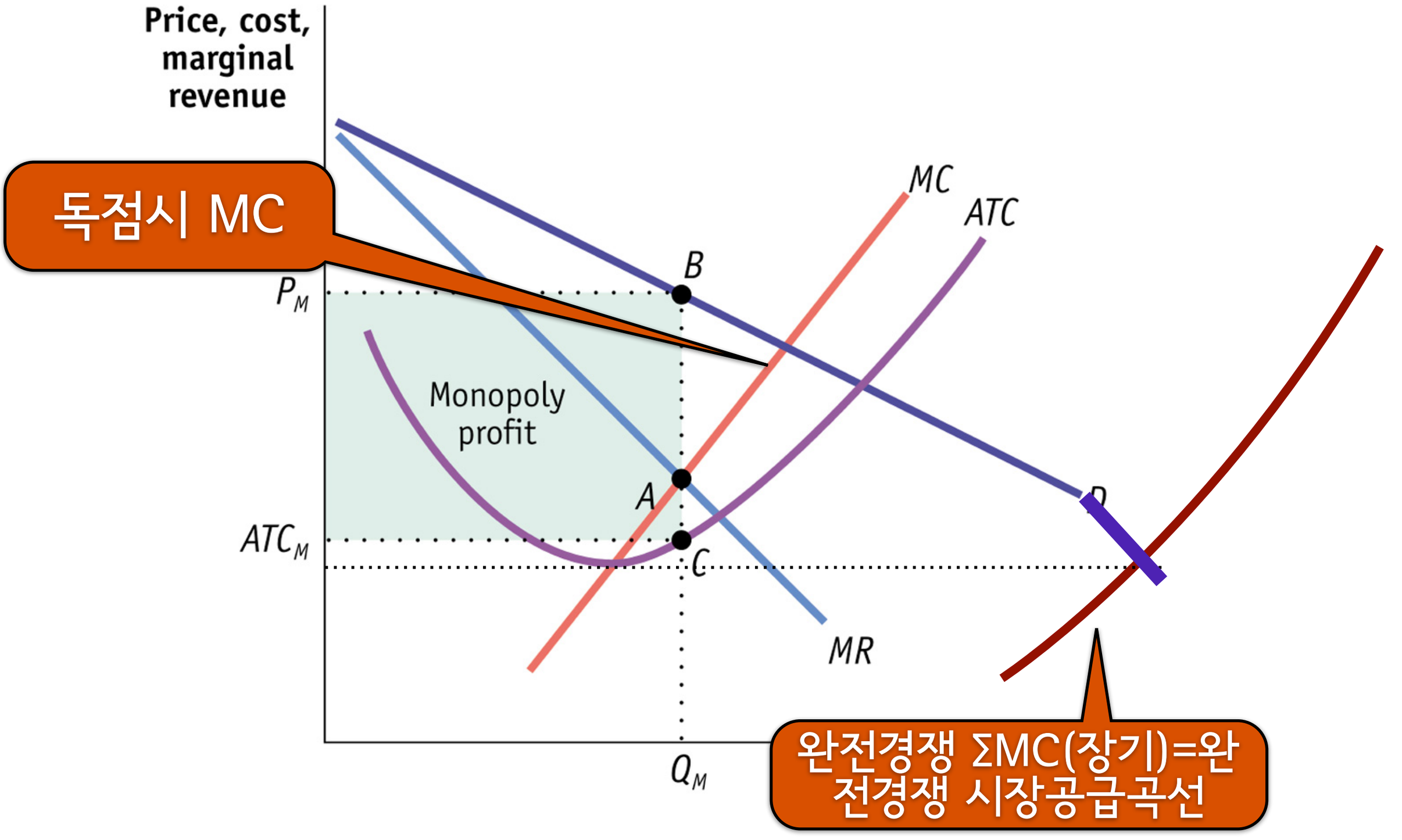
가격상한 case 2

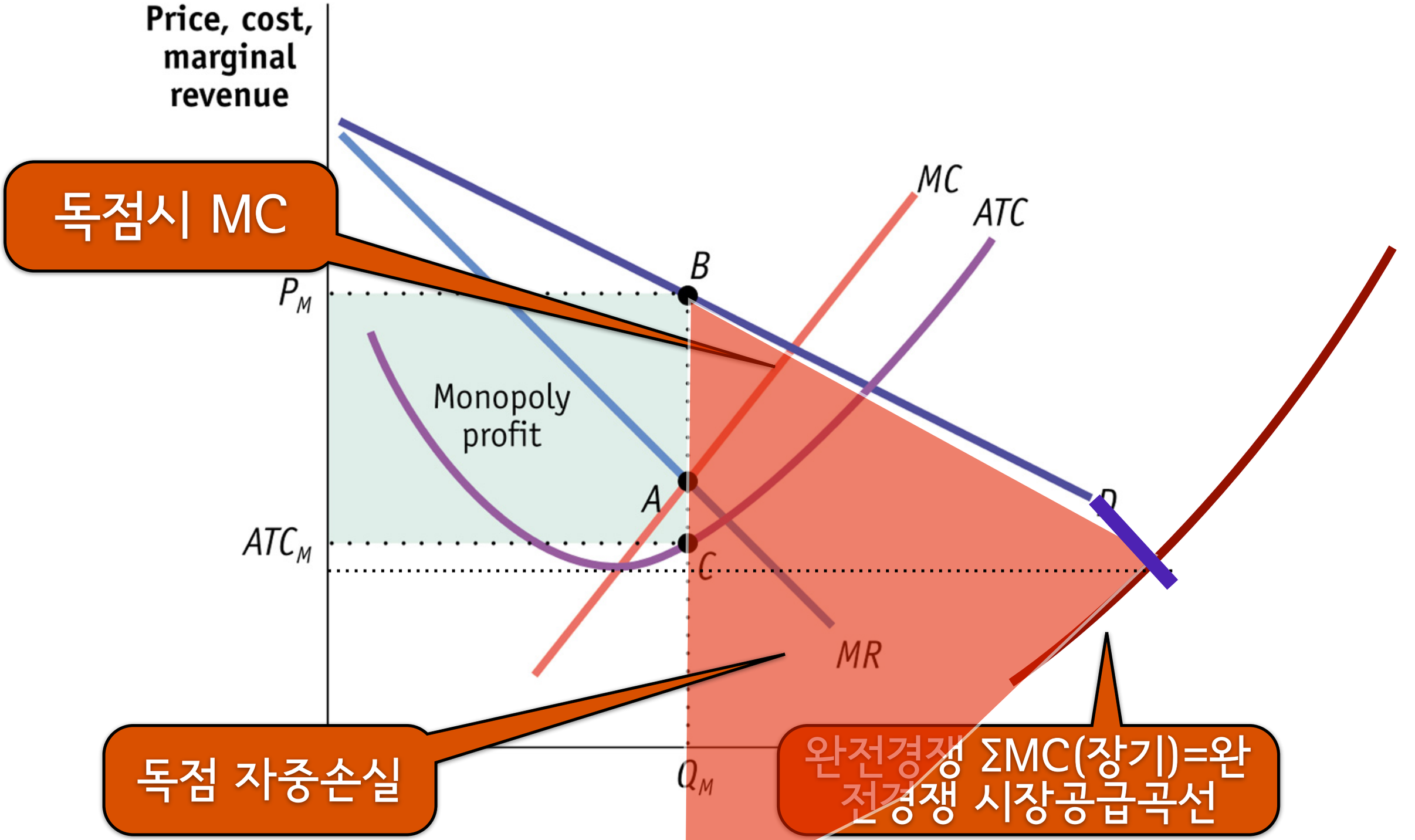


Namun Cho/ mailto:namun@snu.ac.kr

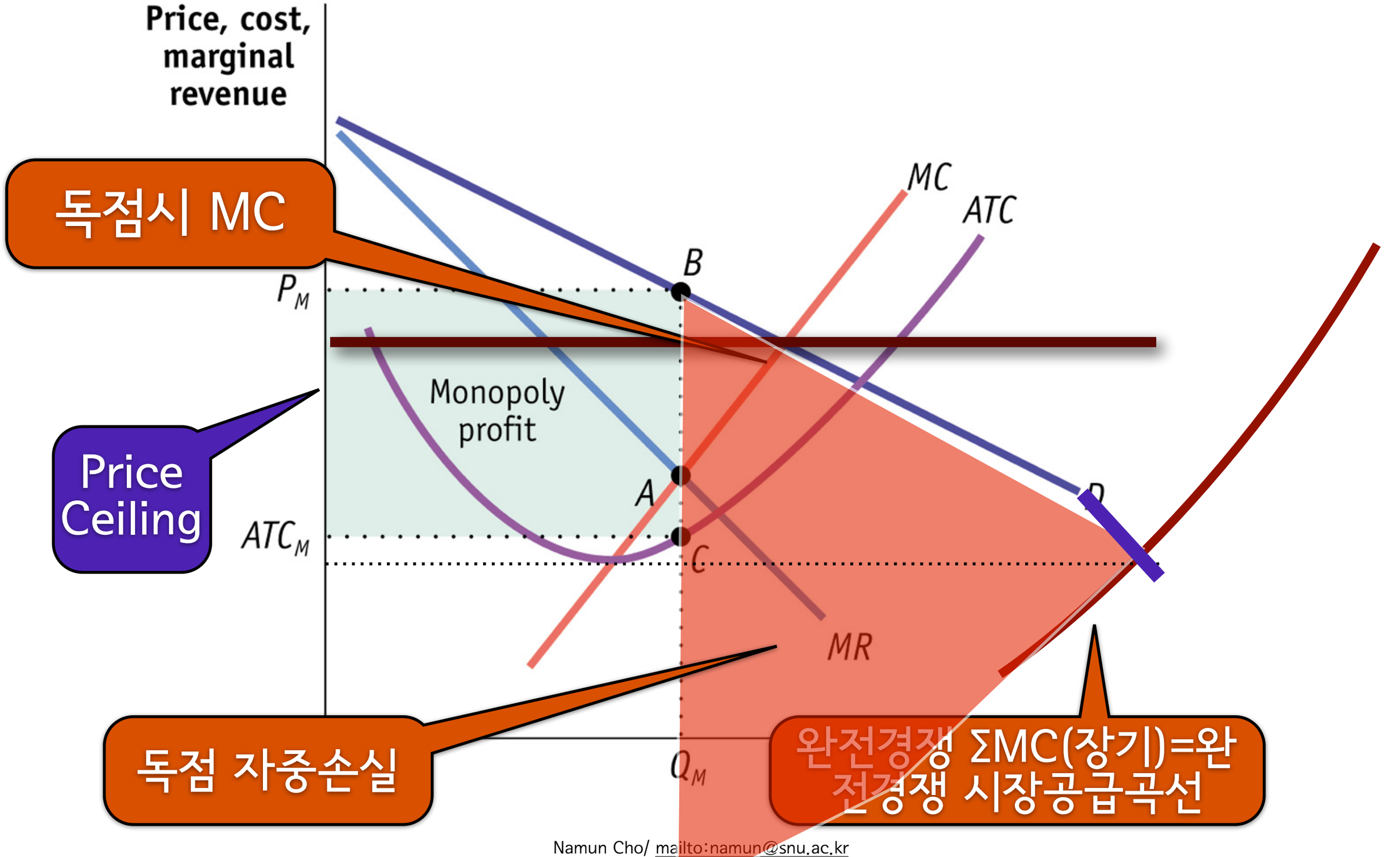
가격상한 case 2


Price, cost, marginal revenue
독점시 MC
MC
ATC
B
P_M
Monopoly profit
A
ATC_M
C
D
MR
Q_M
완전경쟁 ΣMC(장기)=완전경쟁 시장공급곡선

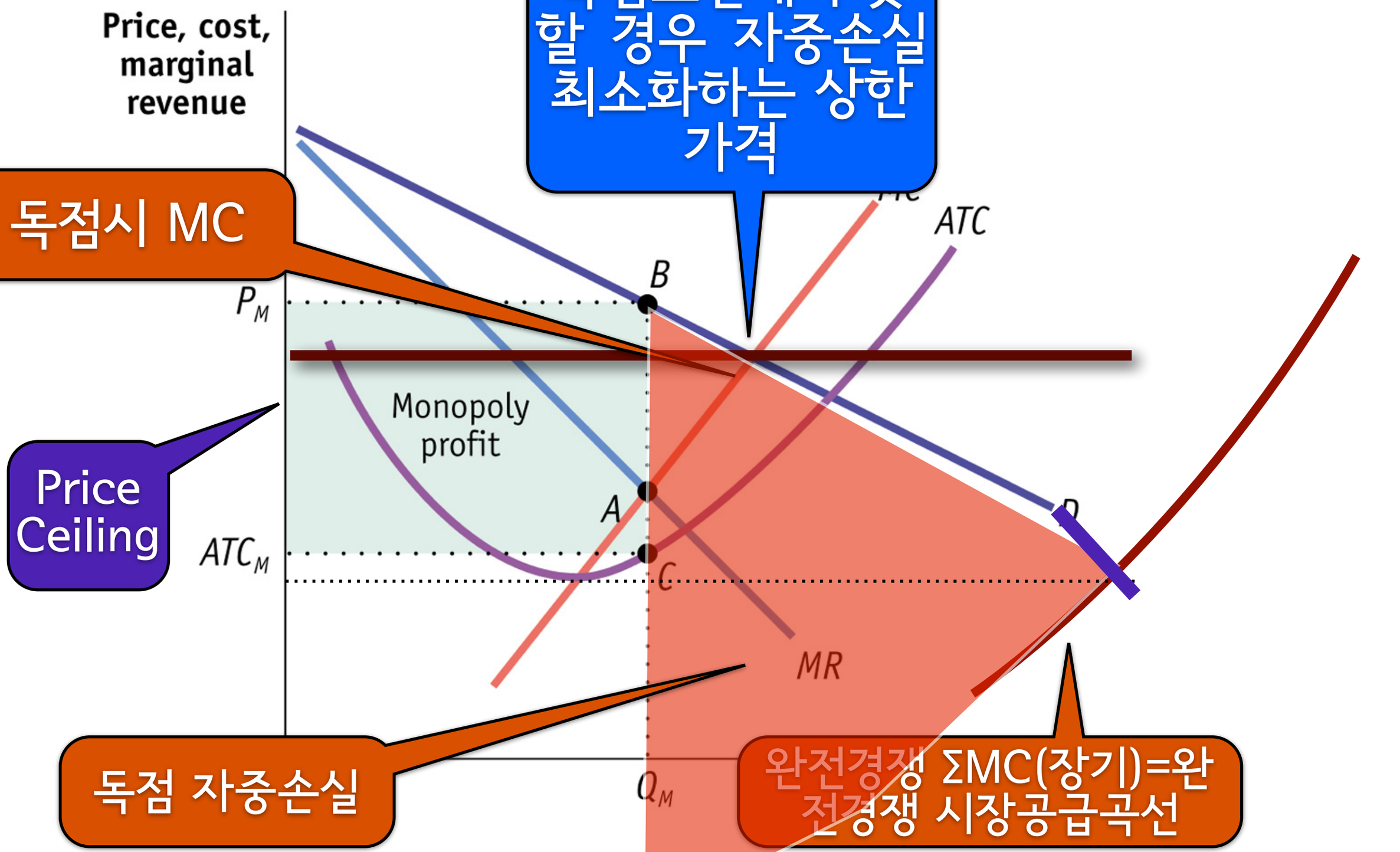
가격상한 case 2


Price, cost, marginal revenue
독점시 MC
MC
ATC
B
P_M
Monopoly profit
A
ATC_M
C
D
MR
Q_M
독점 자중손실
완전경쟁 ΣMC(장기)=완전경쟁 시장공급곡선

가격상한 case 2


Price, cost, marginal revenue
독점시 MC
MC
ATC
B
P_M
Monopoly profit
Price Ceiling
A
D
ATC_M
C
MR
독점 자중손실
Q_M
완전경쟁 ΣMC(장기)=완전경쟁 시장공급곡선

가격상한 case 2


독점요인제거 못 할 경우 자중손실 최소화하는 상한 가격
독점시 MC
Price, cost, marginal revenue
ATC
B
P_M
Monopoly profit
Price Ceiling
A
ATC_M
C
D
MR
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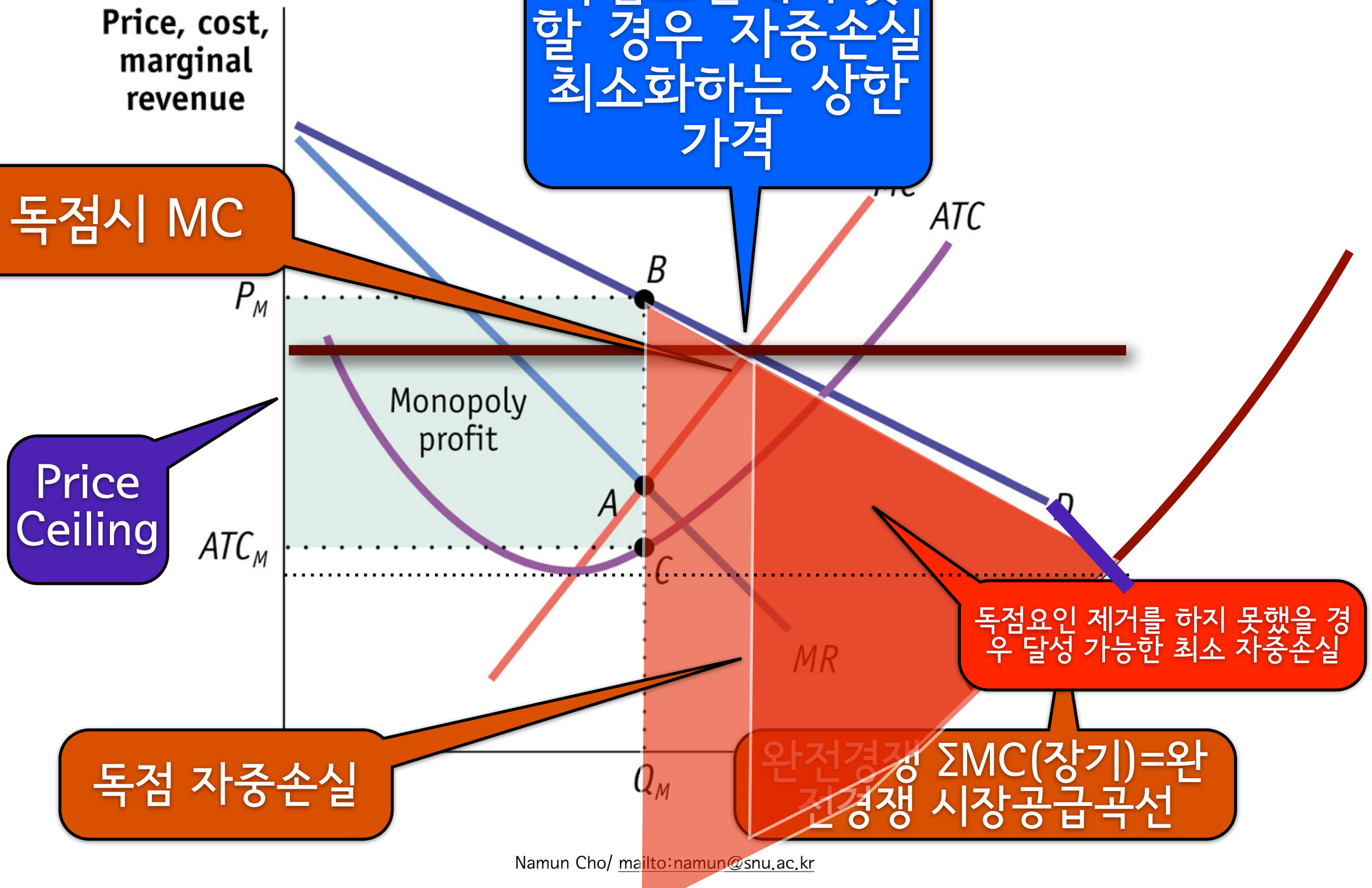
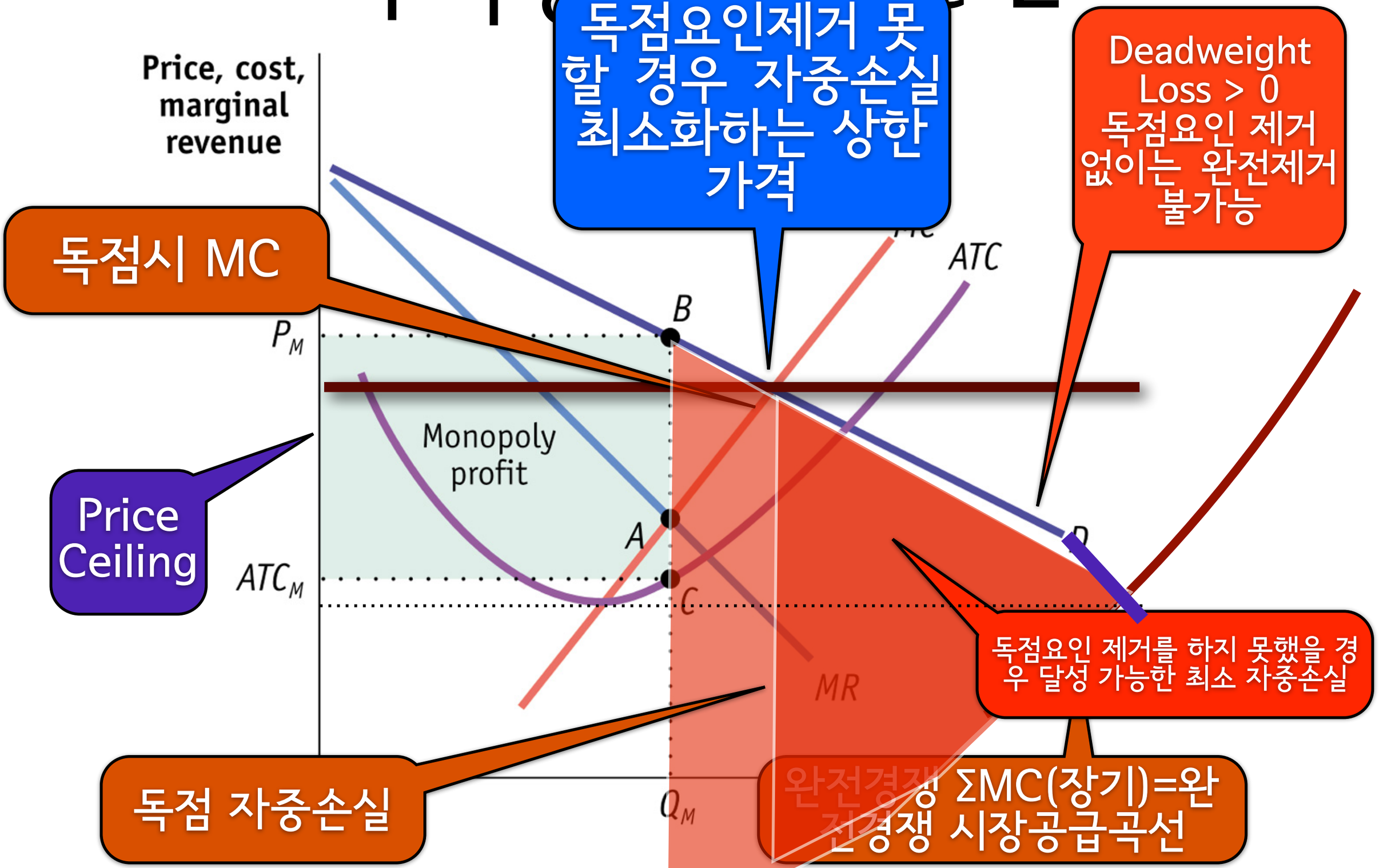
독점 자중손실
완전경쟁 ΣMC(장기)=완전경쟁 시장공급곡선

가격상한 case 2


독점요인제거 못 할 경우 자중손실 최소화하는 상한 가격
독점시 MC
Price, cost, marginal revenue
ATC
B
P_M
Monopoly profit
Price Ceiling
A
ATC_M
C
D
MR
독점요인 제거를 하지 못했을 경우 달성 가능한 최소 자중손실
독점 자중손실
Q_M
완전경쟁 ΣMC(장기)=완전경쟁 시장공급곡선

가격상한 case 2



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문제점

- 기업의 AC(ATC)를 정부당국이 정확히 알기 힘들다는 문제
- 기업은 정부에게 자신의 이윤을 줄이게 될 정보를 정확히 제공할 유인이 없음: 비용(AC)을 과장되게 보고하는 경향 발생
- 가격상한이 과도하게 낮을 경우: 기업생산량 저하로 인한 품귀현상 발생
- 과도하게 높을 경우: 자중손실 발생

불간섭론

- 정부의 목표 역시 사회의 궁극적 목표와 괴리되어 있기 때문에 자연독점일 경우 차라리 그대로 두는 것이 더 이익이라고 보는 입장
- 근거:사회공동체목표와 정부목표의 불일치
  - 사회의 목표: 행복의 극대화
  - 정부의 목표: 권력획득(득표의 극대화)

가격차별

Price Discrimination

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가격차별의 개념
Price Discrimination

- 동일한 상품을 다른 가격에 판매하는 것
- 지금까지의 독점기업은 같은 상품을 같은 가격에 판매했지만, 독점기업은 가격을 지배할 수 있으므로 가격차별도 가능

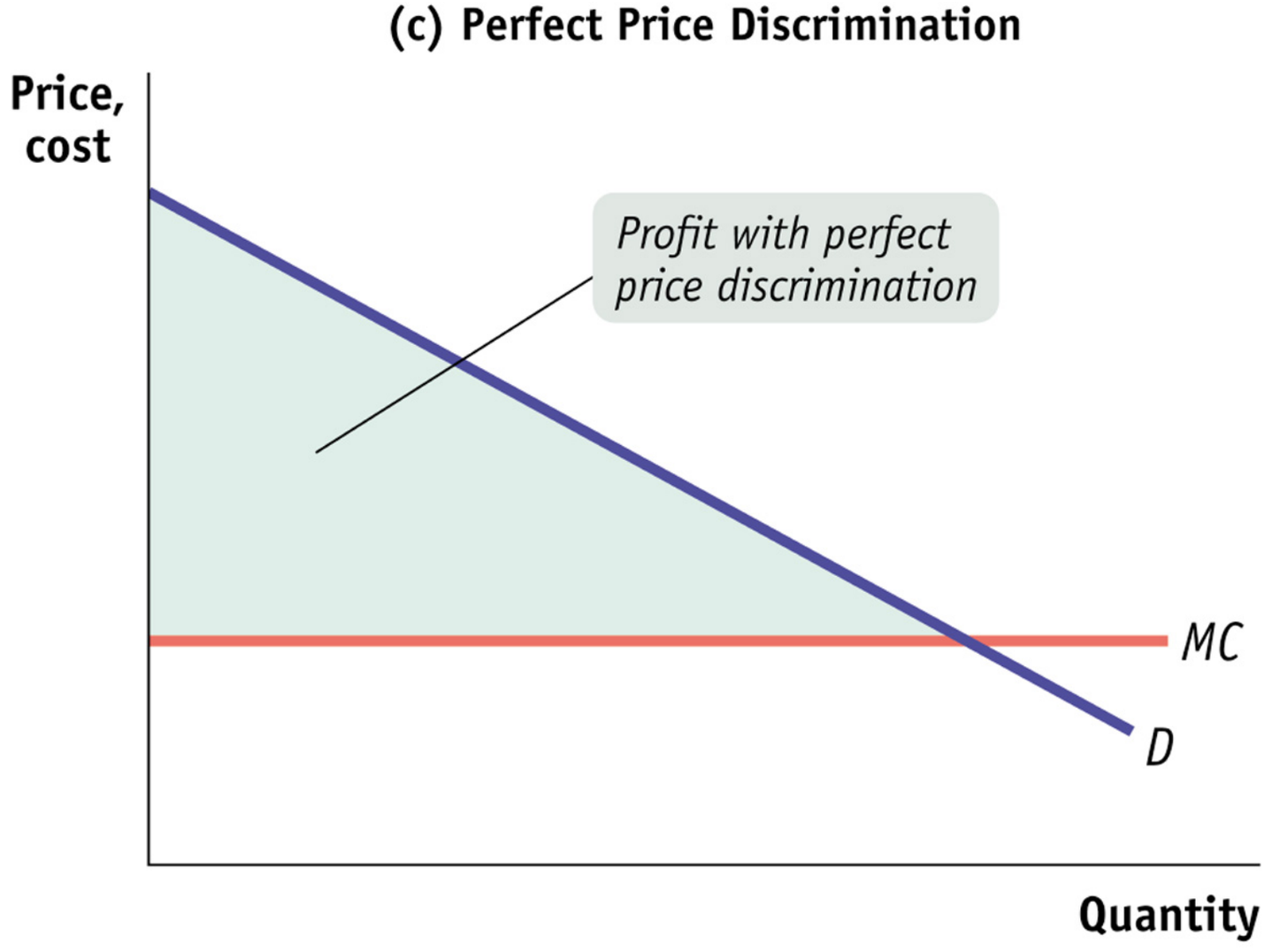
source: http://www.themotorreport.com.au/26142/pricing-options-on-a-car-discrimination-and-relativity

제1급(완전) 가격차별
Perfect P.D.

- 독점자가 소비자의 성향을 완전히 아는 경우 시행 가능
- 각 소비자가 지불할 용의가 있는 최대금액에 판매
- 효율적: 자중손실이 0임
- 생산자가 소비자 잉여를 모두 가져감

출처: http://mshani.egloos.com/

완전가격차별
Perfect P.D.



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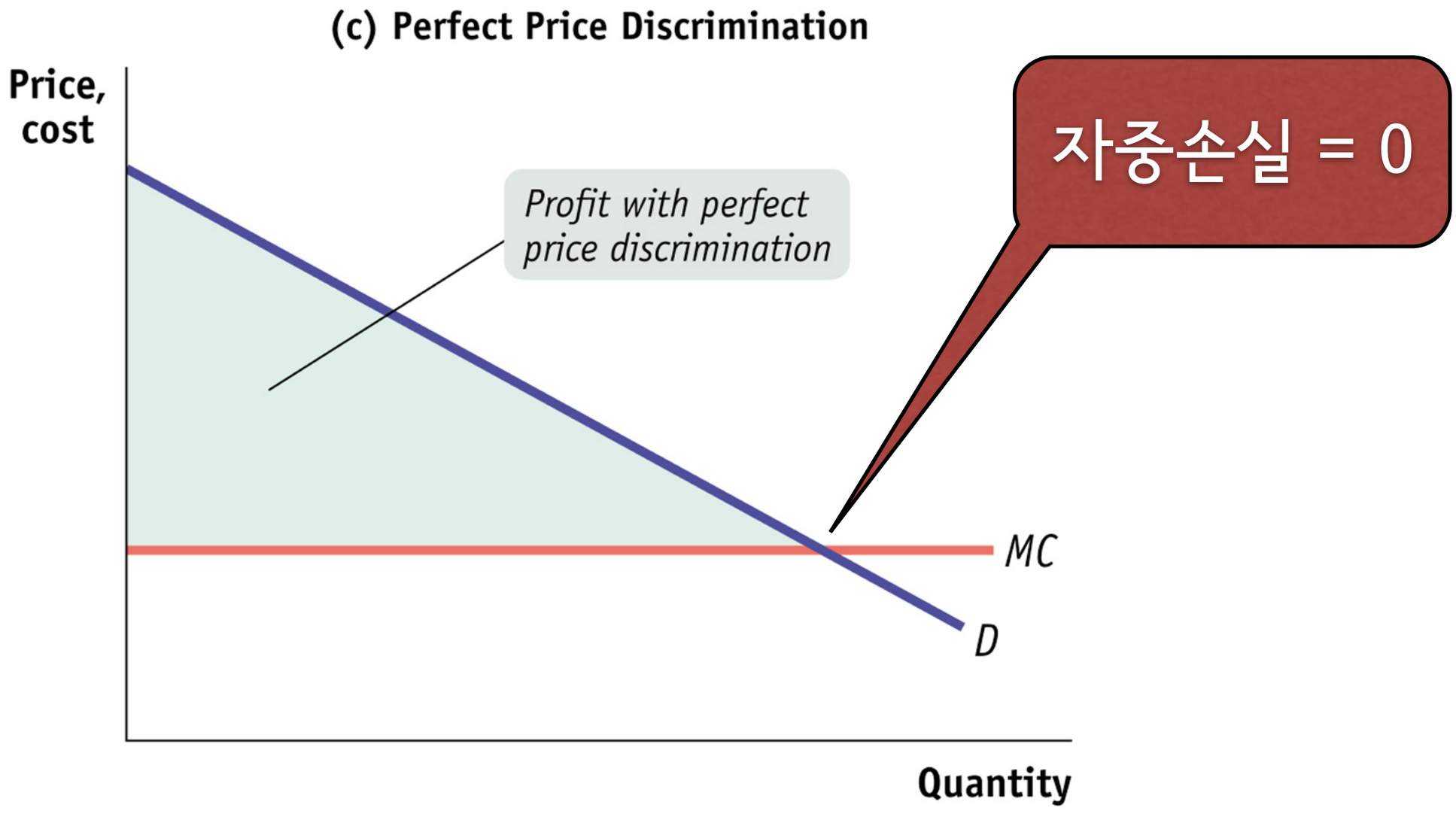
완전가격차별
Perfect P.D.



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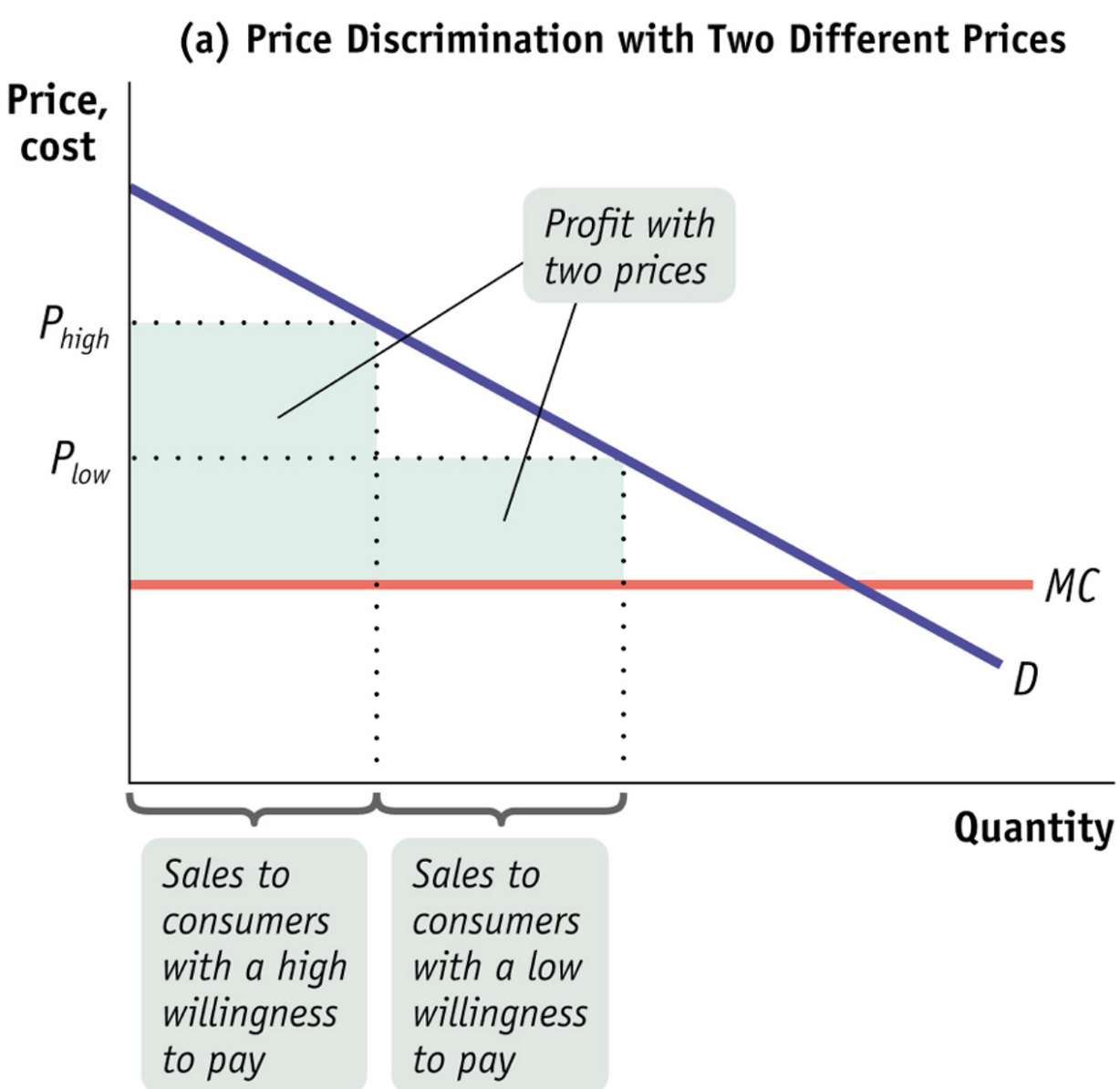
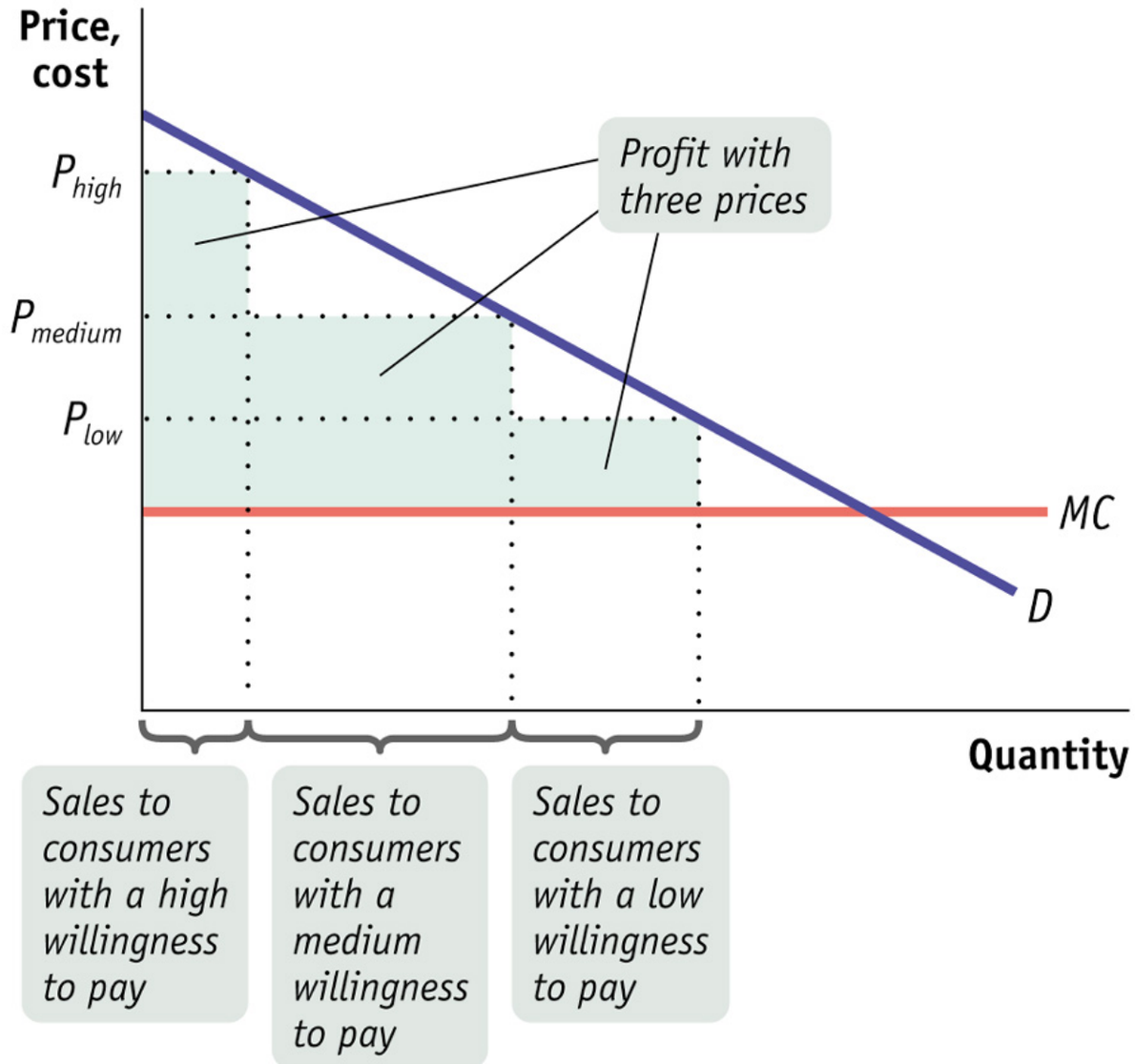
2급 가격차별

- 소비자들의 구매특성에 맞춰 가격을 매김
- 사례: 기업들이 광고한 것보다 낮은 가격으로 제품을 구매구간별로 판매하는 경우 - 막판 호텔방 세일, 상업용을 주거용과 구별하여 전력이나 수도요금 매기기 등

2급 가격차별
2nd Level P.D.





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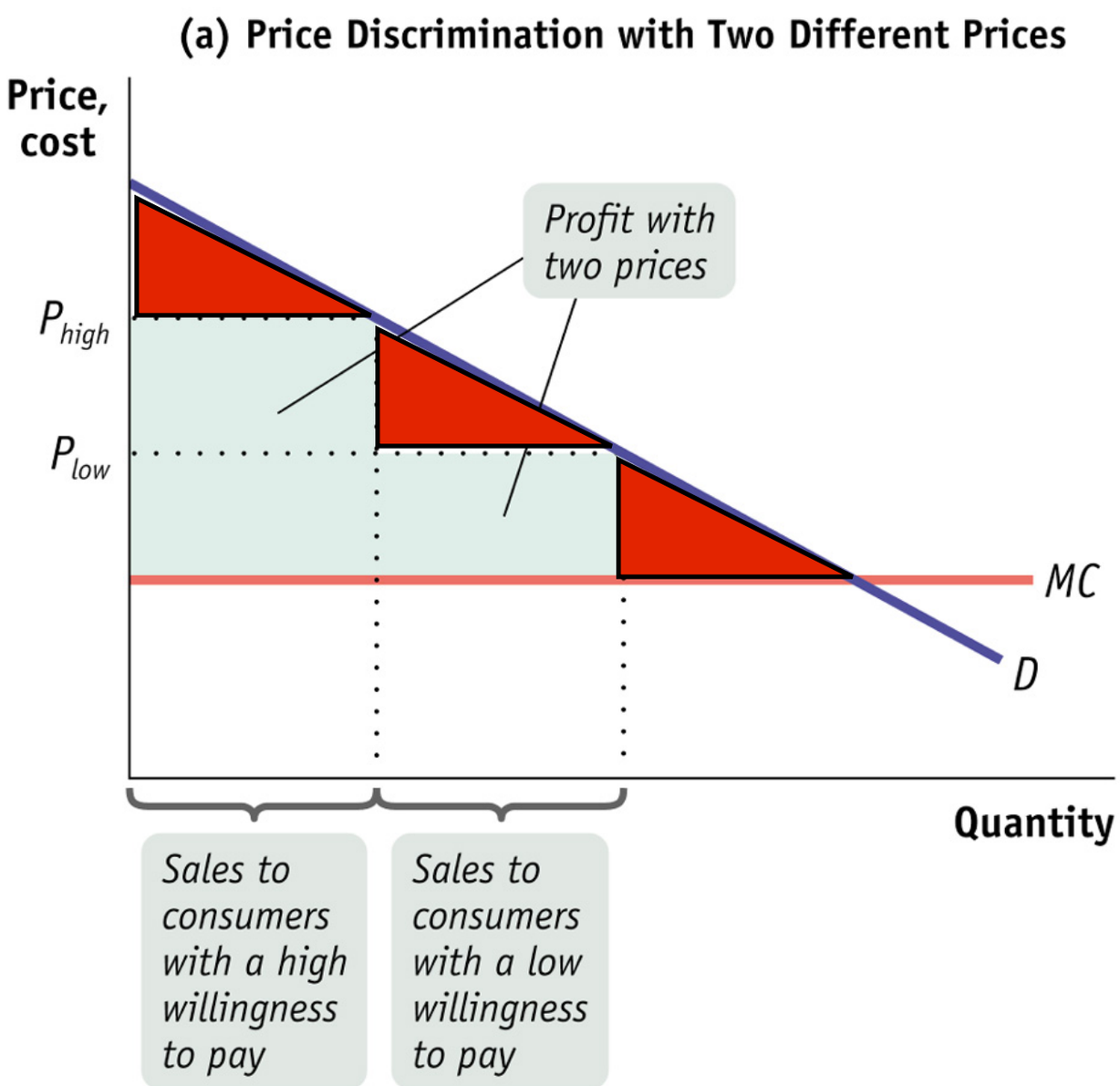
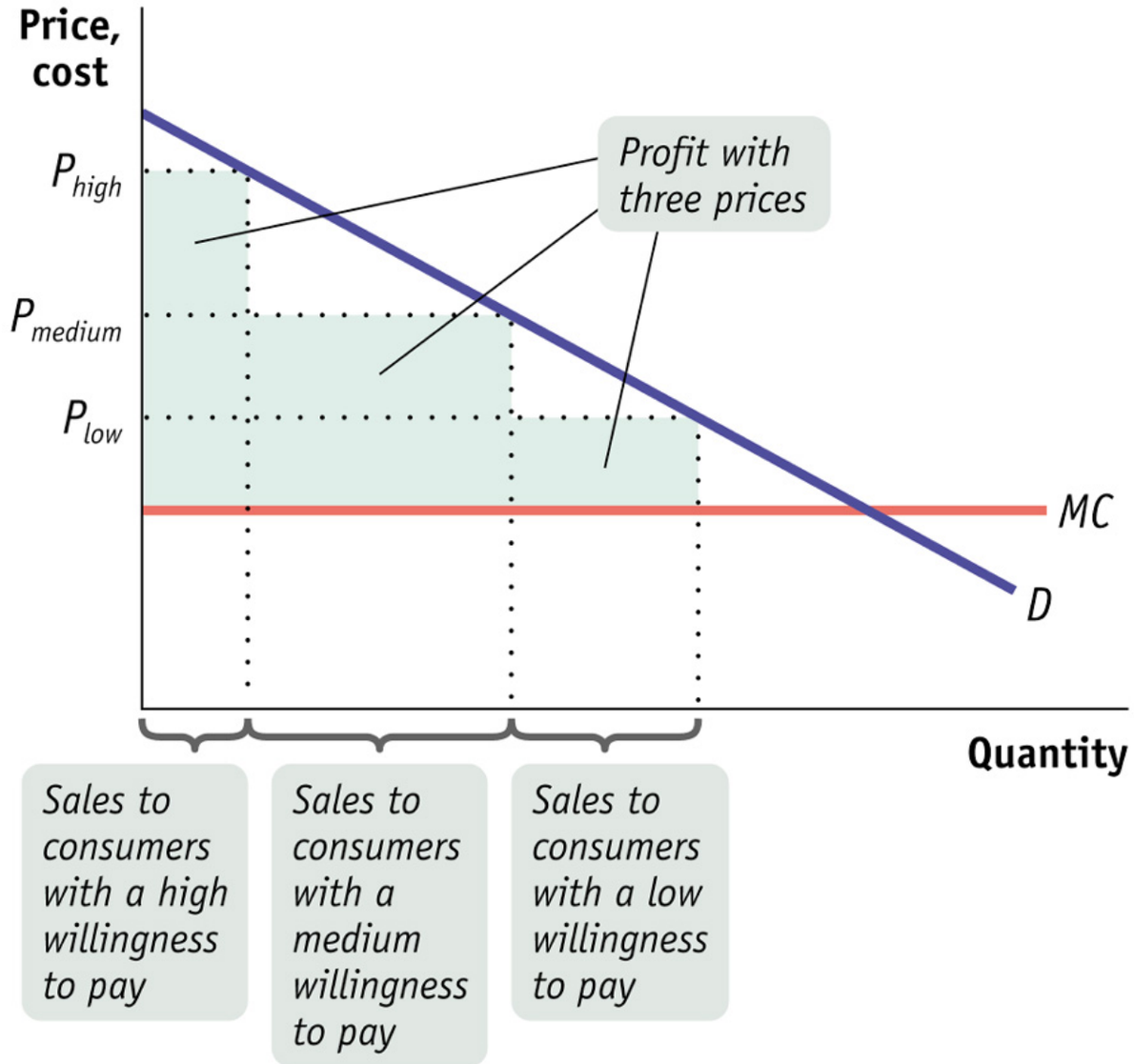
2급 가격차별
2nd Level P.D.





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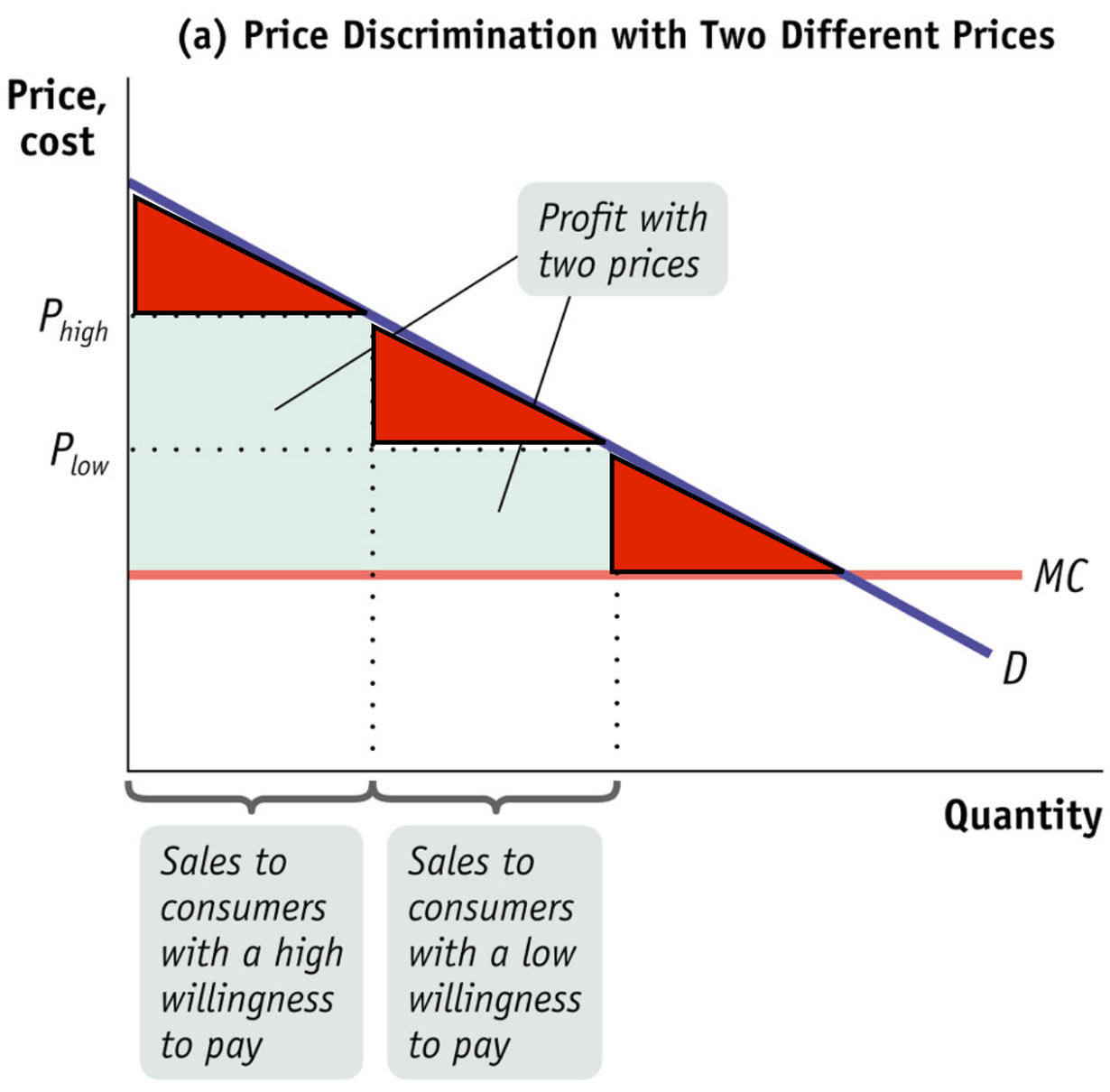
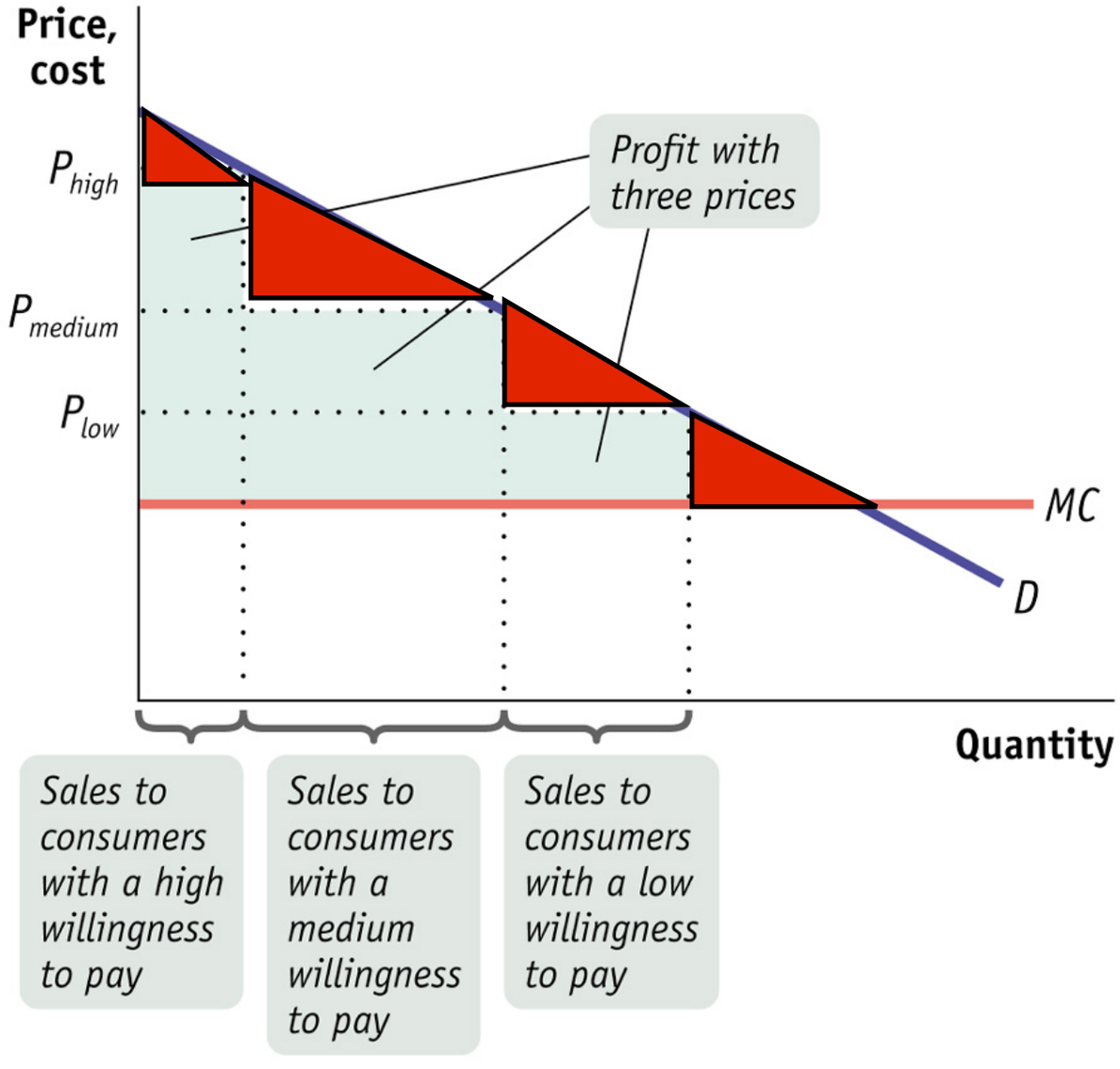
2급 가격차별
2nd Level P.D.





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제3급 가격차별
Third Level P.D.

- 소비자를 그룹으로 나누어 차등가격에 판매
- 가격탄력성이 높은 소비자에게는 낮은 가격을 제시
- 소비자를 지불의사에 따른 그룹으로 나눌 수 있어야 함
- 생산자가 소비자잉여의 일부를 가져감
- 경로우대, 학생할인 등

출처: http://www.toyoko-inn.kr/news/tokuwari.html

장애물을 이용한 가격차별
P.D. by Obstacles

- 일종의 장애물을 설정
- 제2급 가격차별의 일종
- 전단지 쿠폰, 환불제 등
- 선구매(혹은 마트의 시간 할인)
- 수량할인
- 이부가격(입장료(연회비) +사용료)

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탄력성에 따른 행동들

- 블랙프라이데이 (세일기간) 중 쇼핑 → 탄력적이라는 신호
- 하드커버 책 구매 → 비탄력적이라는 신호
- 상품을 사기 위해 줄 서기 → 비탄력적이라는 신호

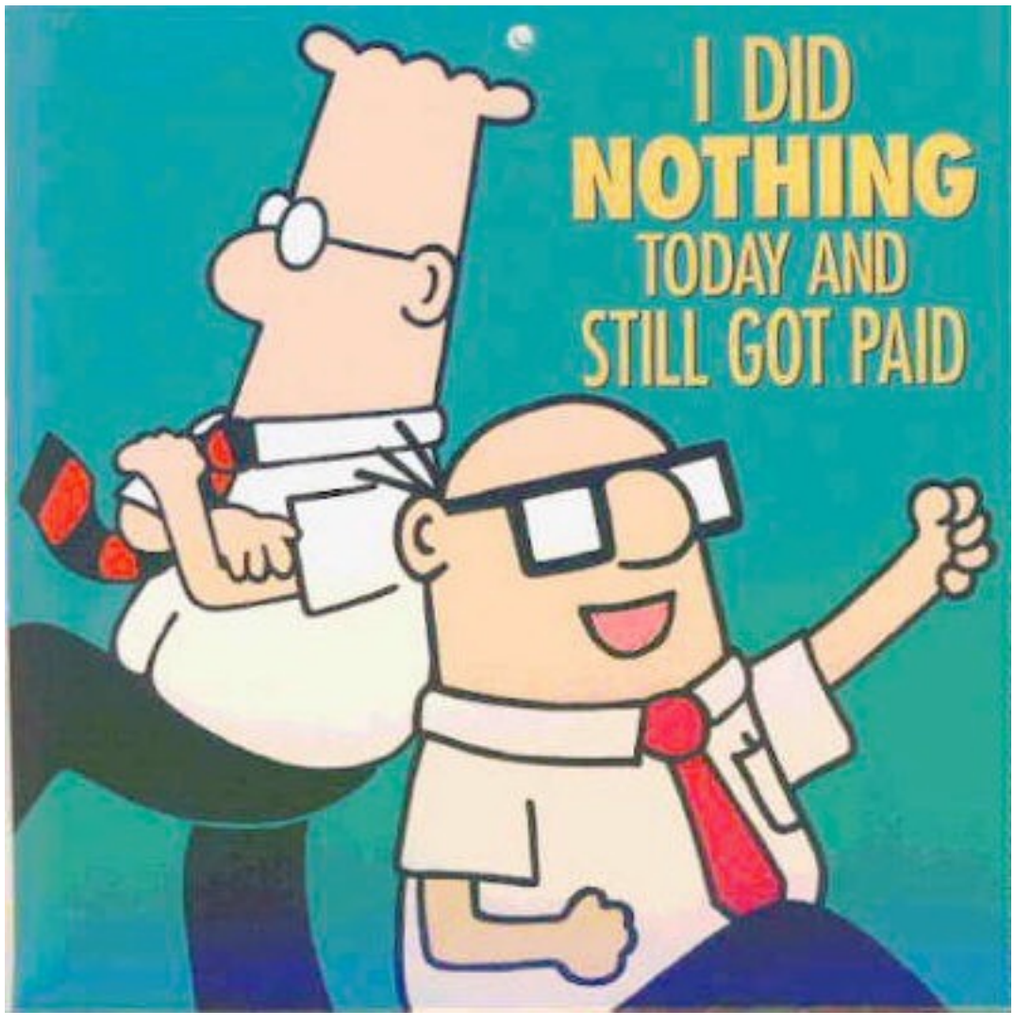
가격차별의 효율성
Efficiency of P.D.

- 완전가격차별에 근접할 수록 자중손실은 0에 가까워짐
- 단, 분배는 달라짐
  - 사회적 잉여는 모두 생산자가 흡수

Next Topic

- 게임이론 기초
- 과점

수고하셨습니다!



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