

0. FORME di MERCATO

CAP 7 MONOPOLIO \rightarrow 1 solo
VENDITORE

\rightarrow CONC. MONOP \Rightarrow |
DIFFEREN
ZIATO

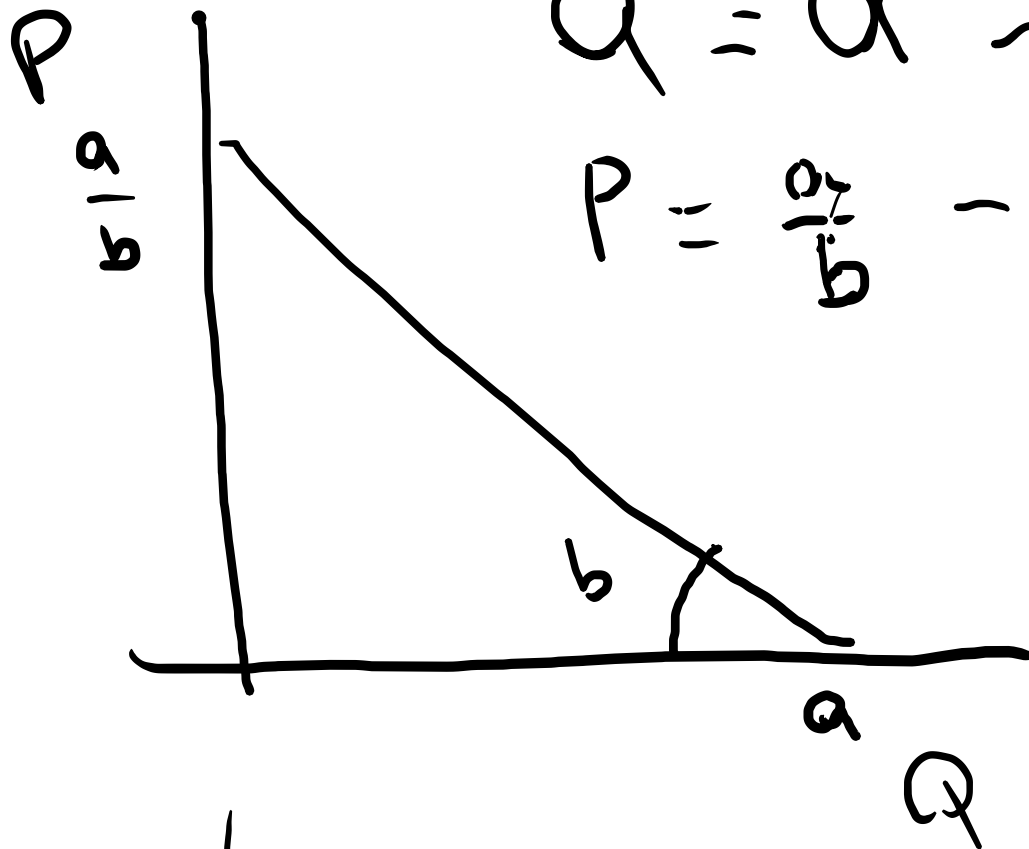
CAP 8 CONC. PERFETTA

AOTL

1 DOMANDA

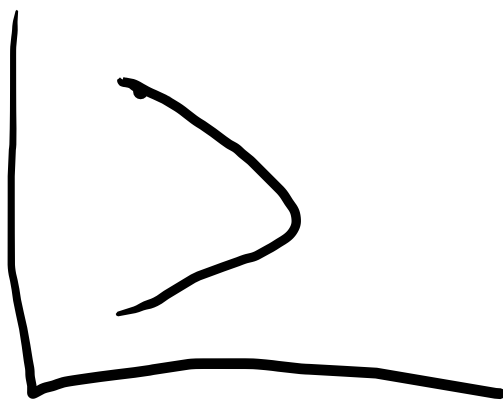


WTP



$$Q = a - bP$$

$$P = \frac{a}{b} - \frac{1}{b}Q$$

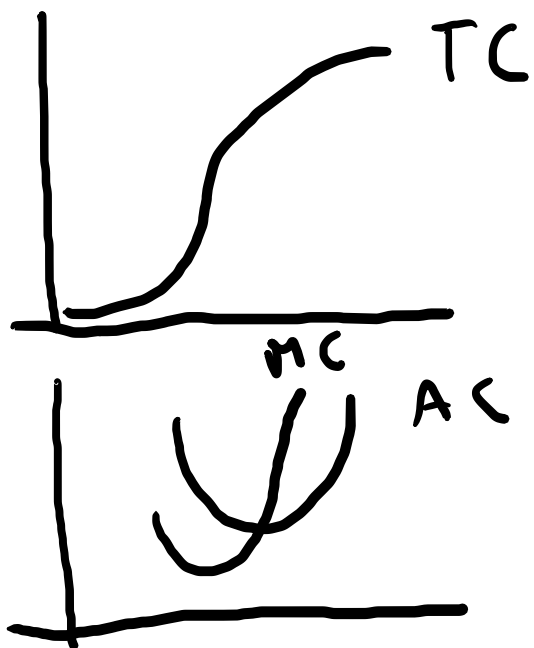


2 COSTI

FISSI vs VARIABILI

COSTO OPPORTUNITÀ del K

"
" profitto "normale" un economico



$$MC > AC$$

$$AC \uparrow$$

$$MC < AC$$

$$AC \downarrow$$

$$AC = \frac{TC}{Q}$$

$$MC = \frac{dTC}{dQ}$$

$$TC = Q^2 \quad \uparrow \quad M$$

$$AC = \frac{Q^2}{Q} = Q$$

$$MC = 2Q$$

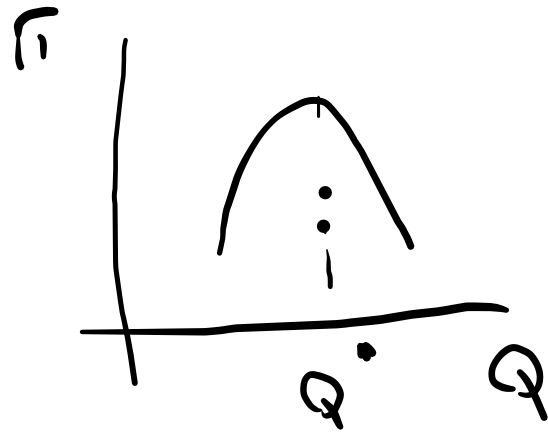
③ PROFITTO

$$\hat{\pi} = P Q - TC(Q)$$

$$\text{s.t. } P, Q \in P(Q)$$

$$\hat{\pi} = P(Q) Q - TC(Q)$$

$$\text{FOC} \quad \frac{d\pi}{dQ} = 0 \Rightarrow \frac{dTR}{dQ} - \frac{dTC}{dQ} \Rightarrow \text{MR} = \text{MC}$$



* $\frac{d\pi}{dQ} = 0 \Rightarrow$ MC minimo
MR del bene

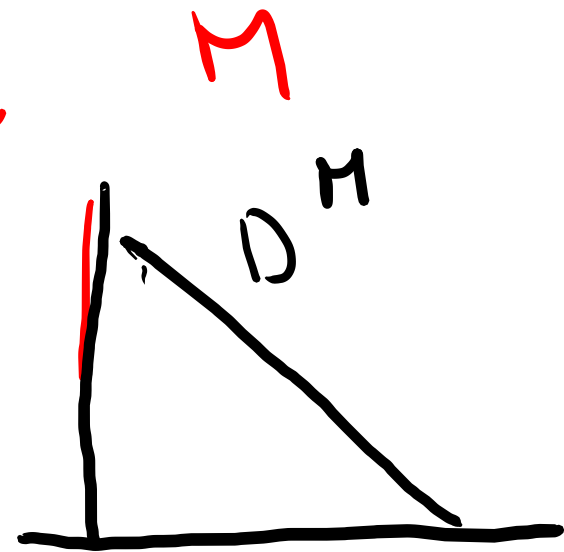
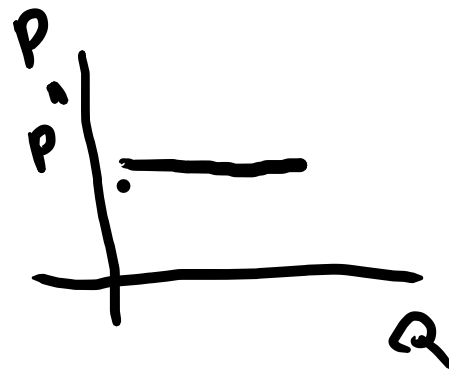
* $\pi < 0$ è possibile

$$\text{MR} = \text{MC}$$

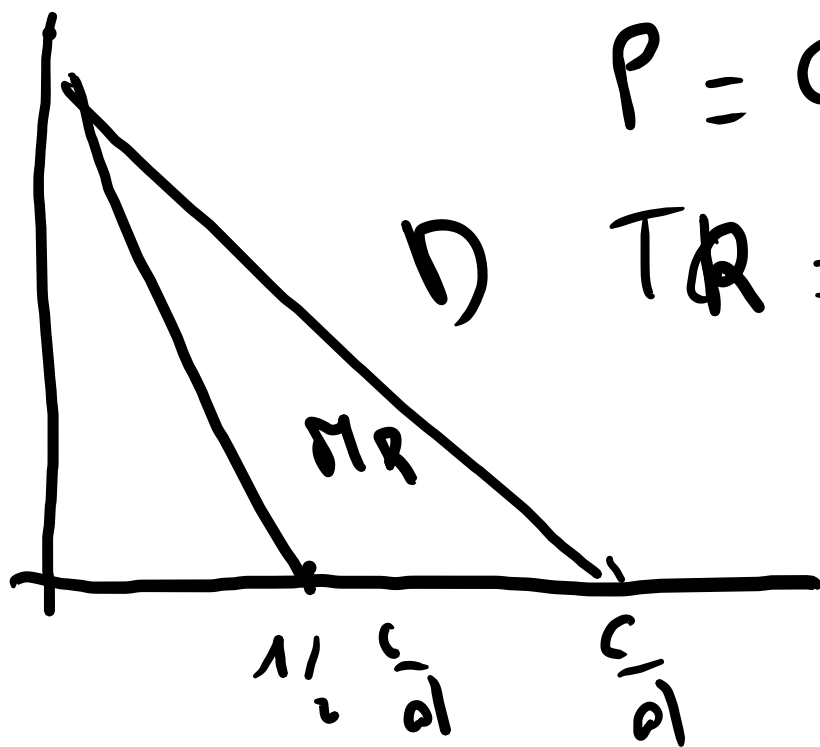
④ RICAUDO MARGINALE

$$\frac{dTR}{dQ} = \frac{dP(Q)Q}{dQ} = \underbrace{\frac{dP}{dQ} Q + P}$$

$$MR_{\text{conc}} = P$$



⑤ RICAVO MARG. con D LINEARE (M)



$$P = c - dQ$$

$$D) TR = (c - dQ)Q = cQ - dQ^2$$

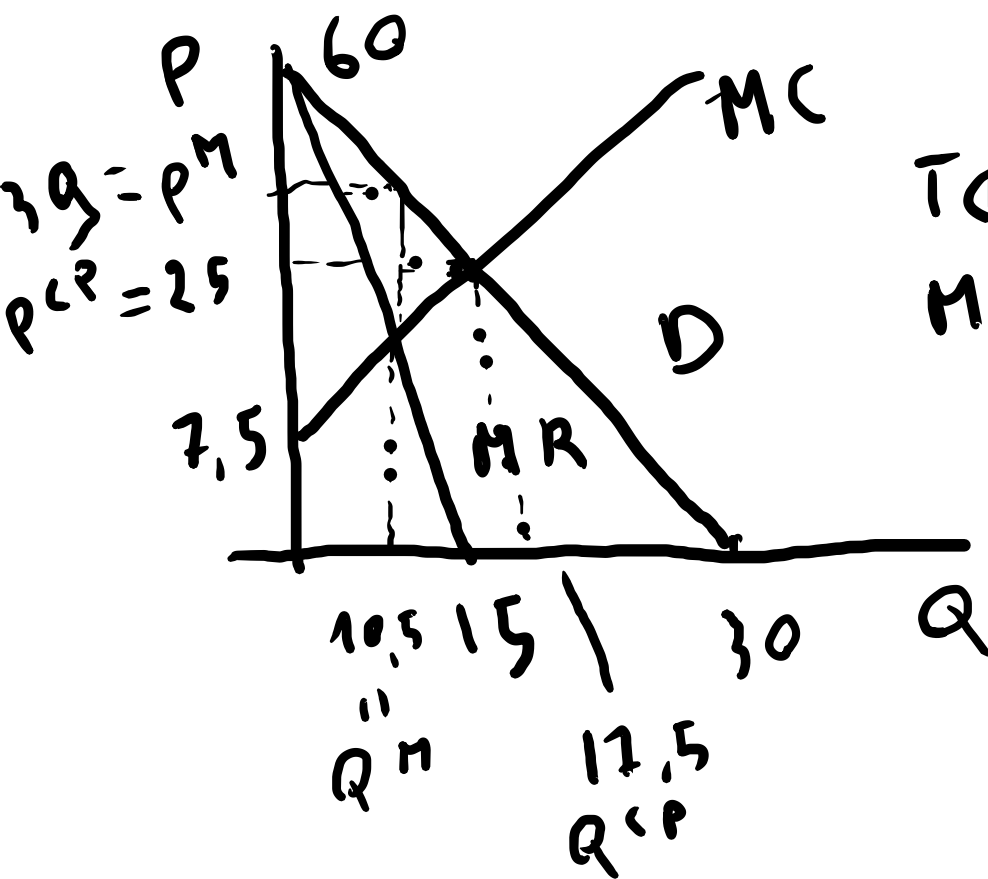
$$MR = c - 2dQ$$

⑥ NUMER 1 (en)

$$c = 60$$

$$d = 2$$

$$P = 60 - 2Q$$



$$TC = 105 + 7,5Q + \frac{1}{2}Q^2$$

$$AC = \frac{105}{Q} + 7,5 + \frac{1}{2}Q$$

$$MK = 7,5 + Q$$

$$TR = 60Q - 2Q^2$$

$$MR = 60 - 4Q$$

$$MR = MC$$

$$60 - 4Q = 7,5 + Q$$

$$5Q = 52,5$$

$$Q^M = 10,5$$

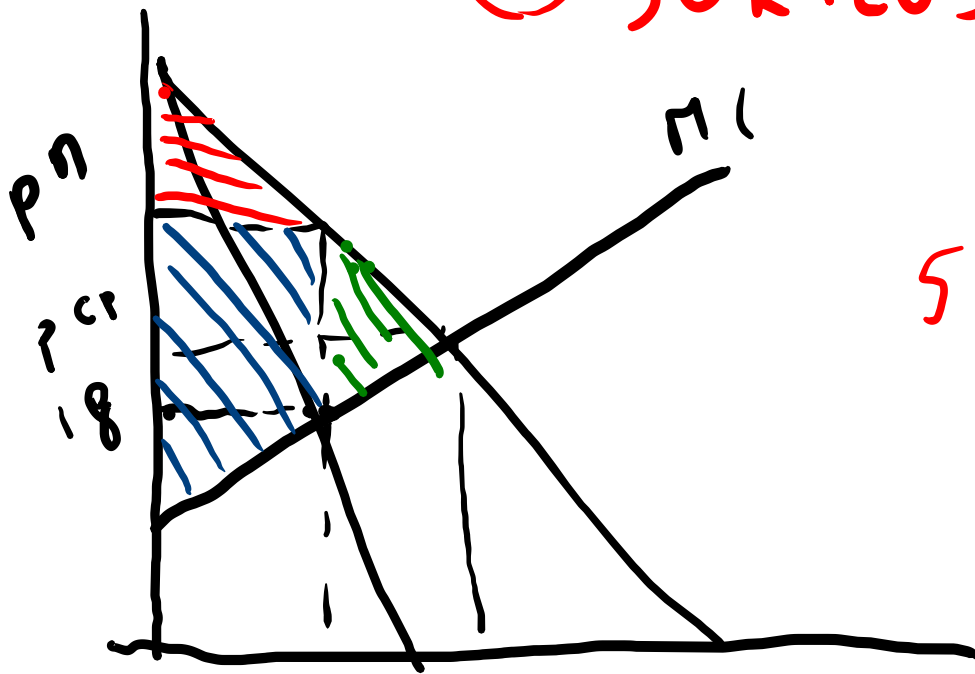
$$P^M = 60 - 2(10,5) = 39$$

$$\frac{dTC}{dQ}$$

2

⑥ SURPLUS CONS E PROD

PERDITA
NETTA



SURPLUS CONS^D = area tra
D e P

$$\frac{(60 - 39) \cdot 10,5}{2}$$

SURPLUS PROD^D = area tra
P e P

$$\frac{(39 - 18) + (39 - 7,5) \cdot 10,5}{2}$$

18
7,5 + Q = ~~60~~ 39

10,5 Q^D Q^{CP}

18 = 5Q = 18

LIBRO



$$\approx P > MC$$

$$P \downarrow, \pi = K, Q \uparrow$$

$$\approx P < MC$$

$$P \uparrow, \pi = K, Q \uparrow$$

CONC. PERFETTA

$$MR = MC$$

$$60 - 2Q = 7,5 + Q$$

$$3Q = 52,5$$

$$Q^{CP} = 17,5$$

$$P^{CP} = 25 = 60 - (2 \cdot 17,5)$$