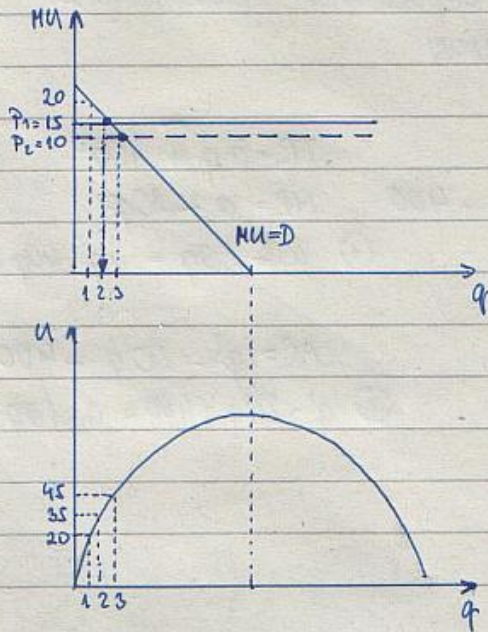


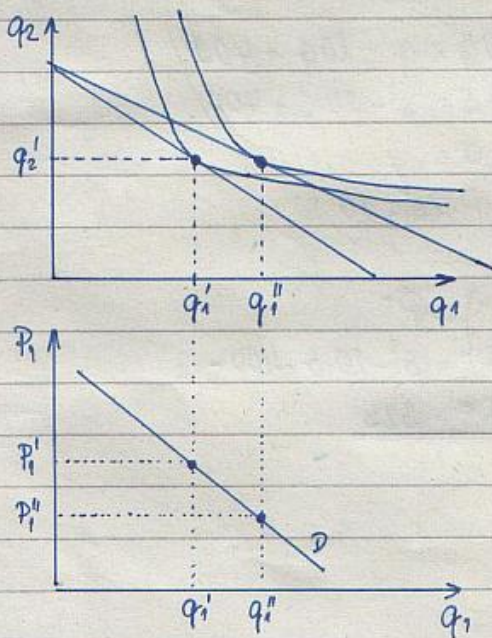
# OBEČNÁ EKONOMIE I.

2004-12-13

Odvození poptávky z kardinalistické verze konie užitku:



Odvození poptávky z ordinalistické verze konie užitku:



$$I = P_1 \cdot q_1 + P_2 \cdot q_2$$

$$I: P_1', P_2' \Rightarrow q_1', q_2'$$

$$P_1'' < P_1'$$



## MONOPOLISTICKÁ KONKURENCE

●  $P = a - 10q$   
 $C = q^3 - 20q^2 + 400q$

→ poptávka klesající ⇒ NEDOKONALÁ KONKURENCE  
 DLOUHÉ OBDOBÍ

$q^*, P^*, \pi^*$

$MR = MC$

$MC = 3q^2 - 40q + 400$

$TR = a \cdot q - 10q^2$

$MR = a - 20q$

①  $a - 20q = 3q^2 - 40q + 400$

$AR = AC$

$AC = q^2 - 20q + 400$

②  $q^2 - 20q + 400 = a - 10q$

①  $a - 20q = 3q^2 - 40q + 400 \quad | : (-1)$

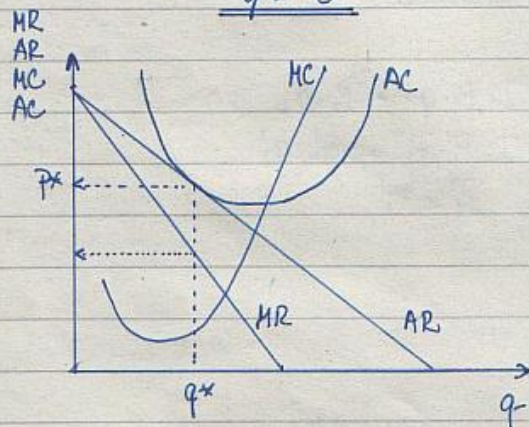
②  $a - 10q = q^2 - 20q + 400$

$-10q = 2q^2 - 20q$

$0 = 2q^2 - 10q$

$0 = 2q(q - 5)$

$q = 5$



$a - 10q = q^2 - 20q + 400$

$a - 10 \cdot 5 = 5^2 - 20 \cdot 5 + 400$

$a = \dots$

$P = a - 10 \cdot 5$

$AC(q^*) = P^*$

$P^* = 5^2 - 20 \cdot 5 + 400 = \dots$

$P^* = 325$

●  $MR = 100 - \frac{1}{2}q$

$MC = 3q^2 - \frac{43}{2}q + 118$

$FC = 10$



$$MR=MC \Rightarrow 100 - \frac{1}{2}q = 3q^2 - \frac{43}{2}q + 118$$

maximalizaci zisku

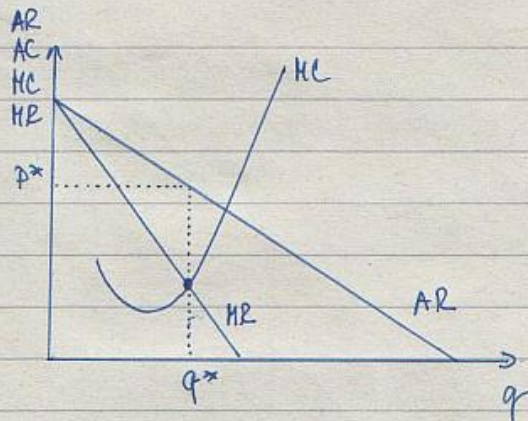
$$0 = 3q^2 - 21q + 18$$

$$0 = q^2 - 7q + 6$$

$$0 = (q-6)(q-1)$$

$$Q_1^* = 6$$

$$Q_2 = 1$$



$$TR = \int_0^q [100 - \frac{1}{2}q] dy = 100q - \frac{1}{4}q^2$$

$$AR = \frac{TR}{q} = \frac{100q - \frac{1}{4}q^2}{q} = 100 - \frac{1}{4}q$$

$$P = 100 - \frac{1}{4} \cdot 6 = 98,5$$

$$TR = P \cdot Q = 98,5 \cdot 6 = 591$$

$$VC = Q^3 - 43 \cdot \frac{1}{4}Q^2 + 118Q$$

$$VC = 6^3 - 43 \cdot \frac{1}{4} \cdot 6^2 + 118 \cdot 6 = 534$$

$$\pi = TR - VC - FC$$

$$\pi = 591 - 534 - 10$$

## MONOPOL:

$$\bullet TC = 7Q^2 - 28Q + 32$$

$$P = 12 - 3Q$$

$$Q^*; P^*; \pi^*$$

$$MR = MC$$

$$TR = P \cdot Q = 12Q - 3Q^2$$

$$MR = 12 - 6Q$$

$$12 - 6Q = 14Q - 28$$

$$12 - 28 = 14Q + 6Q$$

$$40 = 20Q$$

$$Q = 2$$

$$P = 12 - 3 \cdot 2 = 6$$

$$\pi = 6 \cdot 2 - (7 \cdot 4 - 56 + 32)$$