

There are usually three types of questions:

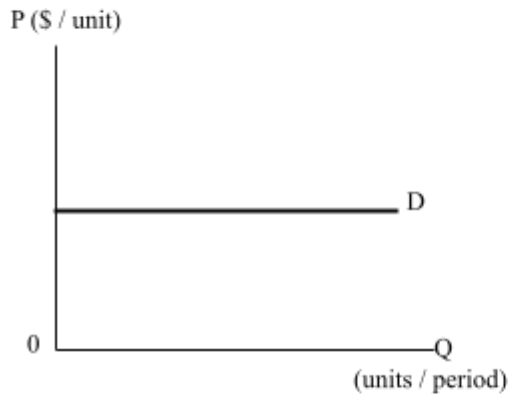
1. Find the elasticity of demand of supply by the given changes in price and total revenue or total expenditure
2. Find the elasticity of demand of supply by the given percentage changes in price and quantity transacted
3. Explain the conditions of a given change in total revenue or total expenditure

The following relationships are often used:

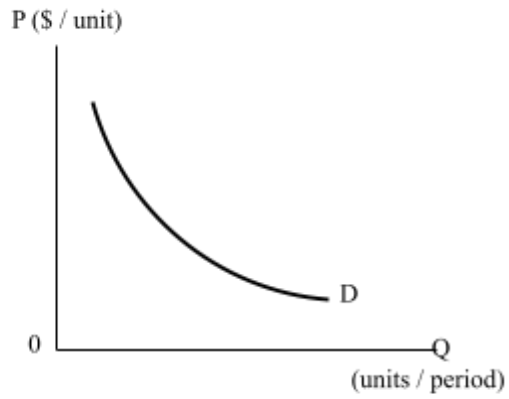
<i>Elasticities of demand</i>	<i>When P changes, the direction of TR changes:</i>
Unitarily elastic ($E_d = 1$)	Unchanged (When P increases /decreases, TR does not change)
Inelastic ($E_d < 1$) Perfectly inelastic ($E_d = 0$)	Same direction (When P increases, TR increases) (When P decreases, TR decreases)
Elastic ($E_d > 1$) Perfectly elastic ($E_d = \infty$)	Opposite direction (When P increases, TR decreases) (When P decreases, TR increases)

1. Kate said, 'If apples become much more expensive, I will still consume the same amount of it.' Which of the following diagrams illustrates Kate's demand for apples?

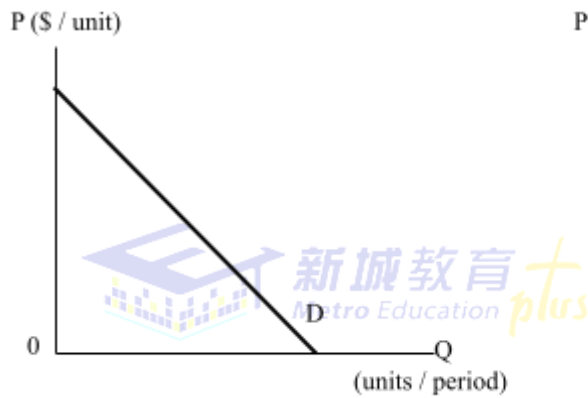
A.



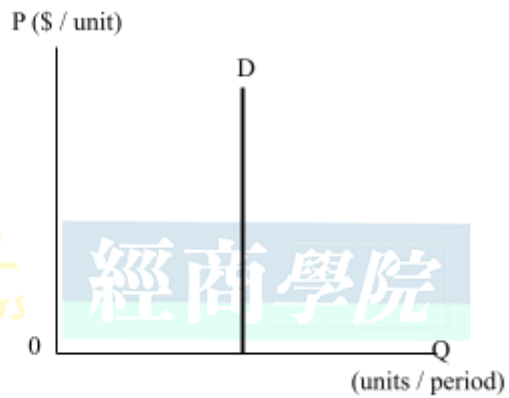
B.



C.



D.



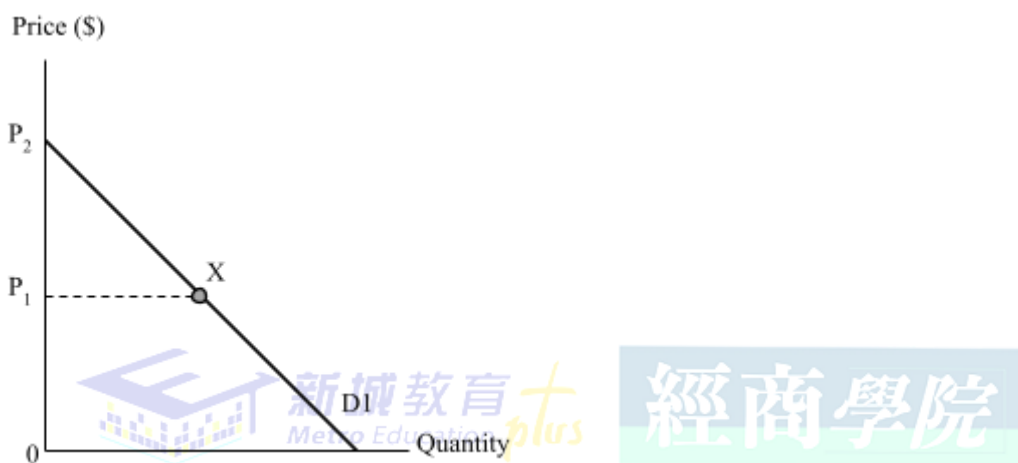
2. June spends the same amount of money buying new furniture every year, no matter what the price is. June's demand for furniture is

- A. elastic.
- B. inelastic.
- C. unitarily elastic.
- D. perfectly inelastic.

3. The elasticity of demand of Good X is 2. After an increase in supply, the equilibrium quantity rises by 30%. The equilibrium price would _____ by _____.

- A. increase ... 15%
- B. decrease ... 15%
- C. increase ... 60%
- D. decrease ... 60%

4. Study the following diagram about the demand curve of a good.



The mid-point of demand curve D1 is shown as Point X. Which of the following statements are correct?

- (1) At P₁, the demand is unitarily elastic.
 - (2) Within the price range of 0 and P₁, the percentage increase in the price will be greater than the percentage decrease in quantity demanded.
 - (3) Within the price range of P₁ and P₂, the demand is inelastic.
- A. (1) and (2) only
 - B. (1) and (3) only
 - C. (2) and (3) only
 - D. (1), (2) and (3)

5. With advancement in production technologies in recent years, the production cost of electric cars has been substantially reduced. The price of electric cars has dropped by 20% and the quantity sold has changed by 60%, other factors being constant.

This would suggest that within the above price range, there was an _____ electric cars.

- A. elastic demand for
- B. inelastic demand for
- C. elastic supply of
- D. inelastic supply of

6. IKEA and Pricerite are two furniture chains in Hong Kong. Hong Kong recently suffers from an economic downturn and suppose the total revenue for IKEA falls.

- (a) (i) Suppose the prices at IKEA remain unchanged initially. Explain why its total revenue has fallen. (4 marks)
- (ii) In order to attract more customers, IKEA later cuts its furniture prices. But the sales department still finds the sales revenue lower than the period before the economic downturn. Explain with a well-labelled diagram why this happened. (6 marks)
- (b) (i) After IKEA cuts its furniture prices, Pricerite also experiences a decrease in its sales revenue. Explain with a diagram. (5 marks)
- (ii) Suppose the sales department of Pricerite cuts the prices of its furniture. Can it help increase the total revenue of company? Explain with the aid of a diagram. (6 marks)

題目種類

1. 由已知價格和總收入／支出的變動去判斷彈性
2. 由已知價格和交易量的百分比變動去判斷彈性
3. 解釋題目所示的總收入／支出的變動

答題技巧

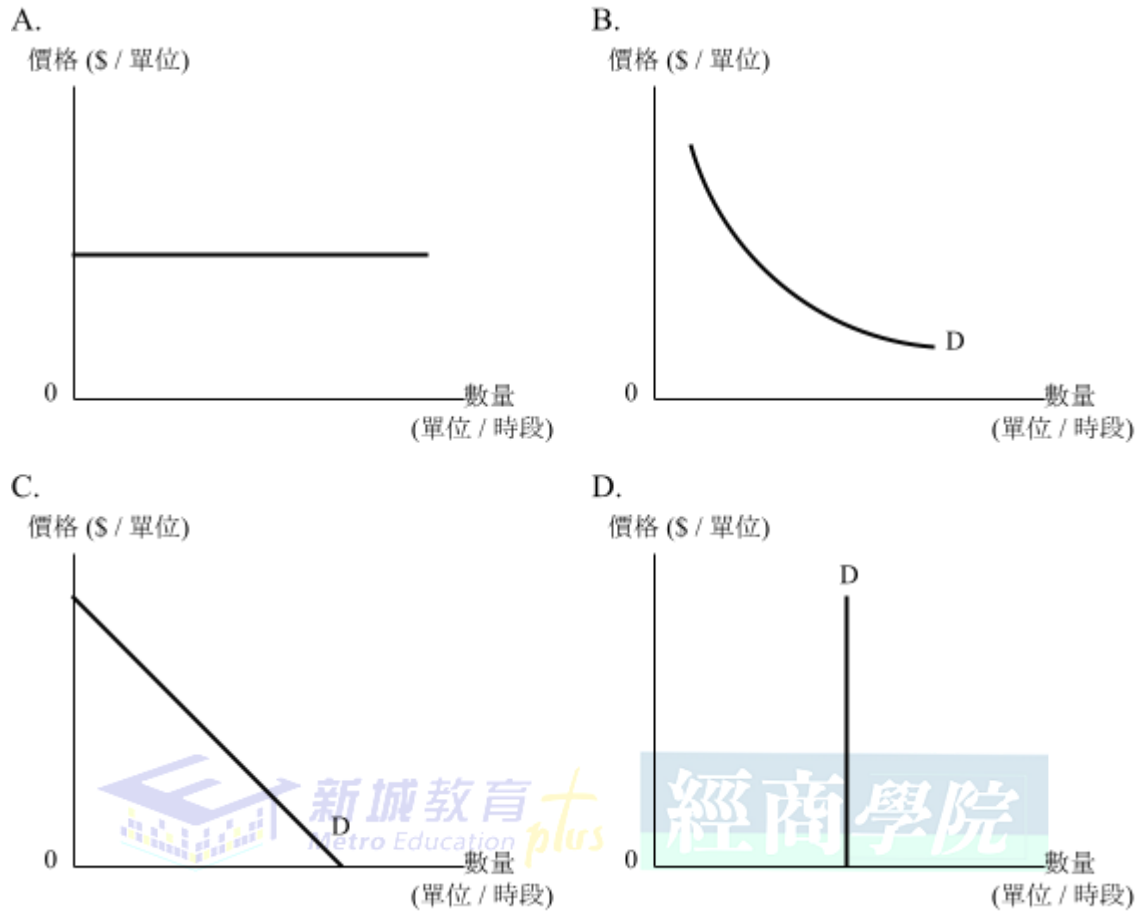
需求彈性	當價格改變時，總收入的變化：
低彈性 ($E_d < 1$) 完全無彈性 ($E_d = 0$)	相同方向 (當價格上升，總收入上升) (當價格下降，總收入下降)
彈性 ($E_d > 1$) 完全彈性 ($E_d = \infty$)	相反方向 (當價格上升，總收入下降) (當價格下降，總收入上升)
單一彈性 ($E_d = 1$)	不變



新城教育
Metro Education plus

經商學院

1. 琪琪說：「即使蘋果愈來愈貴，我仍會購買相同的數量。」以下哪一幅圖可以說明琪琪對蘋果的需求？



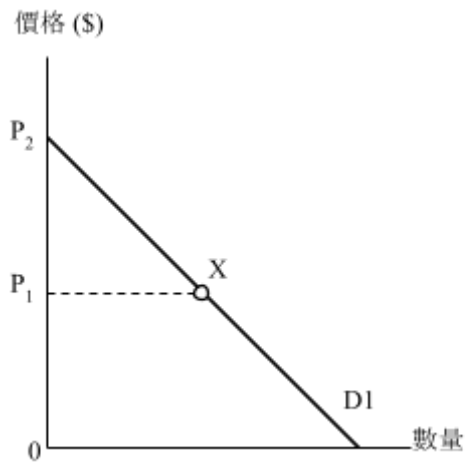
2. 無論價格是多少，珍妮每年都會花費相同金額購買新傢俬。小芬對傢俬的需求屬於

- A. 彈性。
- B. 低彈性。
- C. 單一彈性。
- D. 完全無彈性。

3. 物品X的需求彈性是2。在供應增加後，均衡數量上升30%，均衡價格會

- A. 上升15%
- B. 下降15%
- C. 上升60%
- D. 下降60%

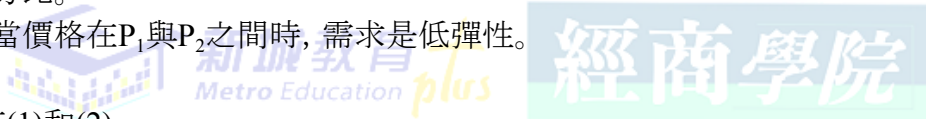
4. 細閱下圖關於某物品的需求曲線。



需求曲線D1的中間點是X點。下列哪項敘述是正確的？

- (1) 當價格為 P_1 時，需求是單一彈性。
- (2) 當價格在0與 P_1 之間時，若價格上升，價格上升的百分比會大於需求量減少的百分比。
- (3) 當價格在 P_1 與 P_2 之間時，需求是低彈性。

- A. 只有(1)和(2)
B. 只有(1)和(3)
C. 只有(2)和(3)
D. (1)、(2)和(3)



5. 近年電動汽車生產技術不斷改進，令電動汽車生產成本大幅下跌。假設其他因素不變，電動汽車的價格下降了**20%**，而售出數量改變了**60%**。細閱以下資料。

這意味在上述價格範圍下，電動汽車的

- A. 需求屬於彈性。
- B. 需求屬於低彈性。
- C. 供應屬於彈性。
- D. 供應屬於低彈性。

6. 宜家傢俬和實惠是本港兩大連鎖傢俬店。香港經濟出現衰退，假設宜家傢俬的總收入下降。

(a) (i) 如果宜家傢俬的傢俬價格在期間沒有改變，試解釋它的總收入為何下降。

(4分)

(ii) 為了吸引更多顧客，宜家傢俬其後降低傢俬價格，但營業部發現，公司收入仍比經濟衰退前低。試以一附有清晰標記的圖解釋這情況。(6分)

(b) (i) 自從宜家傢俬減價後，實惠的營業額也下降了。試以圖解釋這情況。(5分)

(ii) 假設實惠的營業部也把其傢俬的價格下調。這會否使實惠的總收入增加？試以圖輔助解釋。(6分)





新城教育
Metro Education plus

經商學院