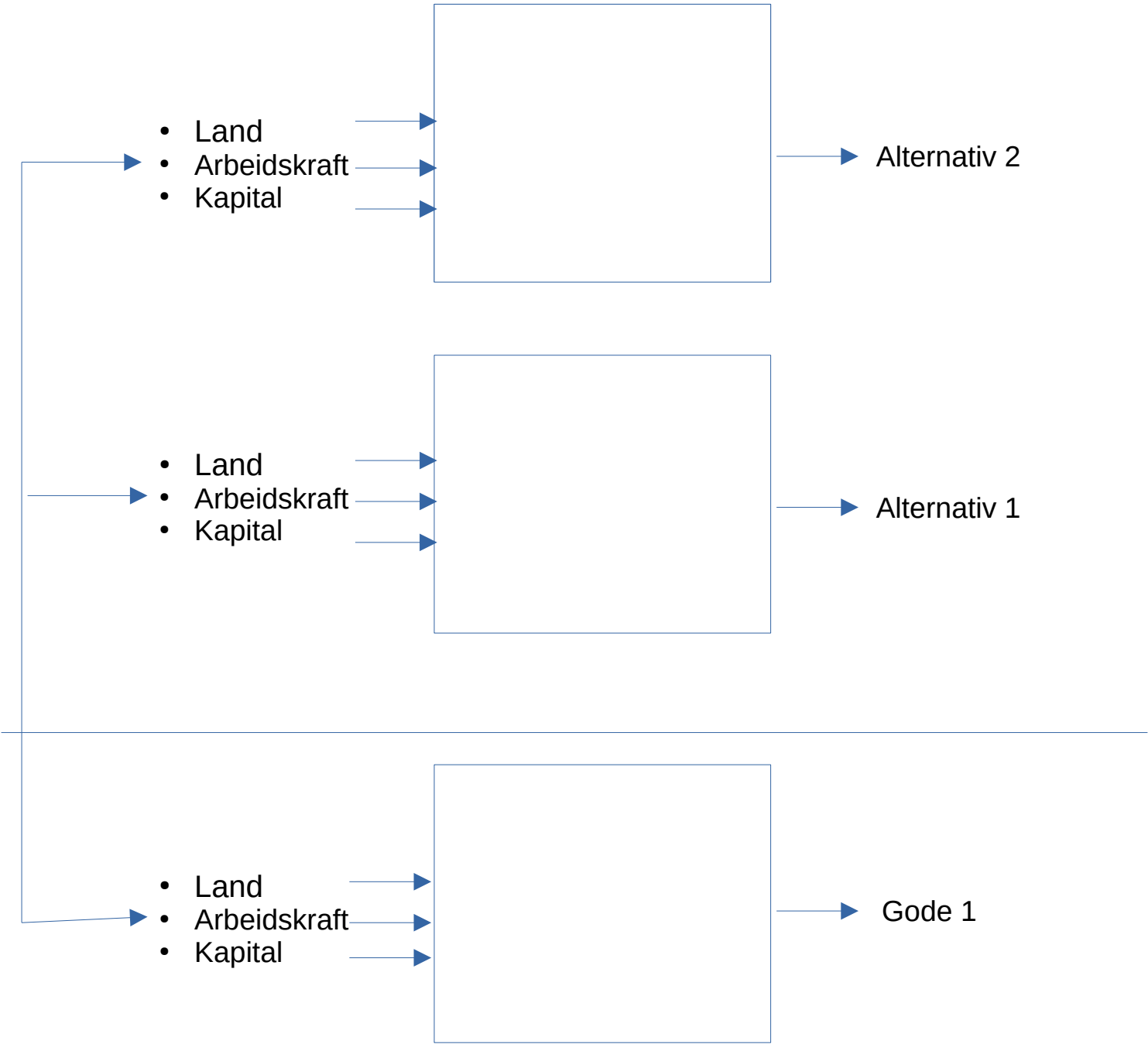
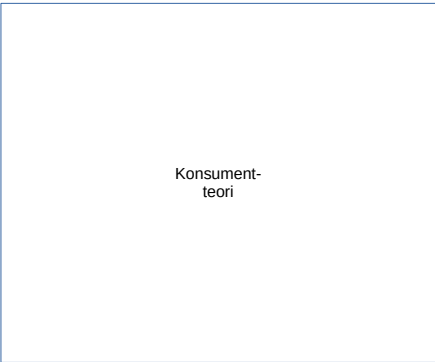


Alternativkostnad

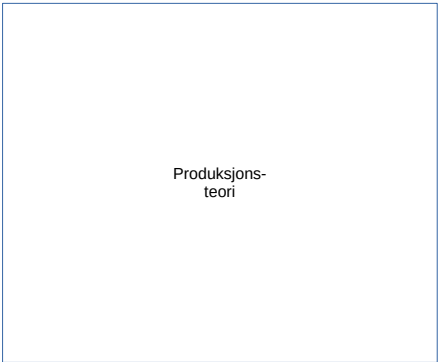


Mikroøkonomi oppbygging

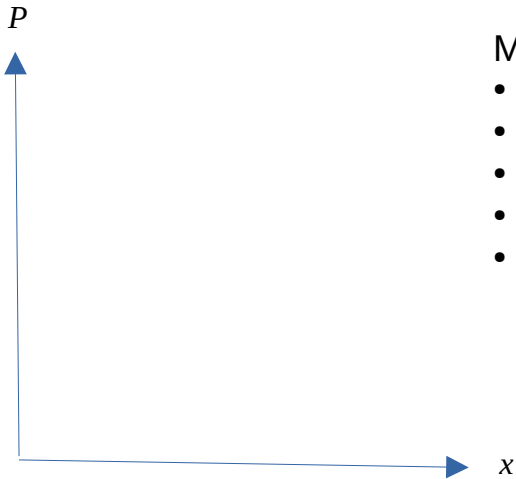
Behov



Ressurser

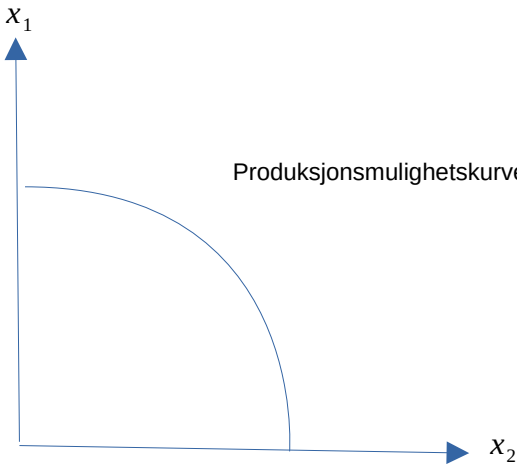


Partiell
Likevekt
(ett marked)

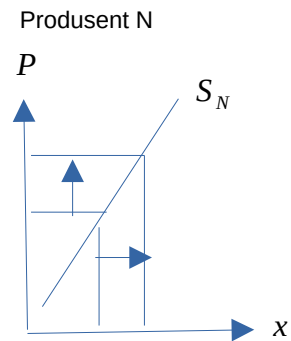
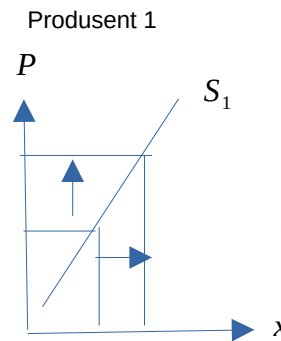
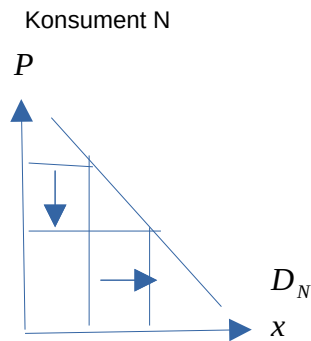
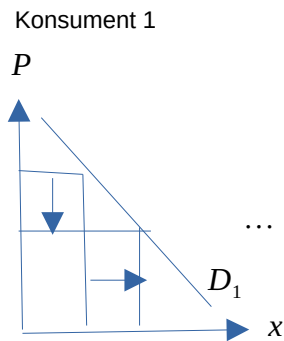


- Markedsformer:
- Fullkommen konkurranse
 - Monopol
 - Monopolistisk konkurranse
 - (Kartell, duopol, oligopol)
 - Prisdiskriminering

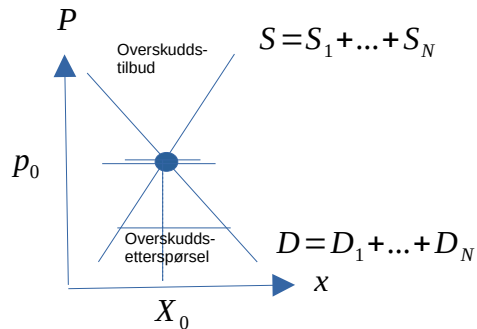
Generell
Likevekt
(mange
markeder)



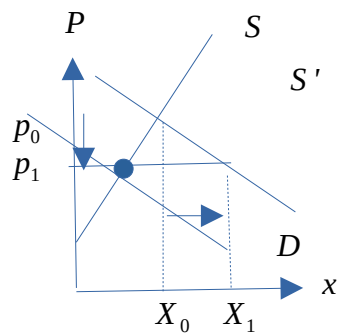
Oversikt: Markedet for fullkommen konkurranse



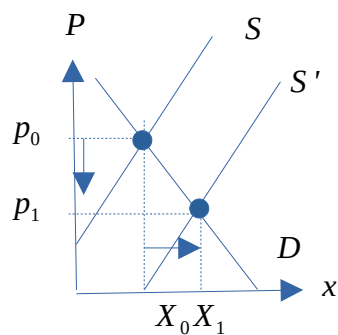
Fullkommen konkurranse



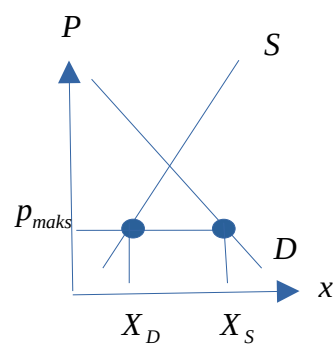
Skiftanalyse (slak etterspørselskurve)



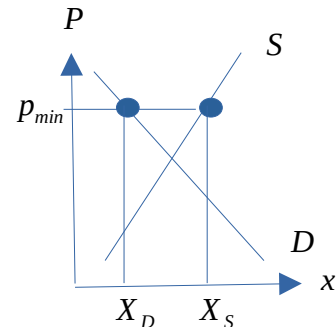
Skiftanalyse (bratt etterspørselskurve)



Maksimalpris

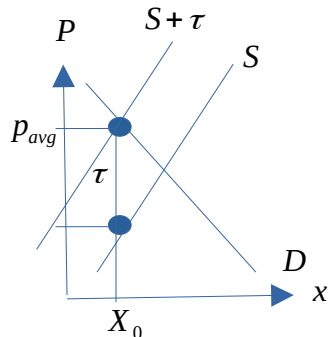


Minstepris



Avgift

Fullkommen konkurranse



Myndighetene

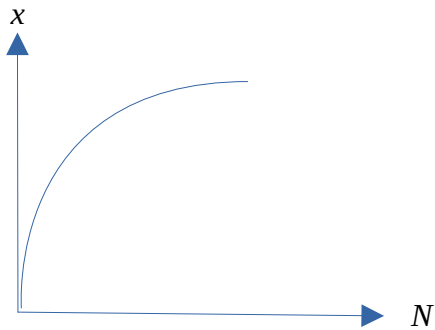
Produktfunktjonen

- N
- K

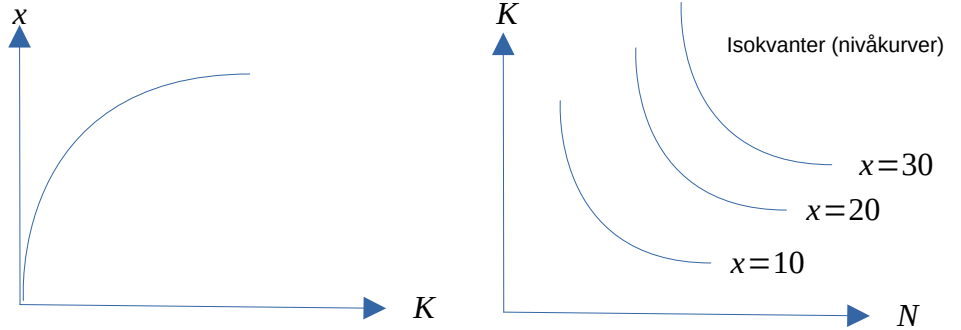


Produksjonsteori: Produksjon

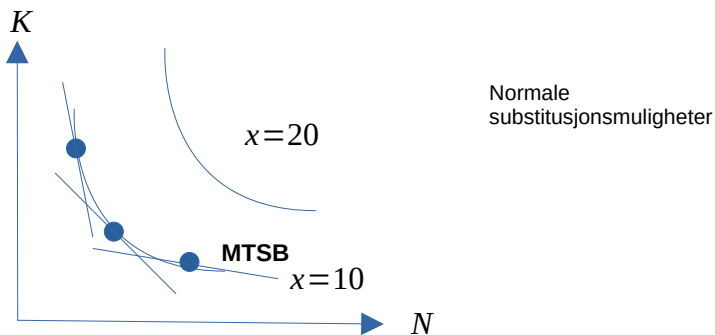
Produktfunksjonen på kort sikt - arbeidskraft



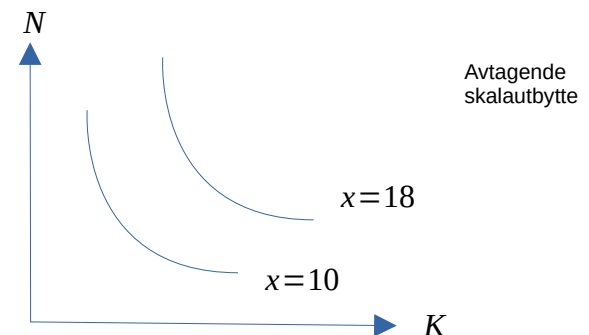
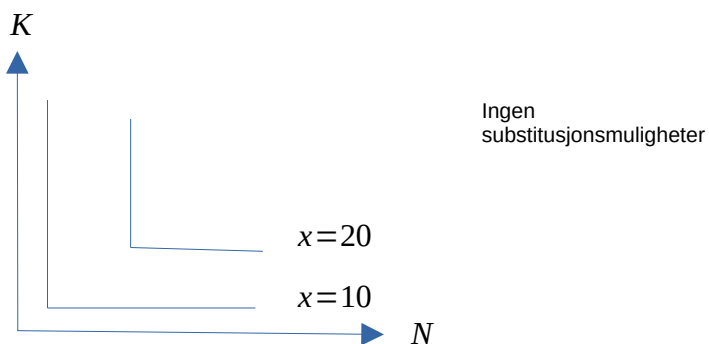
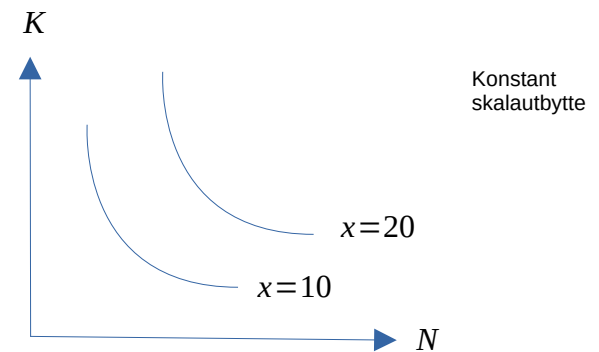
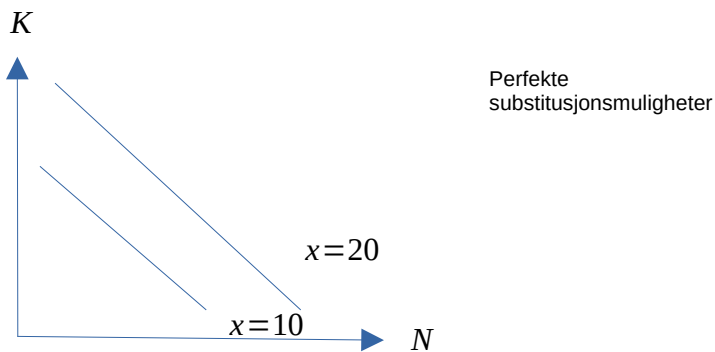
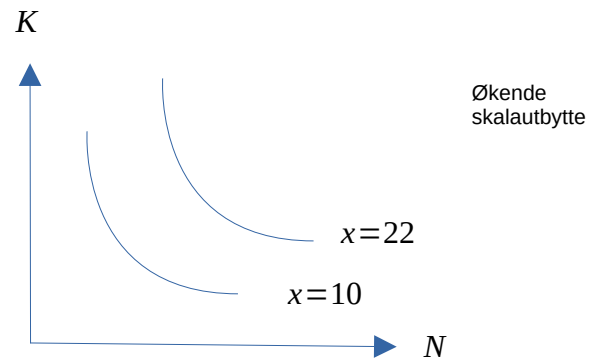
Produktfunksjonen på lang sikt



Tekniske substitusjonsmuligheter

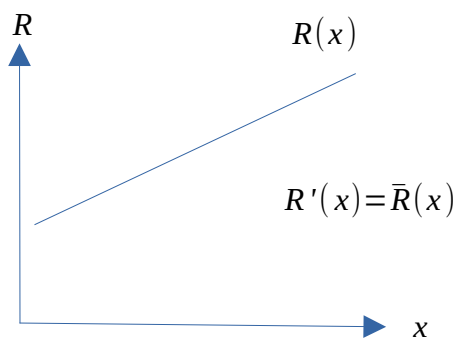


Skalaegenskaper

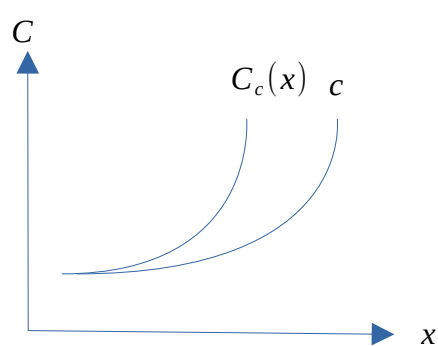


Produksjonsteori: Inntekter og kostnader

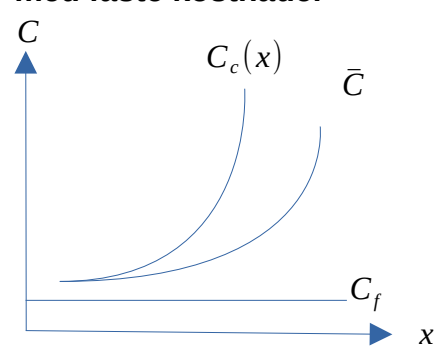
Inntekter



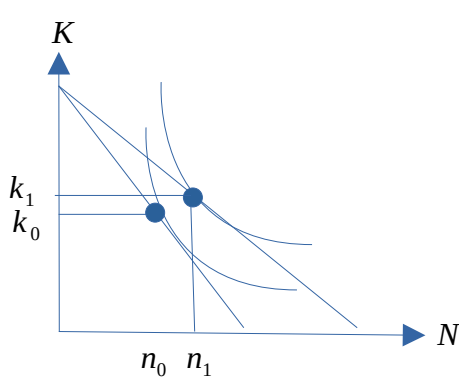
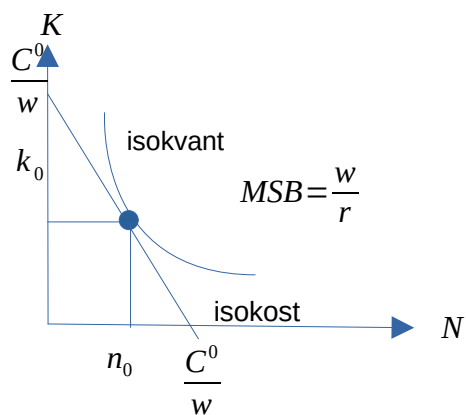
Kostnader uten faste kostnader



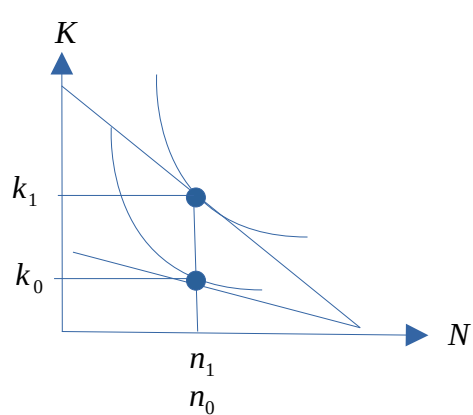
Kostnader med faste kostnader



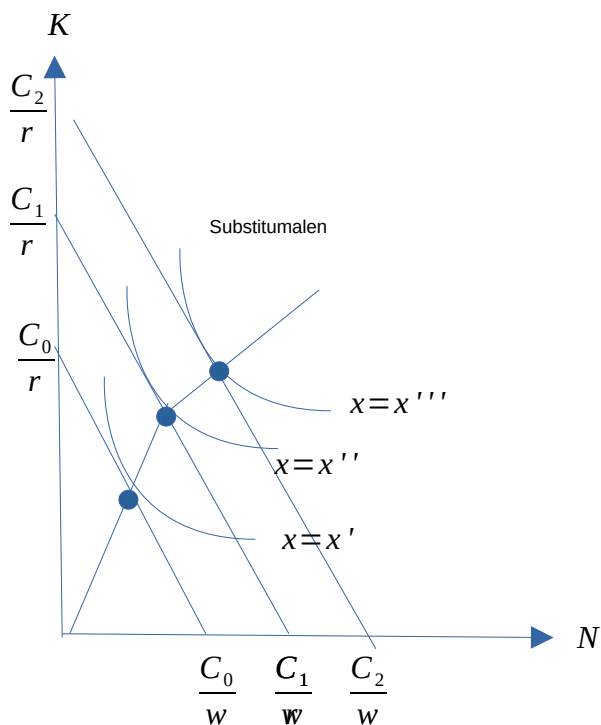
Kostnadsminimering (lang sikt) - Billigere arbeidskraft



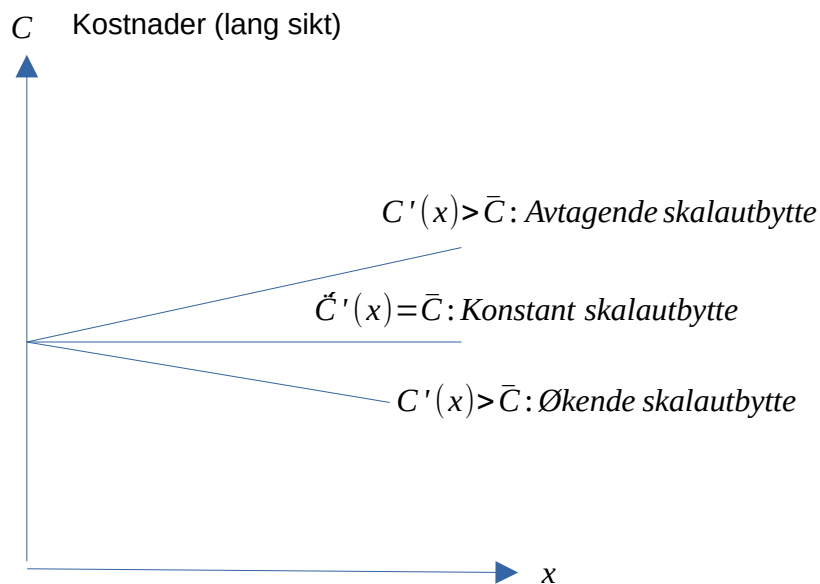
- Billigere kapital



Kostnadsminimering For et gitt budsjett

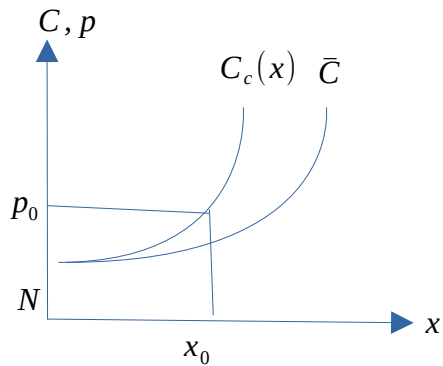


Kostnadsfunksjonen for ulike antagelser om skalaufbytte

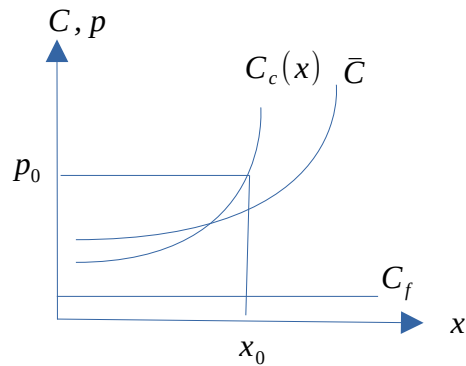


Produksjonsteori: Produsentens økonomiske adferd i gode- og arbeidsmarkedet

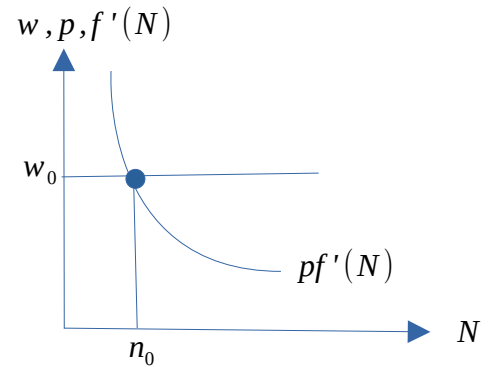
Produksjon (kort sikt) uten faste kostnader



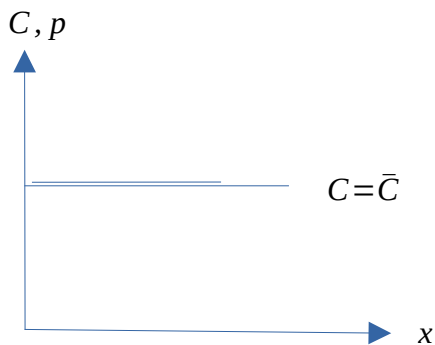
Produksjon (kort sikt) med faste kostnader



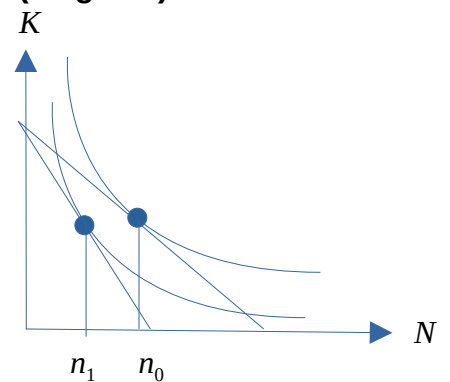
Bruk av arbeidskraft (kort sikt)



Produksjon (lang sikt), med konstant skalautbytte



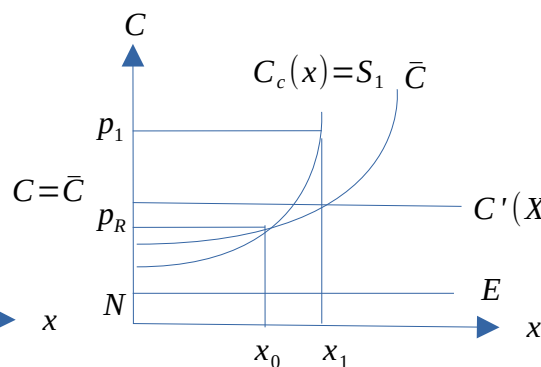
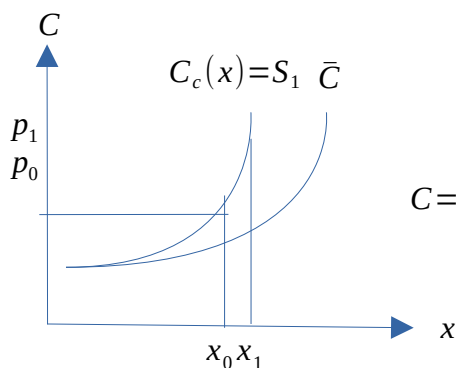
Bruk av arbeidskraft (lang sikt)



Tilbudsfunksjonen fra en produsent (kort og lang sikt)

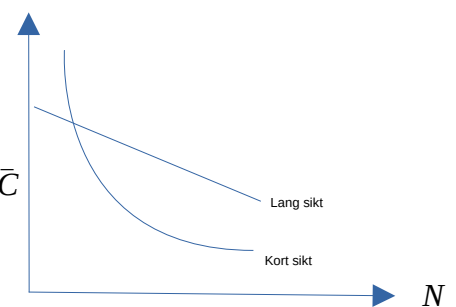
Uten faste kostnader

Med faste kostnader



Etterspørselsfunksjonen etter arbeidskraft fra en produsent (kort og lang sikt)

$w, p, f'(N)$



Konsumentteori: Konsumentens valg

Konsumenter: Gruppe av individer med samme preferanser

1. ⊙ *Determinitet*

Har at
Entener $A < B$
eller $B < A$
eller $A \sim B$

2. ⊙ *Ikke metning*

3. ⊙ *Transitivitet*

Gitt at $B < A$
og $C < B$
 $\rightarrow C < A$

De tre aksiomene gir oss:

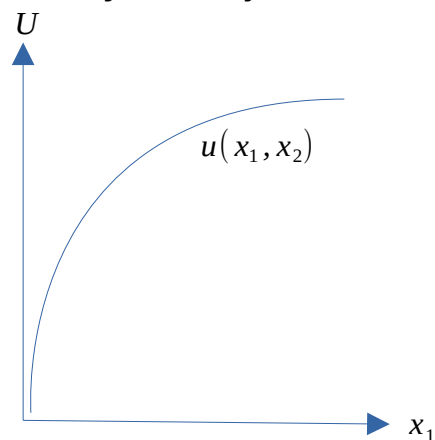
$$U = u(x_1, x_2)$$

Hvor vi antar at:

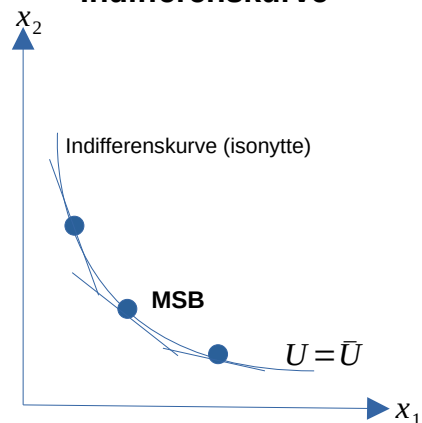
$$u'(x_1) > 0, u''(x_1) < 0$$

$$u'(x_2) > 0, u''(x_2) < 0$$

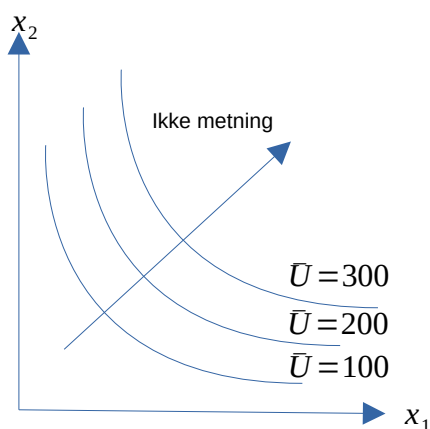
Nyttefunksjonen



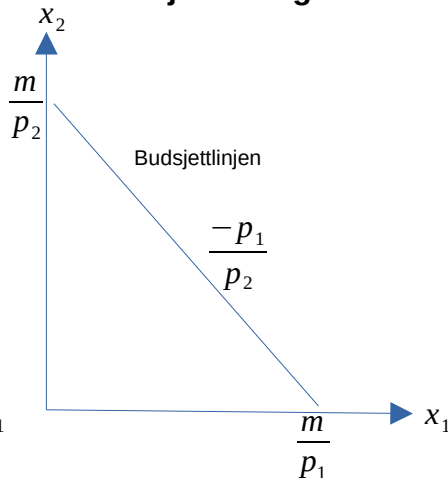
Indifferenskurve



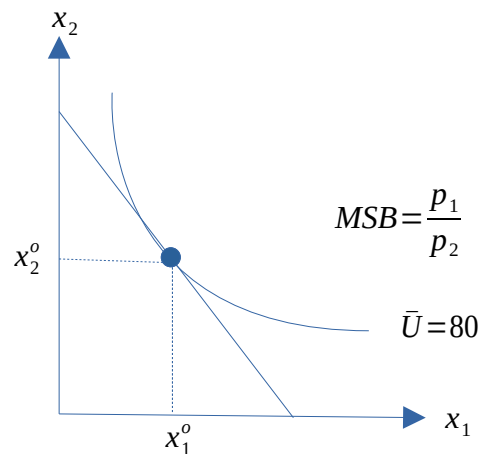
Indifferenskart



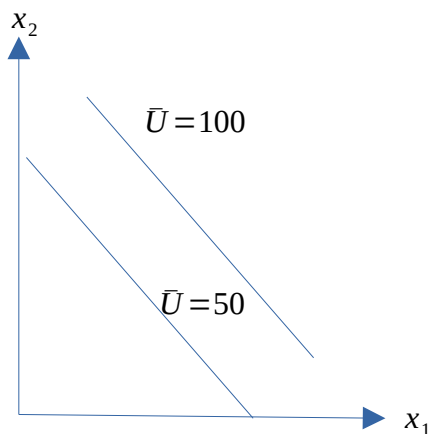
Budsjettbetingelsen



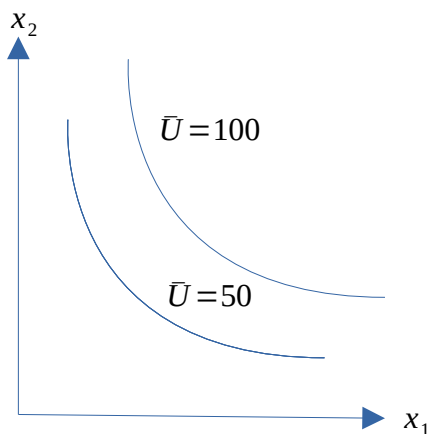
Optimal tilpasning



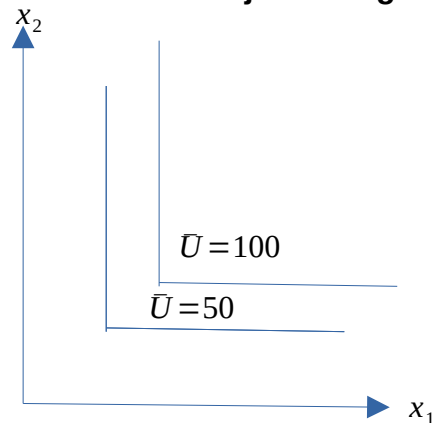
Perfekte substitusjonsmuligheter



Vanlige substitusjonsmuligheter

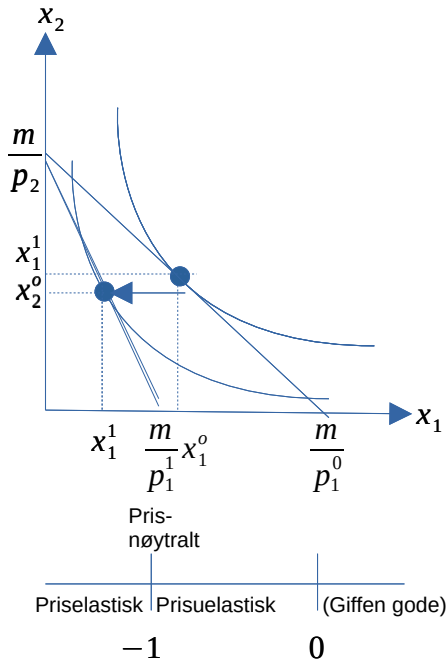


Ingen substitusjonsmuligheter

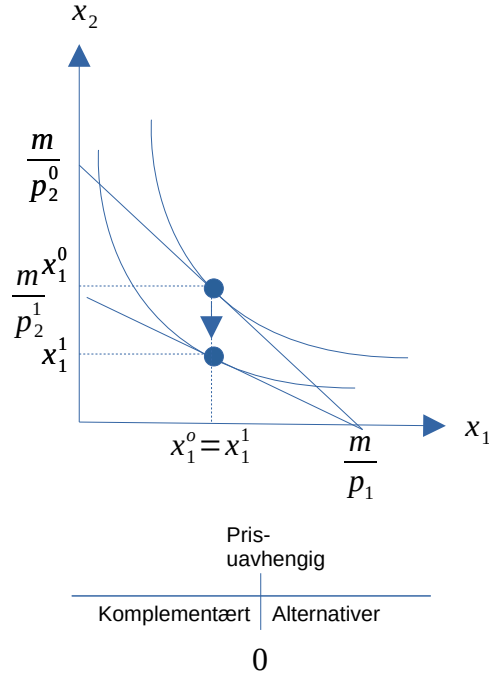


Konsumentteori: Konsumentens økonomiske adferd i gode- og arbeidsmarkedet

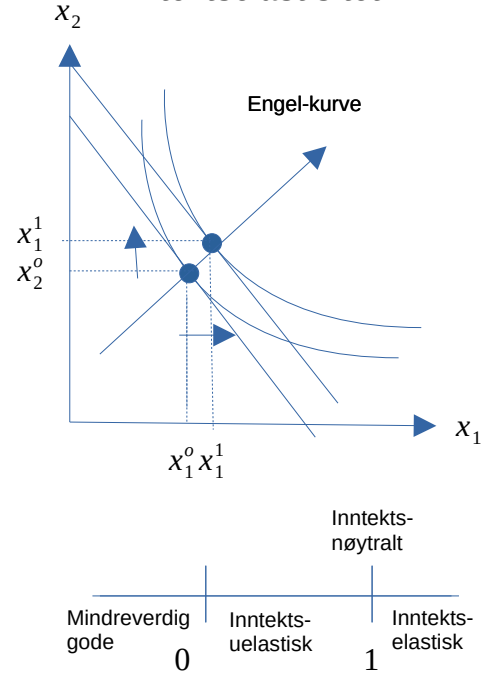
Egenpriselasitet



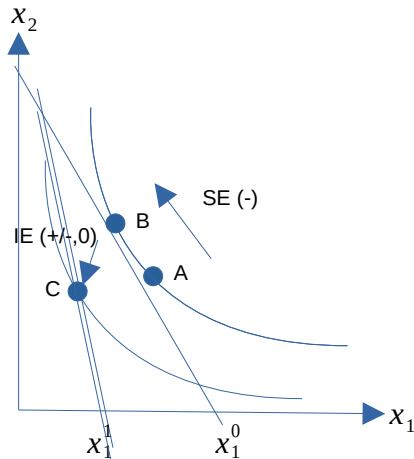
Krysspriselasitet



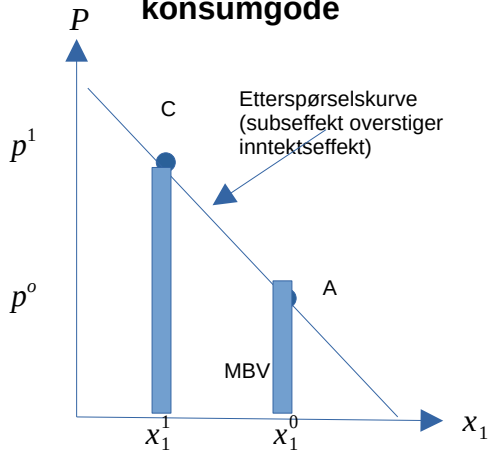
Inntektselasitet



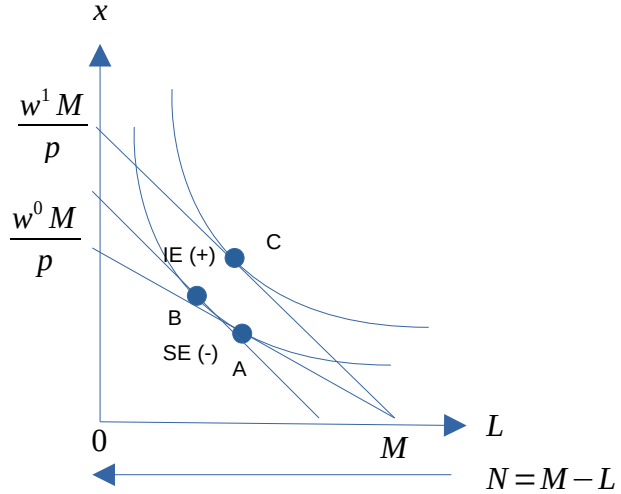
Utleddning av etterspørselskurven for gode 1



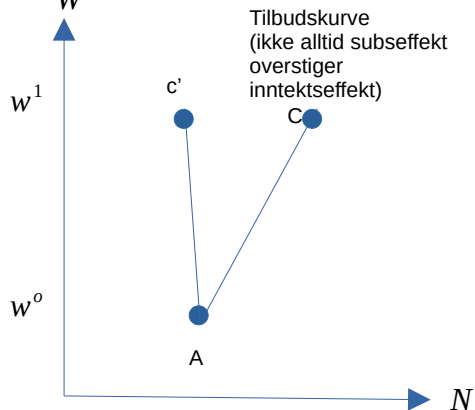
Etterspørsel av konsumgode



Utleddning av tilbudskurven for arbeidskraft



Tilbudet av arbeidskraft



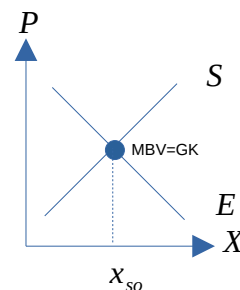
Fullkommen konkurranse

PLANLEGGING

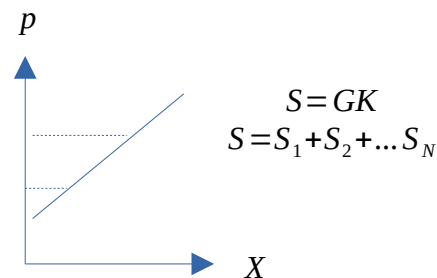
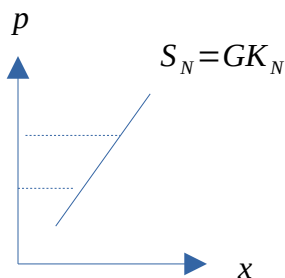
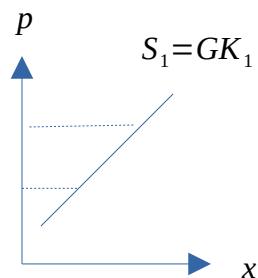
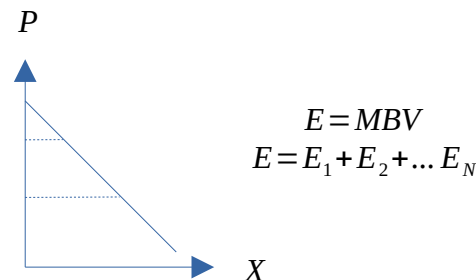
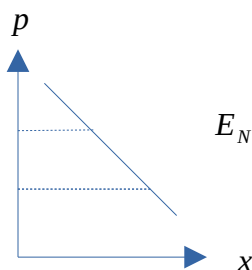
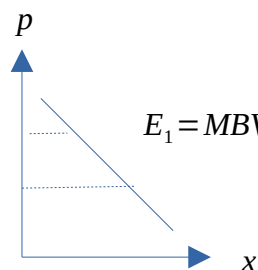
Produsent
 $GK = C'_v(X)$
 $VK = C_v(X)$

Konsument
 $MBV = B'(X)$
 $B = B(X)$
 $PO(X) = PX - C_v(X)$ $KO(X) = B(X) - PX$

Sosial planelegger
 Velferd = $SO = PO + KO$
 $SO = (PX - C_v(X)) + (B(X) - PX)$
 Maks SO mhp. X
 $P - C'_v(X) + B'(X) - P = 0$
 $C'_v(X) = B'(X)$
 $MBV = GK$

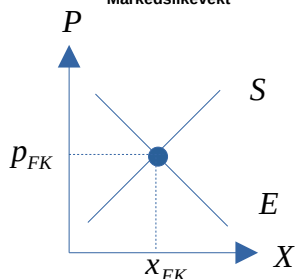


AGGREGERING



MARKEDET

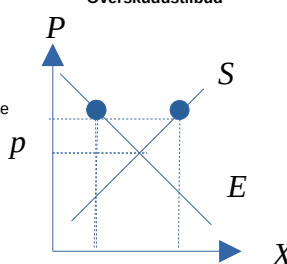
Markedslikevekt



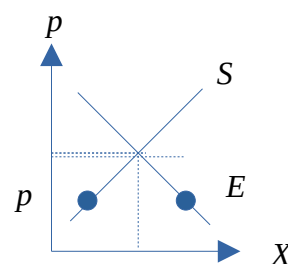
FORUTSETNINGER BAK FULKOMMEN KONKURRANSE

- 1) Mange aktører på både tilbuds- og etterspørselssiden
- 2) Prisen blir bestemt i et samspill mellom tilbydere og etterspørere
- 3) Homogene varer
- 4) Rasjonelle aktører: Maks nytte og profitt
- 5) Bruker all relevant informasjon
- 6) Ingen transaksjonskostnader

Overskuddstilbud

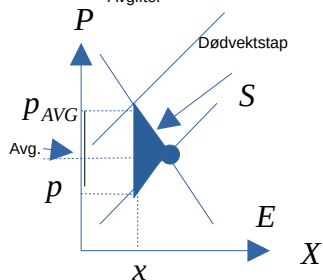


Overskuddsetterspørsel

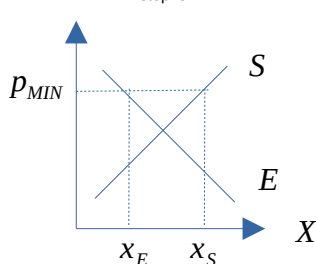


PRISREGULERING

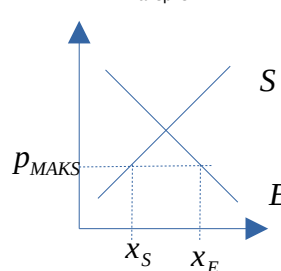
Avgifter



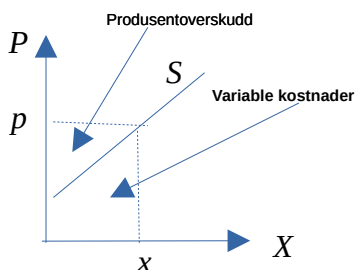
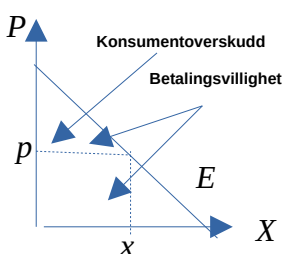
Minstepris



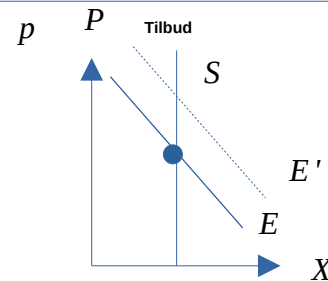
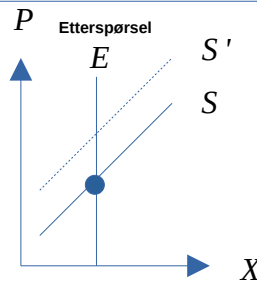
Makspris



OVERSKUDD



UELASTISK



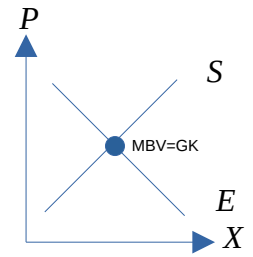
Monopol

PLANLEGGING

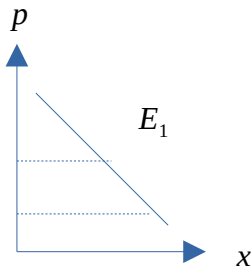
Produsent
 $GK = C'_v(X)$
 $VK = C_v(X)$

Konsument
 $MBV = B'(X)$
 $B = B(X)$
 $PO(X) = PX - C_v(X)$ $KO(X) = B(X) - PX$

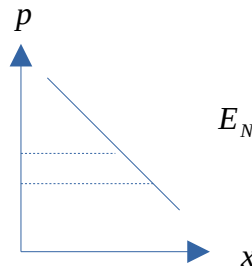
Sosial planelegger
Velferd $= SO = PO + KO$
 $SO = (PX - C_v(X)) + (B(X) - PX)$
Maks SO mhp. X
 $P - C'_v(x) + B'(X) - P = 0$
 $C'_v(x) = B'(X)$
 $MBV = GK$



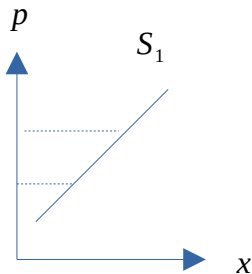
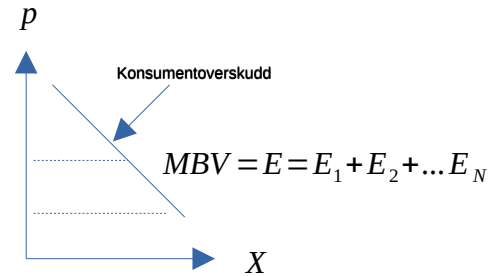
AGGREGERING



...



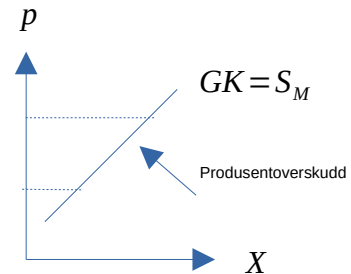
=



ETABLERINGSHINDRE

- Lover og regler
- Patenter og rettigheter
- Tilgang til råvarer
- Geografisk avstand og andre hindre
- Fallende enhetskostnader

=



Overskuddsetter spørsmål

INTUISJON

OPTIMAL TILPASNING

- Finne det produksjonsnivået som gir maksimal fortjeneste
- $R'(x)$ Endring i inntekt ved å produsere én enhet mer
 - Høyere omsetning (+)
 - Tidligere enheter blir solgt til en lavere pri
- $C'(x)$ Endring i kostnad ved å produsere en enhet mer

Optimal produksjon

FORMELT

$$R'(X) > C'(X)$$

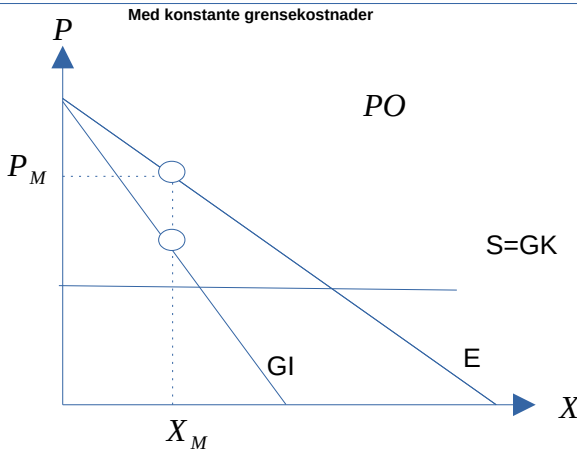
$$R'(X) < C'(X)$$

$$R'(X_M) = C'(X_M)$$

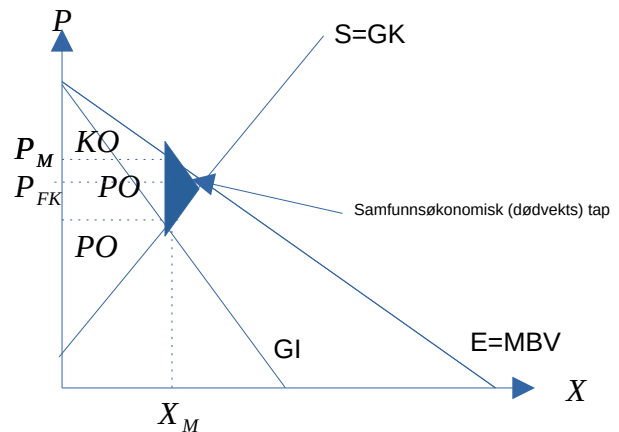
Lønner seg å øke produksjonen

Lønner seg å redusere produksjonen

GRAFISK



Med stigende grensekostnader (mer deltajert figur)



SAMMENL.

Fra fullkommen konkurranse til monopol

- Redusert SO (dødvaktstap)
- Omfordeling
 - Fra Konsument(KO)
 - Til Produsent (PO)

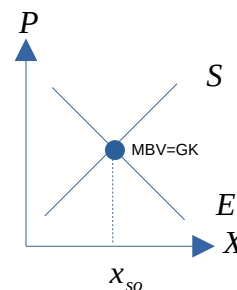
Ufullkommen konkurranse: Kartel, duopol, oligopol og monopolistiks konkurranse

PLANLEGGER

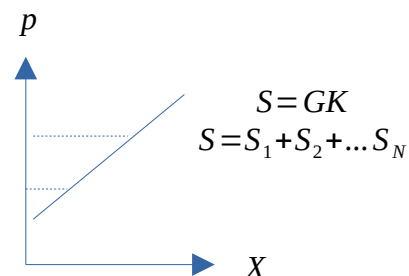
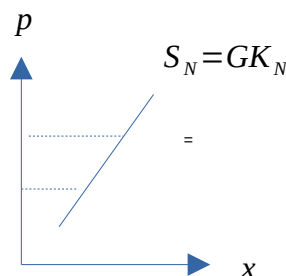
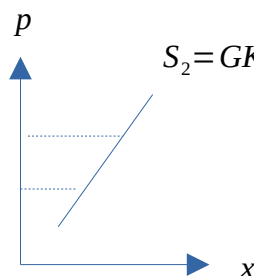
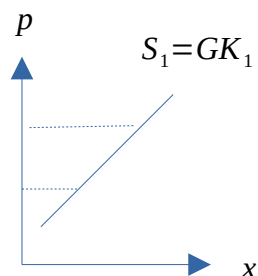
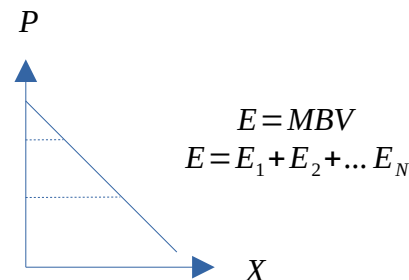
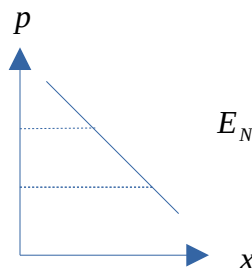
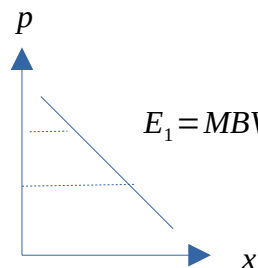
Produsent
 $GK = C'_v(X)$
 $VK = C_v(X)$

Konsument
 $MBV = B'(X)$
 $B = B(X)$
 $PO(X) = PX - C_v(X)$ $KO(X) = B(X) - PX$

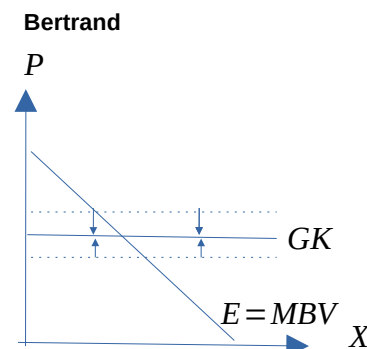
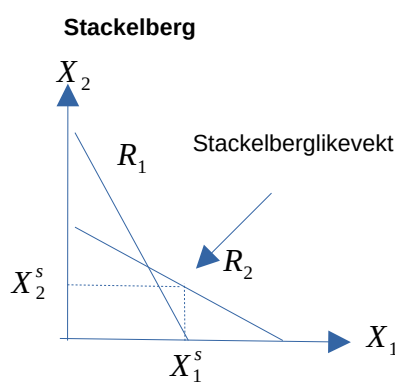
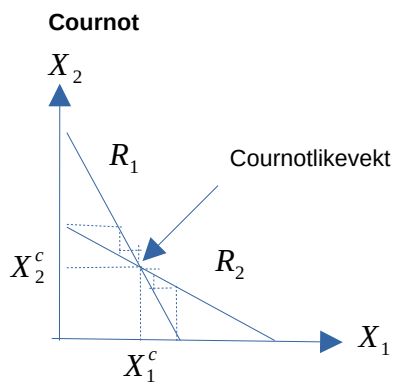
Sosial planelegger
 Velferd = $SO = PO + KO$
 $SO = (PX - C_v(X)) + (B(X) - PX)$
 Maks SO mhp. X
 $P - C'_v(x) + B'(X) - P = 0$
 $C'_v(x) = B'(X)$
 $MBV = GK$



AGGREGERING



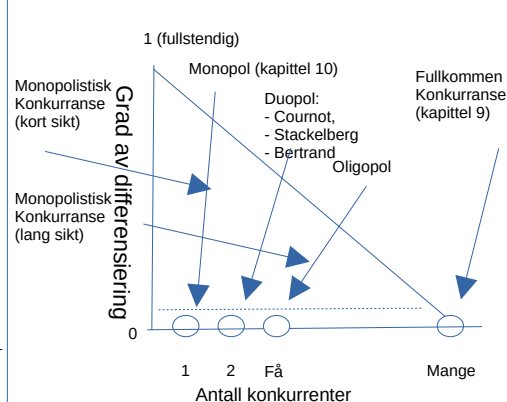
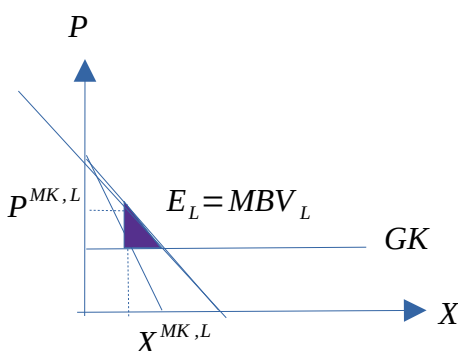
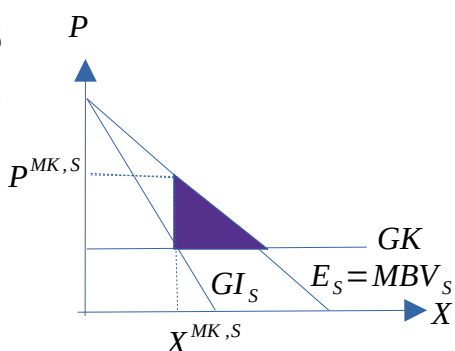
DUOPOL



Kort sikt

Lang sikt

MK
 OON
 OKU
 POR
 LIA
 NTS
 ISK



Ufullkommen konkurranse: Monopolistisk konkurranse

PLANLEGGER

Produsent
 $GK = C'_v(X)$

$VK = C_v(X)$

$PO(X) = PX - C_v(X)$

Konsument
 $MBV = B'(X)$

$B = B(X)$

$KO(X) = B(X) - PX$

Sosial planelegger

$Velferd = SO = PO + KO$

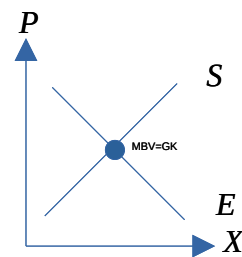
$SO = (PX - C_v(X)) + (B(X) - PX)$

Maks SO mhp. X

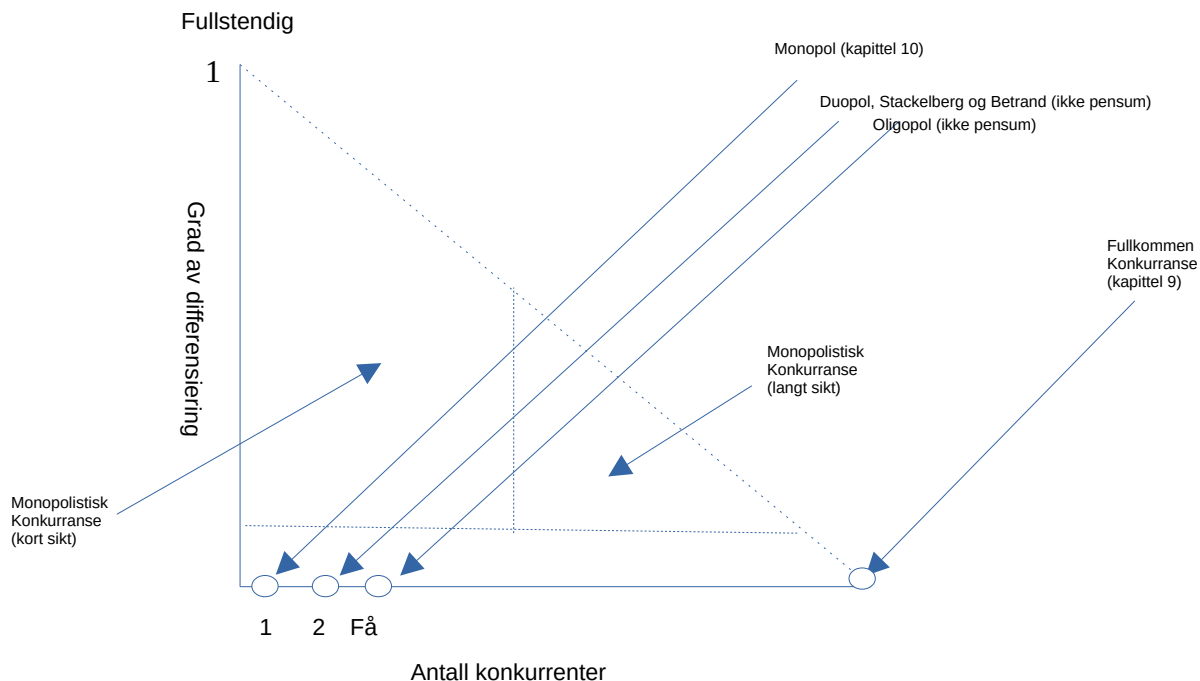
$P - C'_v(x) + B'(X) - P = 0$

$C'_v(x) = B'(X)$

$MBV = GK$



MARKEDSFORMER

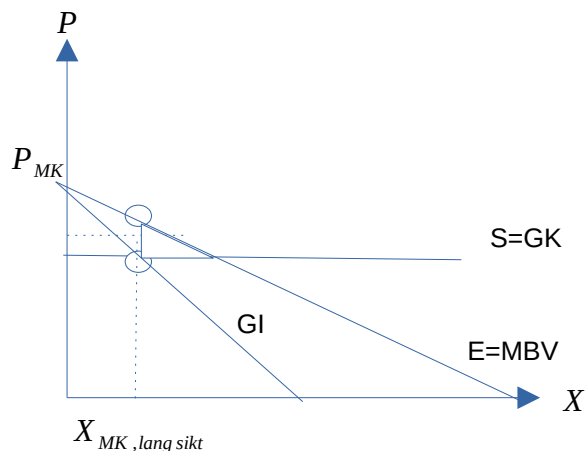
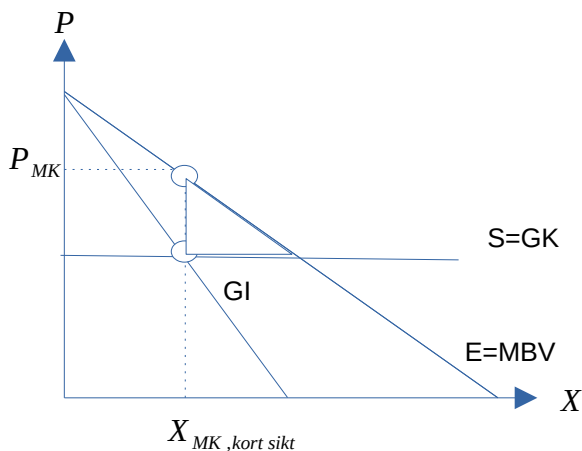


Kort sikt

Lang sikt

MONOPOLISTISK

KONKURRANSE



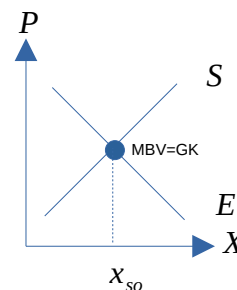
Ufullkommen konkurranse: Kartel, duopol, oligopol og monopolistiks konkurranse

PLANLEGGER

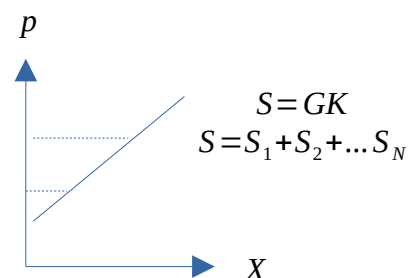
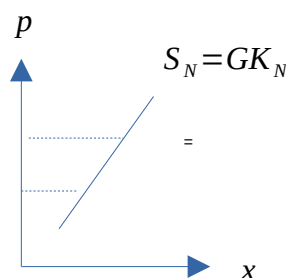
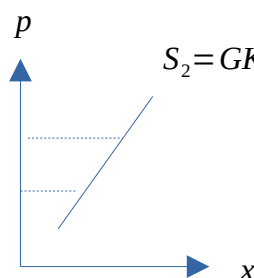
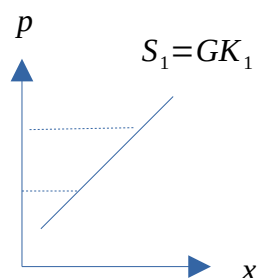
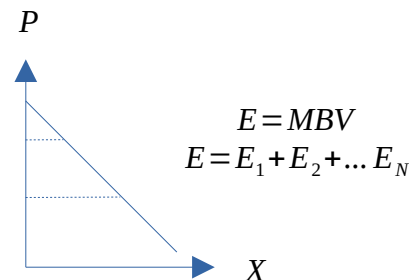
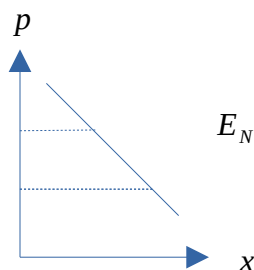
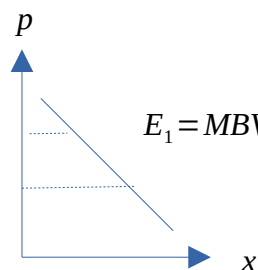
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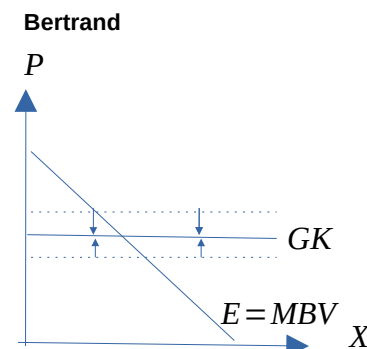
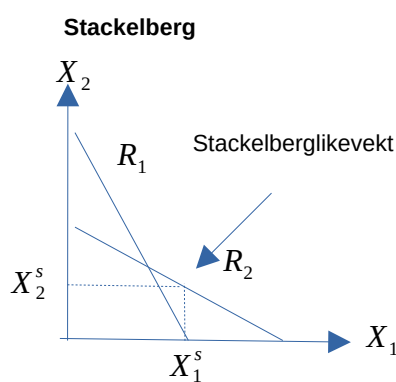
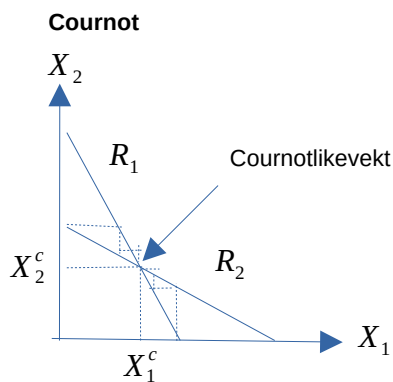
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AGGREGERING



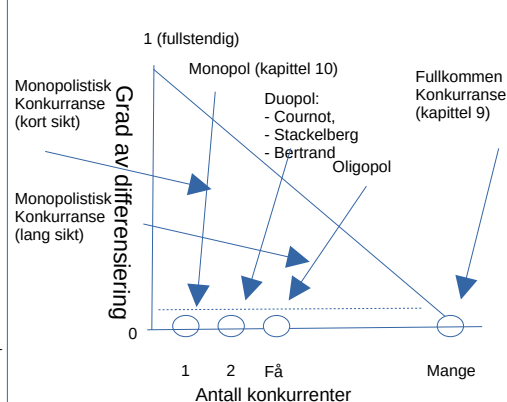
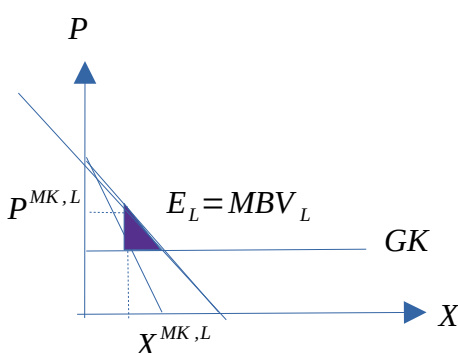
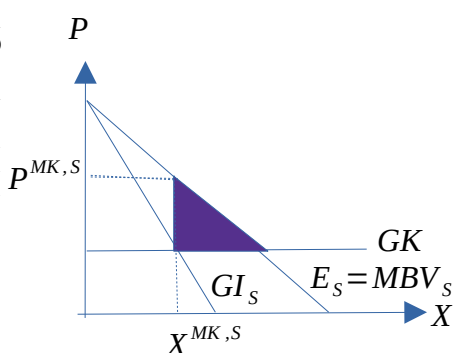
DUOPOL



Kort sikt

Lang sikt

MK
 OON
 OKU
 POR
 LIA
 NTS
 ISK



Prisdiskriminering

F
O
R
R
U
T
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E
T
N

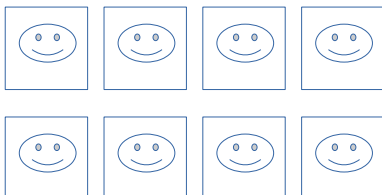
Vi har **prisdiskriminering** i et marked når en produsent har en fordel (dvs. kan få økt sin fortjeneste) ved å ta ulik pris til forskjellige etterspørreere.

- 1) - Forskjellige etterspørreere (eller gruppe av etterspørreere) må ha ulik marginal betalingsvillighet (MBV).
- 2) - Produsentene må mulighet til å **skille** de forskjellige etterspørreere fra hverandre.
- 3) - Videresalg mellom gruppene (dvs. fra konsumenter til konsumenter) er ikke mulig, alternativt kostbart å utføre.

Sorteringsmekanisme: Individuelle sortering

1.

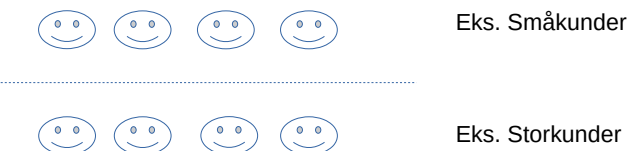
G
R
A
D
S



Sorteringsmekanisme: Selvsortering

2.

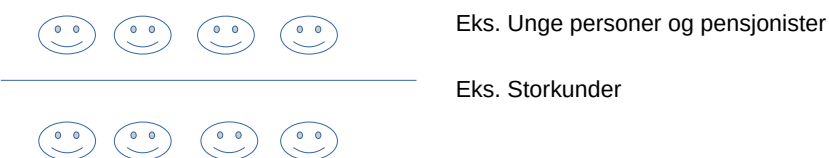
G
R
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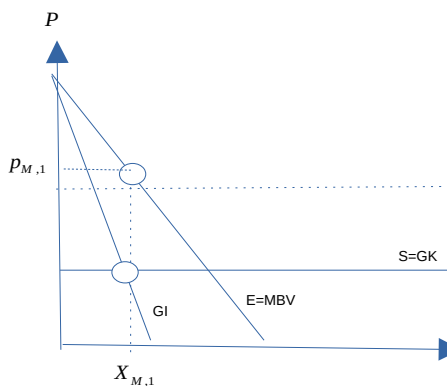
Sorteringsmekanisme: Separering

3.

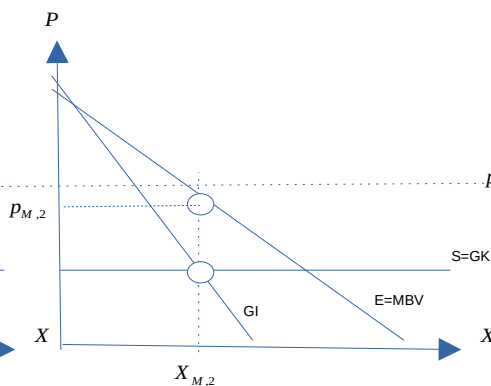
G
R
A
D
S



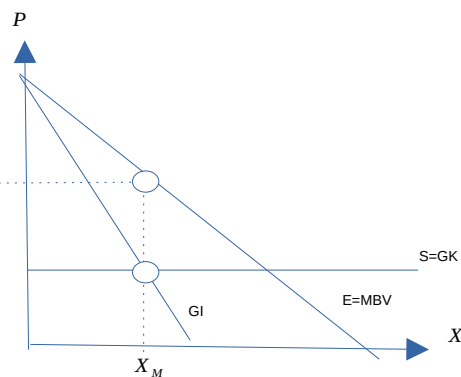
Segment 1:
Prisufølsomme etterspørreere



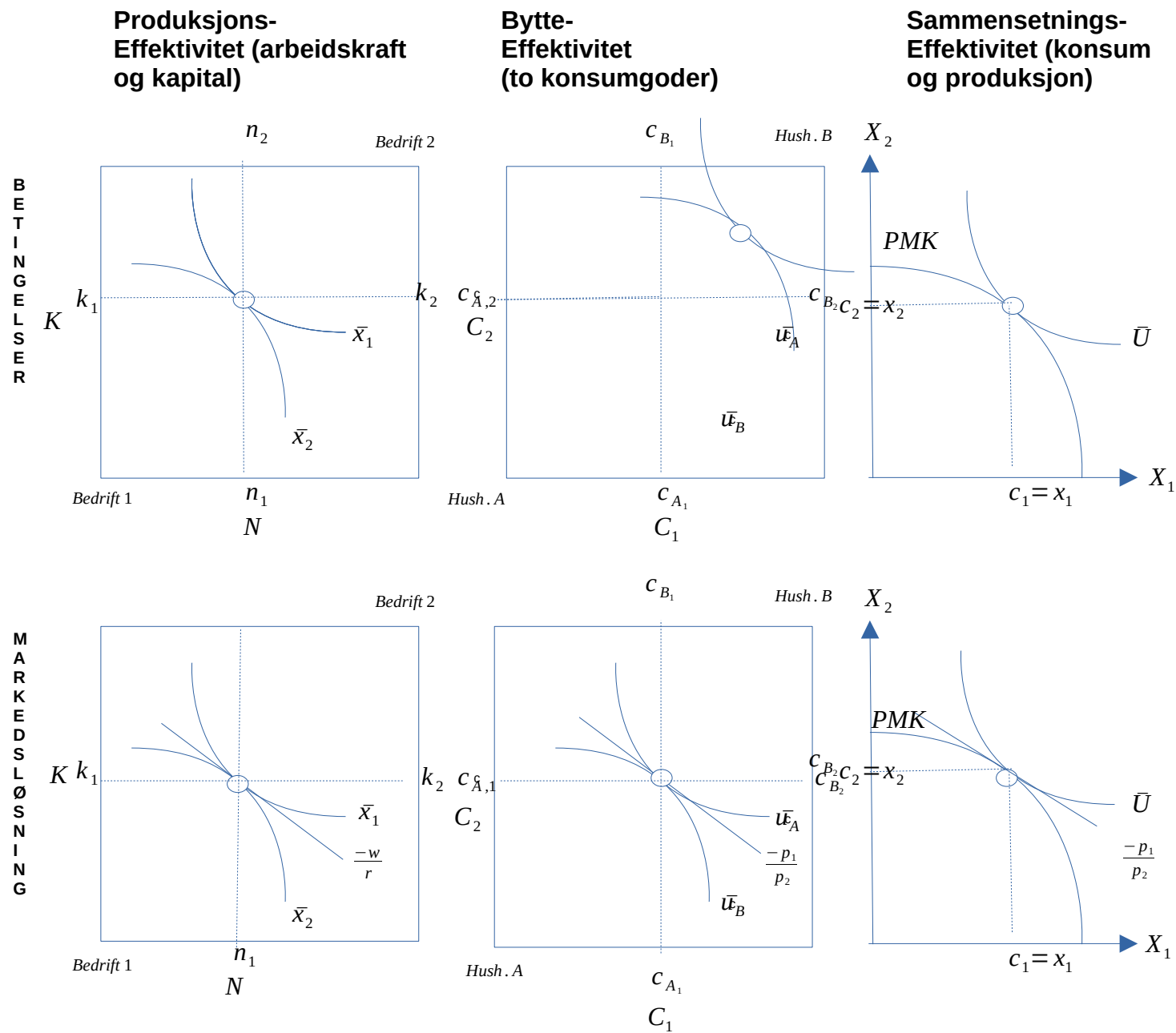
Segment 2:
Prisfølsomme etterspørreere



Monopolist (uten segmentering)



Effektivitet og velferd



MARKEDSLØSNING

Bedrift 1

Graph showing Market Equilibrium (MARKEDSLØSNING) for two firms (Bedrift 1 and Bedrift 2). The vertical axis is Capital (K) and the horizontal axis is Labor (N). Bedrift 1 has labor n_1 and capital k_1 . Bedrift 2 has labor n_2 and capital k_2 . The graph shows two isoquants, $\bar{x}_1$ and $\bar{x}_2$, and a ray from the origin passing through the point (n_1, k_1) . The ray is labeled $-\frac{w}{r}$.

Hush. A

Graph showing Market Equilibrium (MARKEDSLØSNING) for two households (Hush. A and Hush. B). The vertical axis is Good 2 (X_2) and the horizontal axis is Good 1 (X_1). Hush. A has consumption bundle (c_{A1}, c_{A2}) and indifference curve $\bar{u}_A$. Hush. B has consumption bundle (c_{B1}, c_{B2}) and indifference curve $\bar{u}_B$. The graph shows a ray from the origin passing through the point (c_{A1}, c_{A2}) . The ray is labeled $-\frac{p_1}{p_2}$.

PMK

Graph showing Market Equilibrium (MARKEDSLØSNING) for the economy. The vertical axis is Good 2 (X_2) and the horizontal axis is Good 1 (X_1). The graph shows a ray from the origin passing through the point (c_1, c_2) , which is the aggregate consumption bundle. The ray is labeled PMK (Price-Marginal Rate of Transformation).

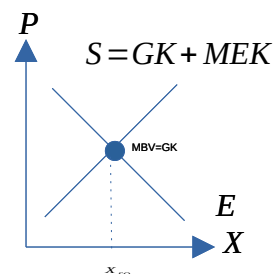
Markedssvikt og offentlige virkemiddelbruk

PLANLEGGER

Produsent
 $GK = C'_v(X)$
 $VK = C_v(X)$
 $PO(X) = PX - C_v(X)$

Konsument
 $MBV = B'(X)$
 $B = B(X)$
 $KO(X) = B(X) - PX$

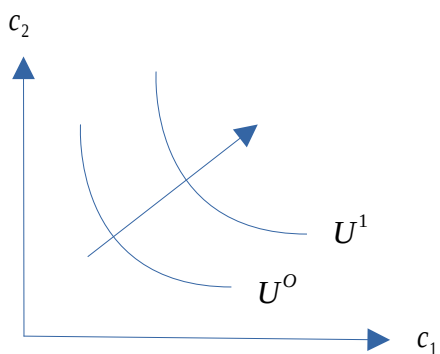
Sosial planelegger
 $Velferd = SO = PO + KO$
 $SO = (PX - C_v(X)) + (B(X) - PX) - E(X)$
Maks SO mhp. X
 $P - C'_v(x) + B'(X) - P - E'(X) = 0$
 $C'_v(x) + E'(X) = B'(X)$
 $MBV = GK + MEK$



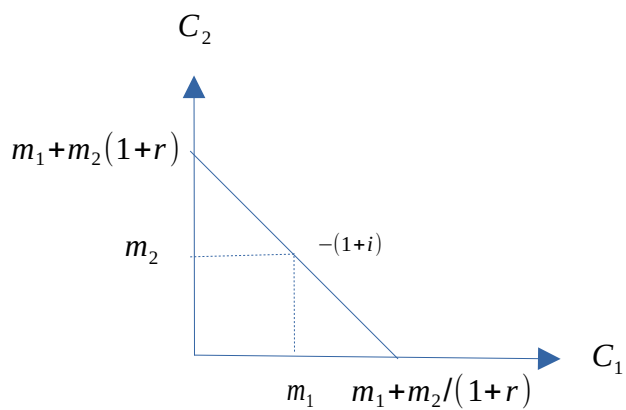
	Markedsmakt	Eksterne virkninger	Andre tilfeller
Markedssvikt		Eksternaliteter: Er bivirkninger av andres konsum eller produksjon som den som forårsaker bivirkninger ikke tar hensyn til når man skal fatte beslutningen om hvor mye man skal produsere eller konsumere.	Kollektive goder: - Ikke rivaliserende - Ikke ekskluderende Formyndergoder: - Merit goods - Merit bads Ufullstendig informasjon - Assymterisk informasjon - Ufullstendig informasjon tilknyttet Godens beslutningsgrunnlag
Løsninger	• Lover og regler • Institusjoner og tilsyn • Andre tiltak som sikrer konkurranse	Avgifter og subsidider Direkte reguleringer: Kvoter	Kollektive goder - Offentlige bør produsere inntil Summan av mbv er lik grensekostnad Formyndergoder - Økt skatt eller redusert skatt Ufullstendig informasjon - Offentlige kan forbedre informasjonsgrunnlaget

Optimal tilpasning over tid

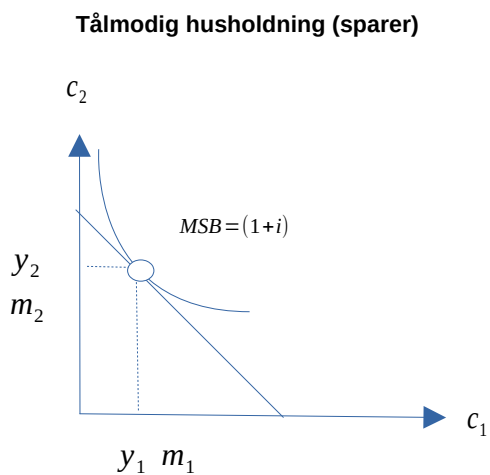
Indifferenskart



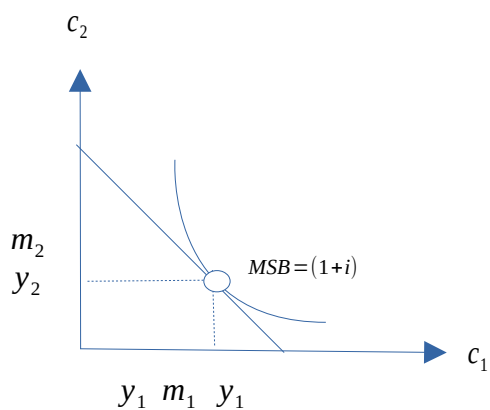
Budsjettbetingelsen



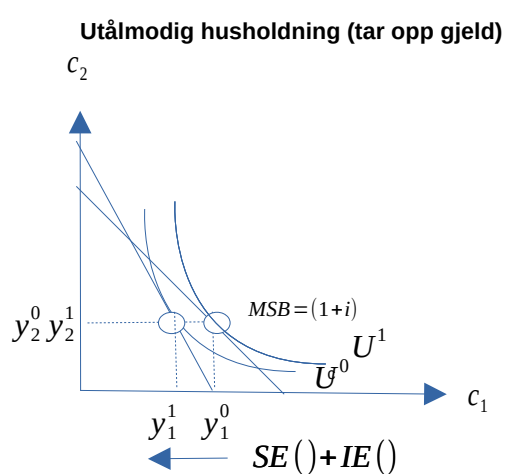
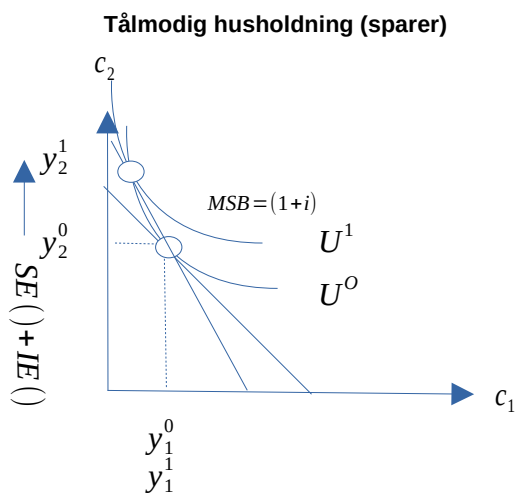
Optimal tilpasning



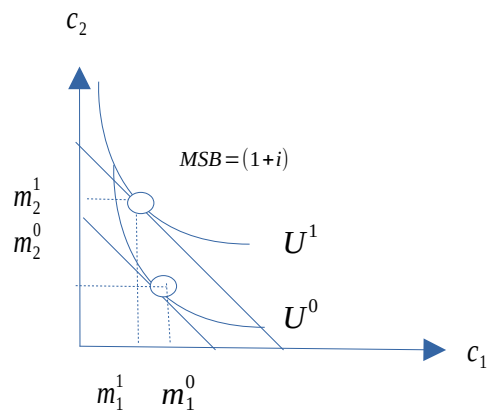
Utålmodig husholdning (tar opp gjeld)



Rentekning



For periode 1



For periode 2

