

Managerial economics

Exercises

2de bachelor wiskunde

2015

1 Consumer choice

1.1 Problem

Utility function of consumer: $U(X, Y) = AX^\alpha Y^\beta$.

(A, α, β parameters, X = amount of goods x , Y = amount of goods y)

Budget constraint of consumer: $P_X X + P_Y Y = I$.

(I = income, P_i is price of good i)

1. Write down her constrained optimization problem.
2. Derive the first order condition(s).
3. Solve for optimal consumption.
4. How does consumption of Y change if P_X changes?

1.2 Solution

1.

$$Y = \frac{I - P_X X}{P_Y} \Rightarrow U(X) = AX^\alpha \left(\frac{I - P_X X}{P_Y} \right)^\beta$$

2.

$$d = AX^\alpha Y^\beta + \lambda(I - P_X X - P_Y Y)$$

First order conditions:

1. $\frac{\partial d}{\partial X} = \alpha AX^{\alpha-1} Y^\beta - \lambda P_X = 0$
2. $\frac{\partial d}{\partial Y} = \beta AX^\alpha Y^{\beta-1} - \lambda P_Y = 0$
3. $\frac{\partial d}{\partial \lambda} = I - P_X X - P_Y Y = 0$

3. Extract λ from second condition:

$$\beta AX^\alpha Y^{\beta-1} - \lambda P_Y = 0 \Rightarrow \lambda = \frac{\beta AX^\alpha Y^{\beta-1}}{P_Y}$$

Extract Y from third condition:

$$I - P_X X - P_Y Y = 0 \Rightarrow Y = \frac{I - P_X X}{P_Y}$$

Fill in λ and Y in first condition:

$$\begin{aligned}\alpha AX^{\alpha-1}Y^\beta - \lambda P_X &= 0 \\ \Rightarrow \alpha AX^{\alpha-1}Y^\beta - \frac{\beta AX^\alpha Y^{\beta-1}}{P_Y} P_X &= 0 \\ \Rightarrow \alpha Y &= \beta X \frac{P_X}{P_Y} \\ \Rightarrow \alpha \frac{I - P_X X}{P_Y} &= \beta X \frac{P_X}{P_Y} \\ \Rightarrow \alpha I &= (\alpha + \beta) X P_X\end{aligned}$$

Optimal consumption:

$$X = \frac{\alpha I}{(\alpha + \beta) P_X}$$

Same reasoning for Y gives:

$$Y = \frac{\beta I}{(\alpha + \beta) P_Y}$$

4. Consumption of Y doesn't change.

2 Firm supply decision

2.1 Problem

You can sell as much as you want at the competitive price P .

Cost of producing amount Q : $TC(Q) = F + \omega Q + \delta Q^2$.

($F \geq 0, \omega > 0, \delta > 0$)

1. What is your average cost of production if you produce \hat{Q} units?
2. What is your marginal cost of production if you produce \hat{Q} units?
3. What are your profits π at an arbitrary level of production Q ?
4. At what level of production are average costs minimized?
5. Under what conditions would you produce in the long run?
6. Under what conditions would you produce in the short run?

2.2 Solution

1.

$$AC(\hat{Q}) = \frac{TC(\hat{Q})}{\hat{Q}} = \frac{F}{\hat{Q}} + \omega + \delta\hat{Q}$$

2.

$$MC(\hat{Q}) = \frac{d}{dQ}TC(\hat{Q}) = \omega + 2\delta\hat{Q}$$

3.

$$\pi = PQ - (F + \omega Q + \delta Q^2)$$

4. $AC(Q)$ is minimized if $\frac{d}{dQ}AC(Q) = 0$.

$$\Rightarrow \frac{-F}{Q^2} + \delta = 0$$

$$\Rightarrow Q = \sqrt{\frac{F}{\delta}}$$

5.

$$P \geq AVC(Q) \Rightarrow P \geq \omega + \delta\sqrt{\frac{F}{\delta}} = \omega + \sqrt{\delta F}$$

6.

$$P \geq AC(Q) \Rightarrow P \geq F\sqrt{\frac{\delta}{F}} + \omega + \delta\sqrt{\frac{F}{\delta}} = 2\sqrt{\delta F} + \omega$$

3 Cost accounting

3.1 Problem

Accounting statement:

	A	B	Total
Revenue	1000	2000	3000
Variable cost	200	1500	1700
Gross profit	800	500	1300
Fixed cost			1000
Profit			300

To find out what is profitable and what is not, you need to assign fixed costs to your products.

1. by using the share of sales as the criterion
2. by using the share of Gross profits as the criterion

Which product line(s) should be (dis)continued using either of the criteria?

3.2 Solution

	A	B
1. <i>FC</i>	333.33	666.67
Profit	466.67	-166.67

Line A should be continued. Line B should be discontinued.

BUT Next year, B is closed, and $FC = 1000$. Then, $\pi_A = 1000 - 200 - 1000 = -200$. Thus, both lines should be continued.

	A	B
2. <i>FC</i>	615.38	384.62
Profit	184.62	115.38

Lines A and B should be continued.

4 Monopoly pricing

4.1 Problem

Inverse demand: $P = 13 - Q$ ($P =$ price, $Q =$ quantity)

Constant marginal cost: $MC = 1$

Fixed cost of production: F

1. What is your profit function?
2. What is your first order condition?
3. What is your optimal quantity?
4. What is your optimal price and profit?
5. Under what conditions do you want to be in business?
6. How would your answers change if the inverse demand was $P = 18 - Q$?

4.2 Solution

1.

$$\pi(Q) = Q(13 - Q) - (Q + F) = -Q^2 + 12Q - F$$

2.

$$\frac{\partial \pi}{\partial Q} = -2Q + 12 = 0$$

3.

$$Q^* = 6$$

4.

$$P^* = 13 - Q^* = 7$$

$$\pi(Q^*) = -36 + 72 - F = 36 - F$$

5.

$$F \leq 36$$

6.

$$\pi(Q) = -Q^2 + 17Q - F$$

$$\frac{\partial \pi}{\partial Q} = -2Q + 17 = 0$$

$$Q^* = 8.5, P^* = 9.5, \pi(Q^*) = -72.25 + 144.5 - F = 72.25 - F$$

$$F \leq 72.25$$

5 Bundling

5.1 Problem

Demand side:

Segment	# households	Educ. channel	Music channel	Bundle
Conservative	4000	\$20	\$2	\$22
Mainstream	6000	\$11	\$11	\$22

Constant marginal cost: MC

Maximize profits using

1. pure bundling (only sell bundle of two channels together)
2. separate prices (only sell each channel separately)
3. mixed bundling (combination of pure bundling and separate priced)

Under what circumstances will you choose which pricing scheme, and what will your profits be?

5.2 Solution

1. The only price that you want to consider is 22, and hence the profits are

$$\pi^{PB} = 10000(22 - 2MC) = 220000 - 20000MC.$$

- 2a. The prices you want to consider are 2 and 11, and hence the profits are

$$\pi_M^{SP}(2) = 10000(2 - MC) = 20000 - 10000MC,$$

$$\pi_M^{QP}(11) = 6000(11 - MC) = 66000 - 6000MC.$$

As the revenues are larger, it is clear that the price for the Music channel is 11.

- 2b. The prices you want to consider are 11 and 20, and hence the profits are

$$\pi_E^{SP}(11) = 10000(11 - MC) = 110000 - 10000MC,$$

$$\pi_E^{SP}(20) = 4000(20 - MC) = 80000 - 4000MC.$$

You want to set price 11 if

$$\pi_E^{SP}(11) \geq \pi_E^{SP}(20),$$

$$\text{or } 110000 - 10000MC \geq 80000 - 4000MC$$

$$\text{or } 5 \geq MC.$$

Otherwise, you want to set price 20.

3. It is a safe bet that you want to sell only the Educational channel to the Conservatives, and both channels to the Mainstream households. The highest price you can ask for the Educational channel is 20, and 22 for the bundle. Therefore, your profits would be

$$\pi^{MB} = 4000(20 - MC) + 6000(22 - 2MC) = 212000 - 16000MC.$$

You don't want to sell the Music channel separately, so you price it at 12.

Benefits for Conservatives:

Educ. channel	Music channel	Bundle
20-20 = 0	2-12 = -10	22-22=0

Benefits for Mainstream:

Educ. channel	Music channel	Bundle
11-20 = -9	11-12 = -1	22-22=0

answer. If $MC > 20$, you can't make profits. So you sell nothing.

If $MC > 11$, you want to choose separate prices and only sell to Conservatives.

Note that $\pi^{MB} > \pi^{SP}$ if $MC \leq 5$. Thus mixed bundling dominates separate prices.

If $MC \leq 2$, pure bundling gives higher profits than mixed bundling. If $MC > 2$, the opposite is true.

If $5 < MC \leq 11$, we need to compare mixed bundling profits to profits from separate prices.

This yields

$$\pi^{MB} - \pi^{SP} = 212000 - 16000MC - (146000 - 10000MC).$$

This is positive if and only if $MC < 11$.

	$MC \leq 2$	$2 < MC \leq 5$	$5 < MC \leq 11$	$11 < MC \leq 20$	$MC > 20$
	PB	MB	MB	SP	not selling
Price bundle	22	22	22	23	23
Price Music channel	12	12	12	12	12
Price Educ. channel	21	20	20	20	21

6 Cournot competition

6.1 Problem

Inverse demand function: $P = 13 - Q$. ($P =$ price, $Q =$ quantity)

Constant marginal cost: $MC = 1$.

Two-stage game:

1. You have to pay $F > 0$ to enter the industry.
2. You face competitors and you all decide quantities (as in Cournot competition).

How large can F be if you expect to face N competitors in the second stage of the game?

6.2 Solution

Profit

$$\pi_i = PQ_i - Q_i = (P - 1)Q_i = (12 - (Q_1 + \dots + Q_{i-1} + Q_{i+1} + \dots + Q_{N+1}))Q_i$$

First order condition

$$\begin{aligned} 12 - (Q_1 + \dots + Q_{i-1} + Q_{i+1} + \dots + Q_{N+1}) - 2Q_i &= 0 \\ \Rightarrow Q_i &= 6 - \frac{1}{2}(Q_1 + \dots + Q_{i-1} + Q_{i+1} + \dots + Q_{N+1}) \end{aligned}$$

Calculating quantity

$$\begin{aligned} Q_1^* &= \dots = Q_i^* = \dots = Q_{N+1}^* \\ \Rightarrow Q_i^* &= 6 - \frac{1}{2}(NQ_i^*) \\ \Rightarrow \left(1 + \frac{N}{2}\right) Q_i^* &= 6 \\ \Rightarrow \frac{N+2}{N} Q_i^* &= 6 \\ \Rightarrow Q_i^* &= \frac{12}{N+2} \end{aligned}$$

Calculating profit

$$\pi_i = \left(12 - (N+1)\frac{12}{N+2}\right) \frac{12}{N+2} = \frac{144}{(N+2)^2}$$

Answer

$$F \leq \frac{144}{(N+2)^2}$$