

# درس اصول علم اقتصاد (۱)

## فصل هفتم

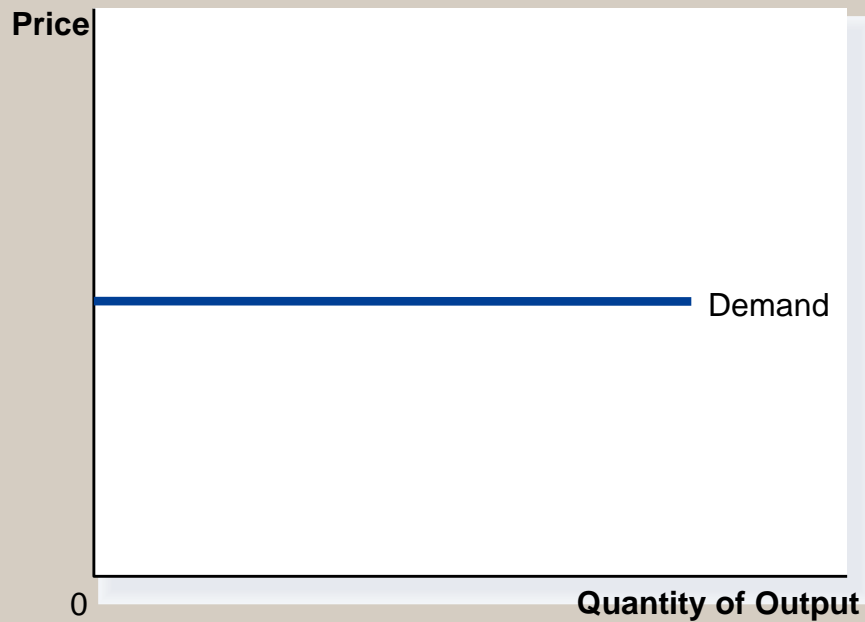
بازار انحصار کامل

## تعریف انحصار کامل

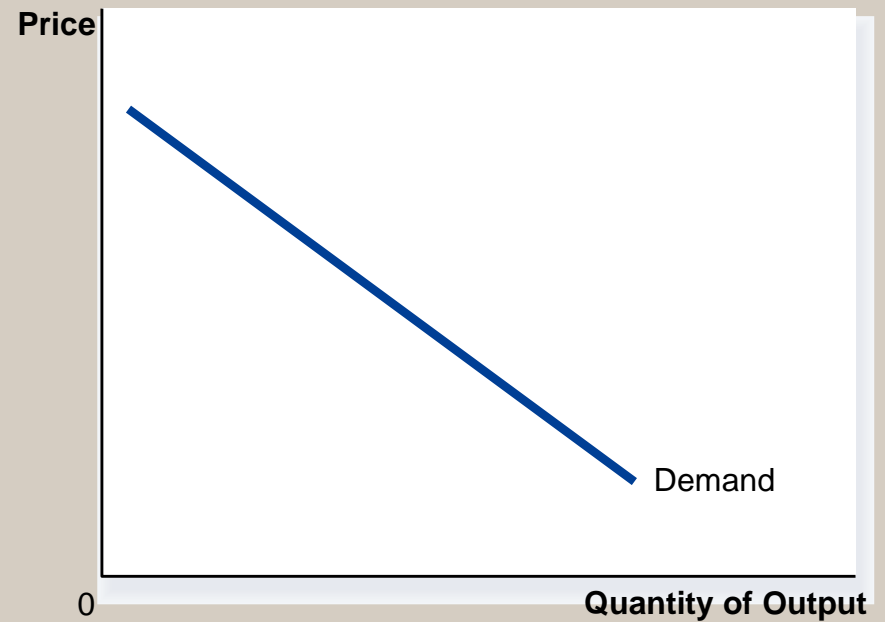
- وضعیتی از بازار که تنها **یک تولید کننده یا فروشنده** منحصر به فرد کالایی را تولید و یا عرضه کند به نحوی که برای آن کالا در بازار **جایگزین نزدیکی** وجود نداشته باشد.
- این وضعیت درست نقطه مقابل انحصار کامل است.
- تولید کننده در این بازار تعیین کننده قیمت (**Price Maker**) است.
- در این بازار قیمت از طریق منحنی تقاضا تعیین میشود و بر خلاف بازار رقابت کامل قیمت یک مقدار ثابت نیست.

# Demand Curves for Competitive and Monopoly Firms

(a) A Competitive Firm's Demand Curve



(b) A Monopolist's Demand Curve



# A Monopoly's Revenue

- Total Revenue

$$P \times Q = TR$$

- Average Revenue

$$TR/Q = AR = P$$

- Marginal Revenue

$$\Delta TR/\Delta Q = MR$$

# A Monopoly's Total, Average, and Marginal Revenue

Quantity of Water	Price	Total Revenue	Average Revenue	Marginal Revenue
(Q)	(P)	(TR = P × Q)	(AR = TR/Q)	(MR = ΔTR/ΔQ)
0 gallons	\$11	\$ 0	—	\$10
1	10	10	\$10	8
2	9	18	9	6
3	8	24	8	4
4	7	28	7	2
5	6	30	6	0
6	5	30	5	-2
7	4	28	4	-4
8	3	24	3	

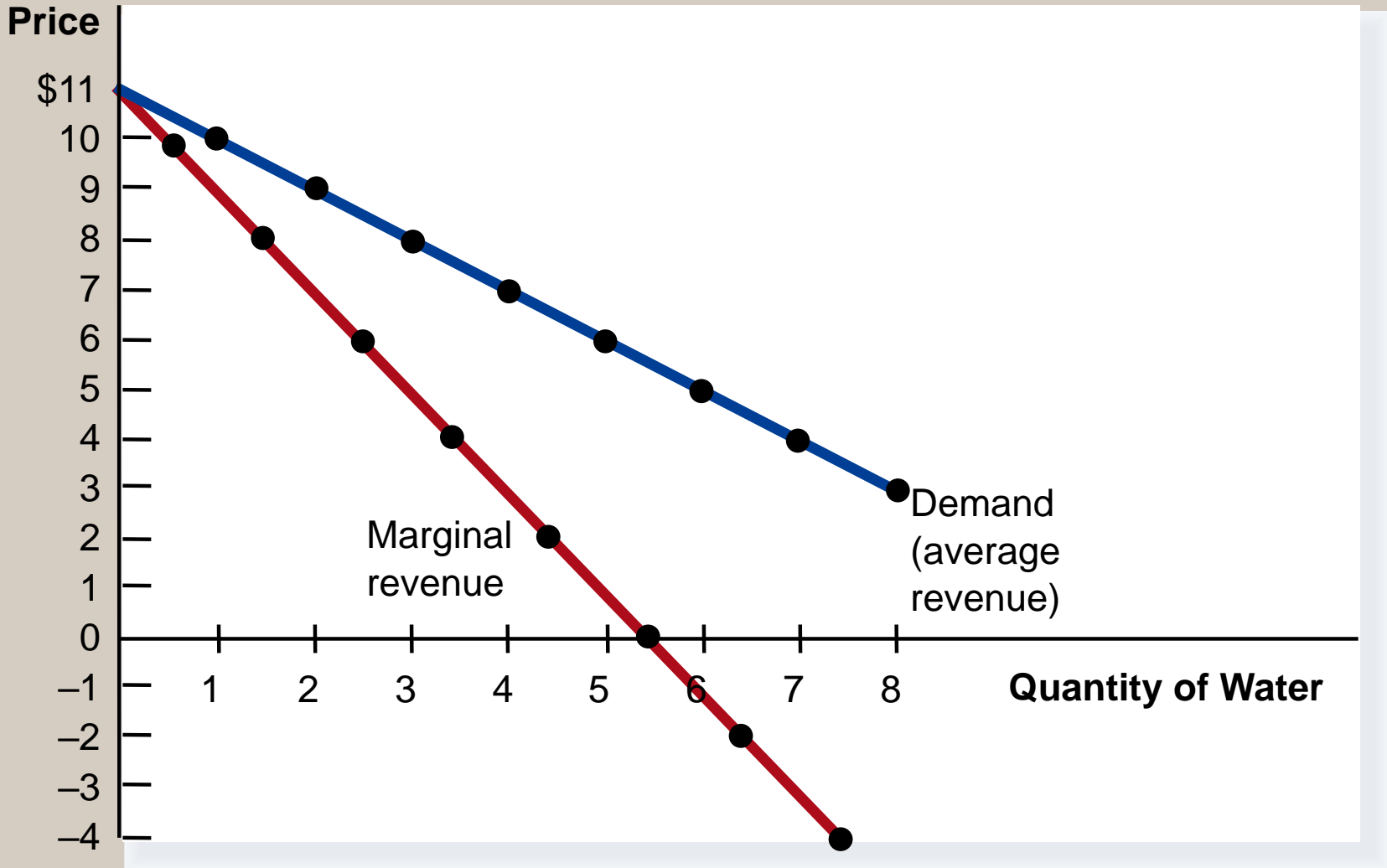
# A Monopoly's Revenue

- A Monopoly's Marginal Revenue
  - A monopolist's marginal revenue is always *less than* the price of its good.
    - The demand curve is downward sloping.
    - When a monopoly drops the price to sell one more unit, the revenue received from previously sold units also decreases.

# A Monopoly's Revenue

- A Monopoly's Marginal Revenue
  - When a monopoly increases the amount it sells, it has two effects on total revenue ( $P \times Q$ ).
    - The output effect—more output is sold, so  $Q$  is higher.
    - The price effect—price falls, so  $P$  is lower.

# Demand and Marginal-Revenue Curves for a Monopoly



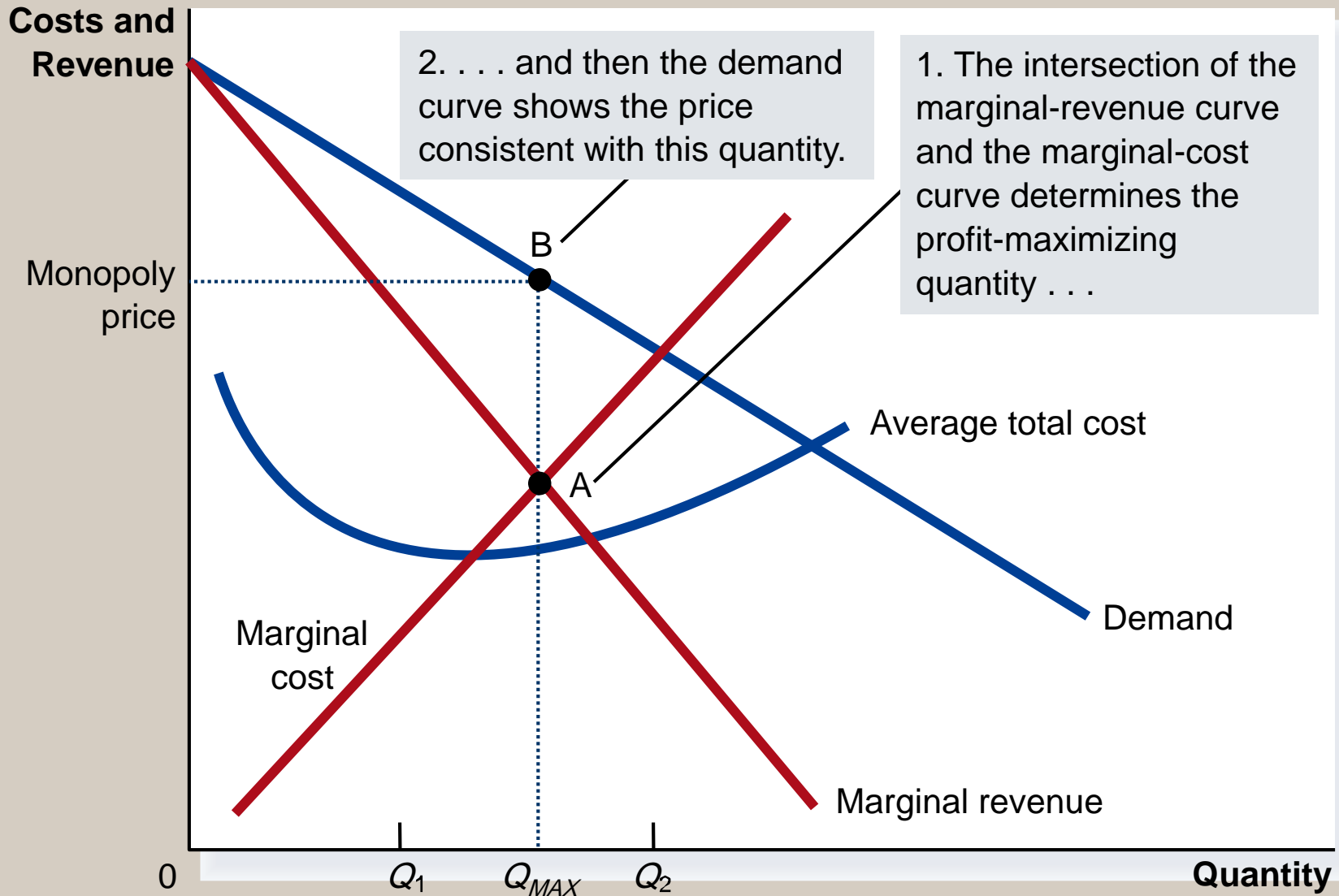


# Profit Maximization

- A monopoly maximizes profit by producing the quantity at which marginal revenue equals marginal cost.

$$\mathbf{MR = MC}$$

# Profit Maximization for a Monopoly



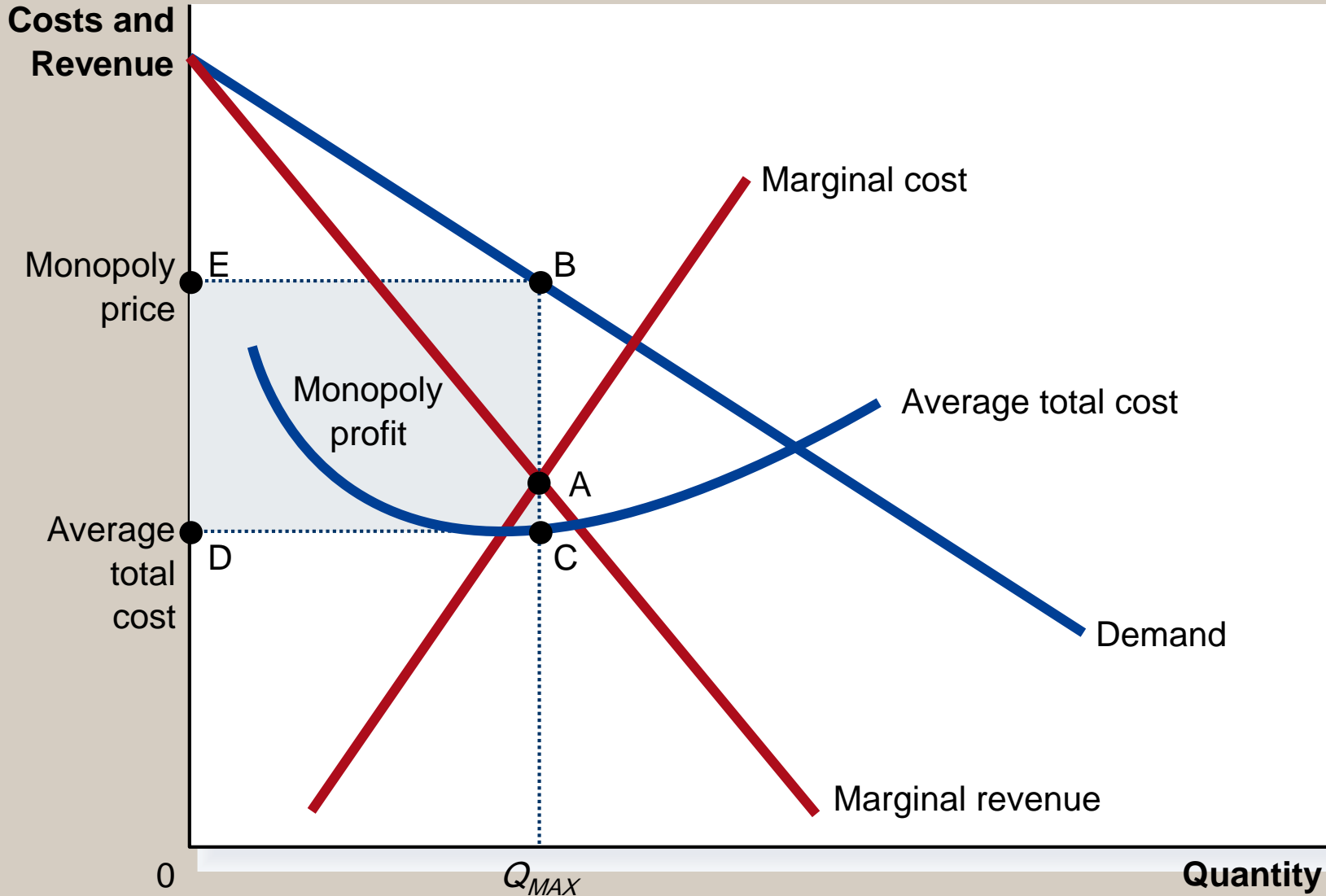
# Profit Maximization

- Comparing Monopoly and Competition
  - For a competitive firm, price equals marginal cost.  
 $P = MR = MC$
  - For a monopoly firm, price exceeds marginal cost.  
 $P > MR = MC$

# A Monopoly's Profit

- Profit equals total revenue minus total costs.
  - Profit =  $TR - TC$
  - Profit =  $(TR/Q - TC/Q) \times Q$
  - Profit =  $(P - ATC) \times Q$

# The Monopolist's Profit



# A Monopolist's Profit

- The monopolist will receive economic profits as long as price is greater than average total cost.

# Profit Maximization

Q	P	TR	TC	Profit	MR	MC	ATC
0	\$1750	\$0	\$1000	-\$1000	-	-	-
1	\$1700	\$1700	\$2000	-\$300	\$1700	\$1000	\$2000
2	\$1650	\$3300	\$2800	\$500	\$1600	\$800	\$1400
3	\$1600	\$4800	\$3500	\$1300	\$1500	\$700	\$1,167
4	\$1550	\$6200	\$4000	\$2200	\$1400	\$500	\$1000
5	\$1500	\$7500	\$4500	\$3000	\$1300	\$500	\$900
6	\$1450	\$8700	\$5200	\$3500	\$1200	\$700	\$867
7	\$1400	\$9800	\$6000	\$3800	\$1100	\$800	\$857
8	\$1350	\$10800	\$7000	\$3800	\$1000	\$1000	\$875
9	\$1300	\$11700	\$9000	\$2700	\$900	\$2000	\$1000

# Total Revenue, Marginal Revenue and Price

**Table 10.1** Revenue, Costs, and Profits for a Monopoly  
(price, revenue, and cost measured in dollars)

Market Demand						
Quantity Produced and Sold (Q)	Price (P)	Total Revenue (TR)	Marginal Revenue (MR)	Total Costs (TC)	Marginal Cost (MC)	Profits
0	160	0	—	70	—	-70
1	150	150	150	79	9	71
2	140	280	130	84	5	196
3	130	390	110	94	10	296
4	120	480	90	114	20	366
5	110	550	70	148	34	402
6	100	600	50	196	48	404
7	90	630	30	261	65	369
8	80	640	10	351	90	289
9	70	630	-10	481	130	149
10	60	600	-30	656	175	-56

$$TR = P \times Q$$

$$\frac{\text{Change in TR}}{\text{Change in Q}}$$

$$\frac{\text{Change in TC}}{\text{Change in Q}}$$

$$TR - TC$$



# Total Revenue, Marginal Revenue and Price

