

2 Price determination – Part 1

Name: _____ Class: _____ Date: _____

Vocabulary 词汇

Write each word three times. 把每个单词抄写三遍。

English	中文	Write it 3 times (English)		
Demand	需求	_____	_____	_____
price	价格	_____	_____	_____
quantity demanded	需求量	_____	_____	_____
demand curve	需求曲线	_____	_____	_____
substitute	替代品	_____	_____	_____
complement	互补品	_____	_____	_____
Supply	供给	_____	_____	_____
supply curve	供给曲线	_____	_____	_____
subsidy	补贴	_____	_____	_____
equilibrium	均衡	_____	_____	_____
equilibrium price	均衡价格	_____	_____	_____
excess demand	超额需求	_____	_____	_____
shortage	短缺	_____	_____	_____
excess supply	超额供给	_____	_____	_____

Recall

In topic 1 you saw that prices guide a market. Bring this with you:

- Buyers want **low** prices; sellers want **high** prices.
- The price settles somewhere in between.

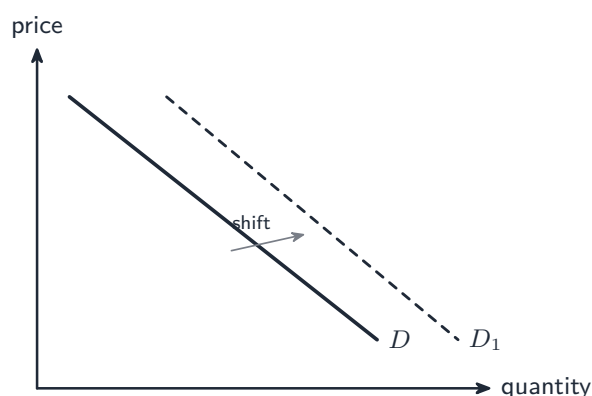
At AS we draw **demand** and **supply** as curves and find the market price where they meet.

New ideas

■ 1 Demand

Demand 需求 is how much of a good buyers will buy at each **price** 价格. The **law of demand**: when the price rises, the **quantity demanded** 需求量 falls. So the **demand curve** 需求曲线 slopes **downward**.

A change in the good's own price is a **movement along** the curve. Other causes **shift** the whole curve: income, the price of a **substitute** 替代品 or **complement** 互补品, and tastes.

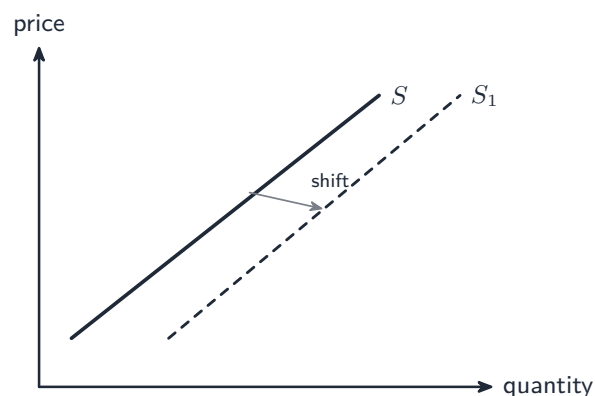


Micro-check. What happens to the quantity demanded when the price rises? [1]

■ 2 Supply

Supply 供给 is how much of a good sellers will offer at each price. The **law of supply**: when the price rises, the quantity supplied rises (more profit). So the **supply curve** 供给曲线 slopes **upward**.

Other causes shift it: production costs, technology, and a **subsidy** 补贴 (raises supply) or a tax (lowers it).



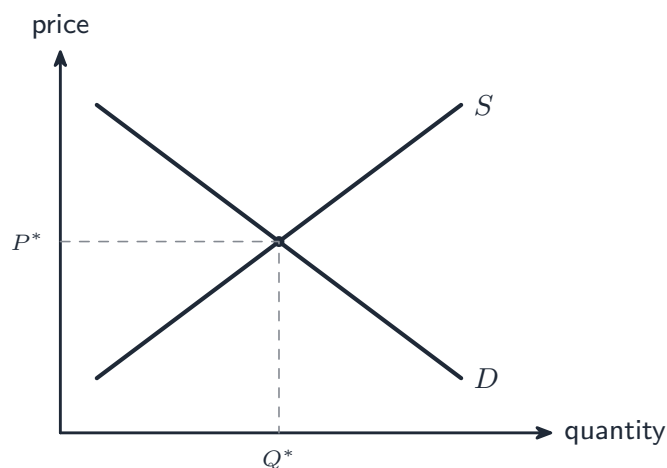
Micro-check. Why does the supply curve slope upward?

[1]

■ 3 Equilibrium

The market settles at **equilibrium** 均衡, where the demand curve crosses the supply curve. This gives the **equilibrium price** 均衡价格, where the amount demanded equals the amount supplied.

- if the price is **too low** → **excess demand** 超额需求 (a **shortage** 短缺), so the price is pushed up;
- if the price is **too high** → **excess supply** 超额供给, so the price is pushed down.



Micro-check. At equilibrium, what is true about quantity demanded and quantity supplied?

[1]

Watch out: a change in the good's *own* price *moves along* the curve; any *other* cause

(income, related-good prices, tastes, costs) *shifts* the whole curve. Below equilibrium → shortage (price rises); above → surplus (price falls).

Practice

2.1 State the **law of demand**. [1]

2.2 Give **one** cause that would shift the **demand** curve to the right. [1]

2.3 State the **law of supply**, and say why it holds. [2]

2.4 Explain what is meant by the **equilibrium price**. [2]

2.5 A price is set **below** the equilibrium. State what this causes, and what then happens to the price. [2]

2.6 Challenge. The price of coffee beans (a key input) rises sharply. Using demand and supply, explain what happens to the supply of coffee and to its equilibrium price. [2]
