

應用資訊系統→學生輔導(chy@isu.葉兆輝0932460254)

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1. $P=MC$ 和 $MR=MC$ 不都是利潤最大時的產量？

這兩個式子有什麼差別啊？

我看書上寫說 $P=MC$ 時也是社會福利最大時，

但利潤最大和社會福利最大不是互相衝突嗎？

ANSWER

經濟學上最理想的市場是完全競爭市場因為不會浪費多餘資源

那..《完全競爭市場》和《非完全競爭市場》的最佳產量條件都是 $MR = MC$

可是《完全競爭市場》圖形跟《非完全競爭市場》圖形卻差很多呢!!!!

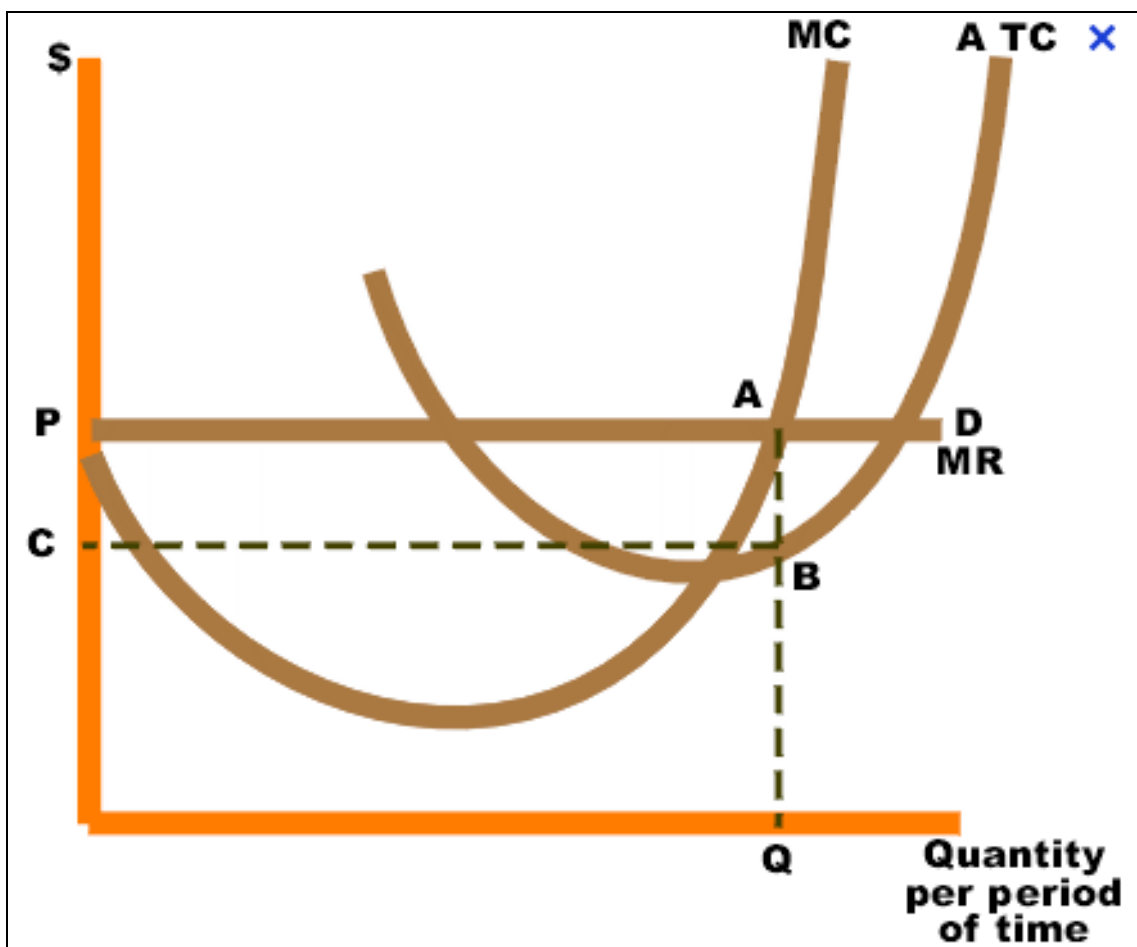
因為《完全競爭市場》的最適產量條件是 $P = AR = MR = MC$

另《非完全競爭市場》是 $P = AR > MR = MC$

所以嚕~~~~要達到社會福利最大必須是完全競爭市場，就算非完全競爭市場達到 $MR = MC$ 也無法達到社會福利最大!!
懂嗎^^

而只有完全競爭市場才能達到 $P = MC$ 這個條件~~不然另一個不管你怎換P永遠大於MC阿^^~

《完全競爭市場》的最適產量條件是 $P = AR = MR = MC$



Yes, in perfect competition MR will be constant, and equal to average revenue and price. But profit-maximisation by equating MC to MR isn't specific to perfect competition, it's more general than that.

Yeah, but it's just easier to think about MR being constant while the MC cost curve shifts around. That way there's only one real variable, the MC.

The thing about perfect competition is that there are supposed to be no barriers to entry or exit. So let's say Firm A decides to up the price of widgets a little, in order to make more of a profit. Thus, they are setting $P = MR > MC$. This is what a monopolist does, and, indeed, monopolists can make extra profit by doing this.

But because of perfect competition, as soon as Firm A does that, some guy will come along and say, "Hey, I can undercut Firm A's price!" So they make some widgets and sell them for some other price $P' < p$. since they're making the same stuff and selling it for less, this will lower the price to p' , and firm a will have to keep up by setting their price for p' .

It is clear that as long as the market price is greater than the marginal cost, some guy can always come along and undercut

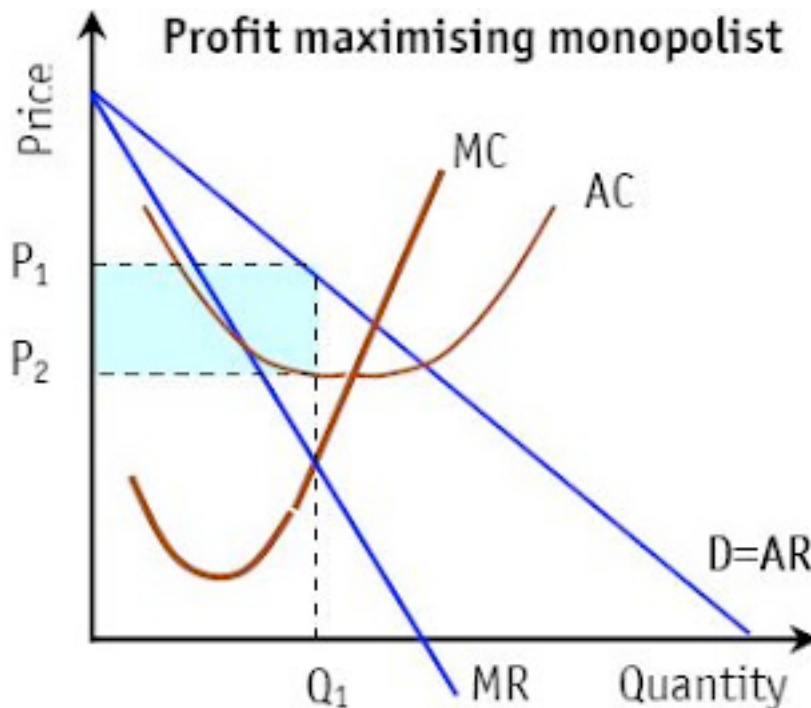
the price. So as long as firms can do this without facing large costs of entry, MR will equal MC.

Sorry; rather, a monopolist producer would like to price the good *so as to achieve the point of minimal average cost*, thus resulting in $MR > MC$. But in perfect competition, because of free entry, the producer doesn't get to set the price.

完全競爭市場

《 非完全競爭市場 》 是 $P = AR > MR = MC$

Unit 3: Different objectives other than $MC=MR$



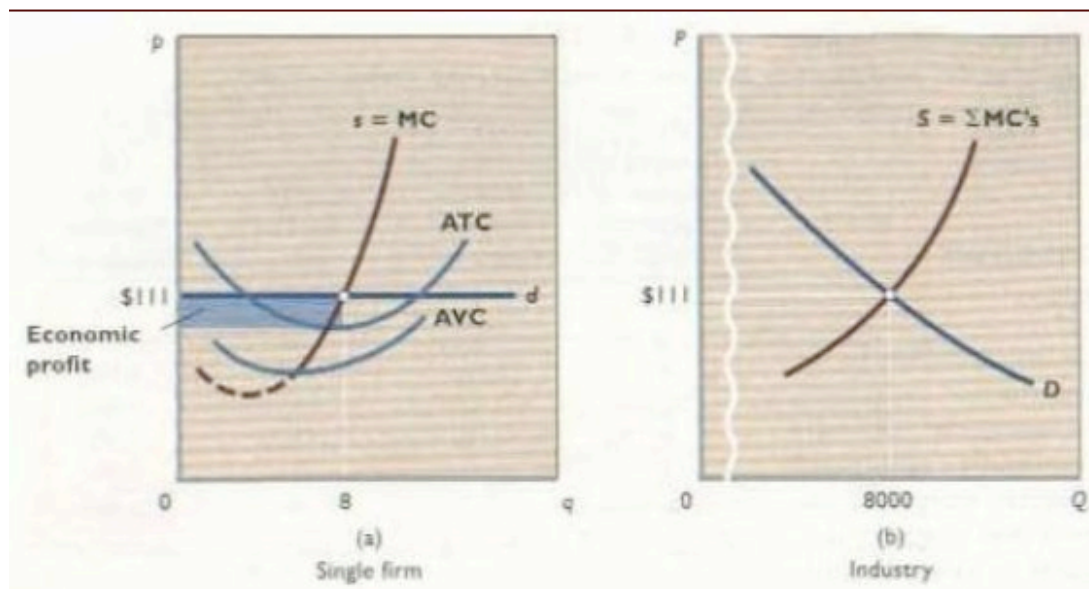
The standard theory of the firm assumes that businesses have enough information, market power and motivation to set prices that maximise profits ($MC = MR$). But this assumption is now criticised by economists who have studied the organisation and objectives of modern-day corporations. Not only do most businesses frequently move away from pure profit seeking behaviour, many are not organised and set up in a way where profit is not the only objective.

There will always be a range of business objectives:

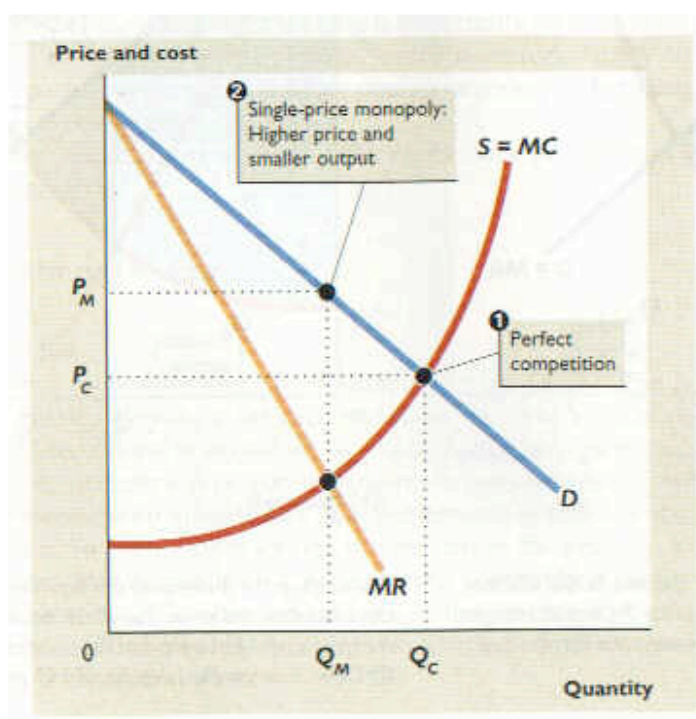
1. Profit maximisation
2. Revenue maximisation
3. Increasing and protecting market share
4. Surviving an economic downturn
5. Pursuing ethical business objectives
6. Providing a public service

So why don't firms profit maximise?

《 非完全競爭市場 》 是 $P = AR > MR = MC$



McConnell & Brue, Economics



Bade & Parkin, Foundations of Microeconomics