January 2017

02 Monday

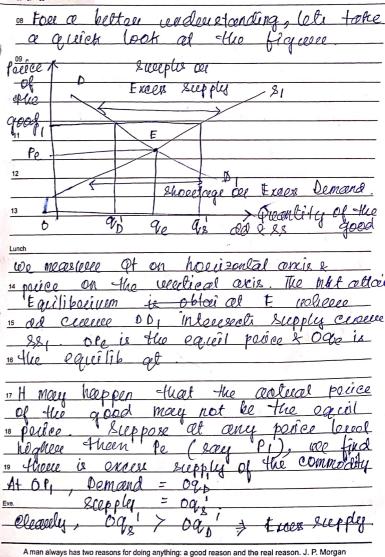
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| An investment in knowledge pays the best interest Benjamin Franklin |
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January 2017

04 Wednesday



 January 4

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modity is the price at which the quantity demanded of the commodity equals the quantity supplied and the market clears. The process by which equilibrium is reached in the market-place can be shown with a table and illustrated graphically.

Table 2.3 brings together the market demand and supply schedules for hamburgers from Tables 2.1 and 2.2. From Table 2.3, we see that only at P = \$1.00 is the quantity supplied of hamburgers equal to the quantity demanded and the market clears. Thus, P = \$1.00 is the equilibrium price and Q = 6 million hamburgers per day is the equilibrium quantity.

At prices above the equilibrium price, the quantity supplied exceeds the quantity demanded and there is a surplus of the commodity, which drives the price down. For example, at P = \$2.00, the quantity supplied (QS) is 14 million hamburgers, the quantity

³ An algebraic analysis of how equilibrium is determined for this case is given in the appendix to this chapter. A more general analysis is provided in section A1.11 of the Mathematical Appendix at the end of the book.

| TABLE 23 | Market Supply Schedule, Market | Demand Schedule, |
|----------|--------------------------------|------------------|
| | and Equilibrium | |

| Price Per Hamburger | Quantity Supplied Per Day (Million Hamburgers) | Quantity Demanded Per Day (Million Hamburgers) | Surplus (+) or Shortage (–) | Pressure on Price |
|------------------------|------------------------------------------------------|------------------------------------------------------|-----------------------------------|----------------------|
| \$2.00 1.50 | 14 10 | 2 4 | 12 6 | Downward Downward |
| 1.00 | 6 | 6 | 0 | Equilibrium |
| 0.75 0.50 | 4 2 | 7 8 | -3 -6 | Upward Upward |

demanded (QD) is 2 million hamburgers, so there is a surplus of 12 million hamburgers per day (see the first line of Table 2.3). Sellers must reduce prices to get rid of their unwanted inventory accumulations of hamburgers. At lower prices, producers supply smaller quantities and consumers demand larger quantities until the equilibrium price of \$1.00 is reached, at which the quantity supplied of 6 million hamburgers per day equals the quantity demanded and the market clears.

On the other hand, at prices below the equilibrium price, the quantity supplied falls short of the quantity demanded and there is a **shortage** of the commodity, which drives the price up. For example, at P = \$0.50, QS = 2 million hamburgers while QD = 8 million hamburgers, so that there is a shortage of 6 million hamburgers per day (see the last line of Table 2.3). The price of hamburgers is then bid up by consumers who want more hamburgers than are available at the low price of \$0.50. As the price of hamburgers is up, producers supply greater quantities while consumers demand smaller quantities until the equilibrium price of P = \$1.00 is reached, at which QS = QD = 6 million hamburgers per day and the market clears. Thus, bidding drives price and quantity to their equilibrium level.

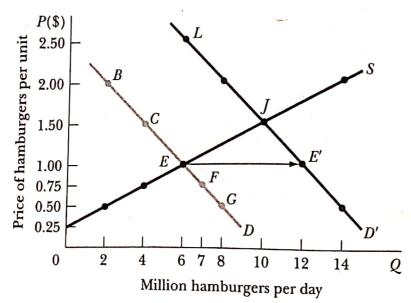


FIGURE 2.6 Adjustment to an Increase in Demand D and S are the original demand and supply curves (as in Figure 2.5). The shift from D to D' results in a temporary shortage of hamburgers, which drives the price up to P=\$1.50 at which QS=QD=10 million hamburgers.

Adjustment to Changes in Demand

We have seen that the market demand curve for a commodity shifts as a result of a change in consumers' income, their tastes, the price of substitutes and complements, and the number of consumers in the market (i.e., a change in the *ceteris paribus* assumption). Given the market supply curve of a commodity, an increase in demand (a rightward shift of the entire demand curve) results both in a higher equilibrium price and a higher equilibrium quantity. A reduction in demand has the opposite effect.

Figure 2.6 shows a shift from D to D' resulting, for example, from an increase in consumers' income. The shift results in a temporary shortage of 6 million hamburgers (EE' in the figure) at the original equilibrium price of P = \$1.00 (point E). As a result, the price of hamburgers is bid up to P = \$1.50 at which QS = QD = 10 million hamburgers. As the price of hamburgers rises to P = \$1.50, the quantity demanded declines (from point E' to po

Adjustment to Changes in Supply

The market supply curve of a commodity can shift as a result of a change in technology, resource prices, or weather conditions (for agricultural commodities). Given the market demand curve for the commodity, an increase in supply (a rightward shift of the entire supply curve) results in a lower equilibrium price but a larger equilibrium quantity. A reduction in supply has the opposite effect.

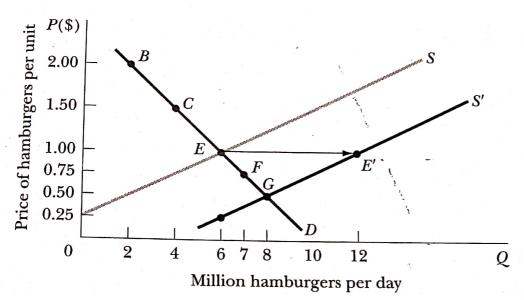


FIGURE 2.7 Adjustment to an Increase in Supply D and S are the original demand and supply curves. The shift from S to S' results in a temporary surplus of hamburgers, which drives the price down to P = 0.50 at which QS = QD = 8 million hamburgers.

Figure 2.7 shows a shift from S to S' resulting, for example, from a reduction in the price of beef. The shift results in a temporary surplus of 6 million hamburgers (EE' in the figure) at the original equilibrium price of P = \$1.00 (point E). To get rid of their surplus, sellers reduce their price to P = \$0.50, at which QS = QD = 8 million hamburgers. As the price of hamburgers falls to P = \$0.50, the quantity demanded increases (from point E to point E along E0) while the quantity supplied decreases (from point E1 to point E2 to point E3 along E4 is lower and E5 is lower and E6 is reached. At new equilibrium point E7 is lower and E8 is higher than at old equilibrium point E5 and the market, once again, clears.

Starting from Figure 2.5, you should be able to show what happens to the equilibrium price and quantity if both the demand and supply of hamburgers increase, if both decrease, or if one increases and the other decreases. We can similarly examine the effect of changes in demand and supply on the equilibrium price and quantity of any other commodity or service (see Example 2–1).