

The price system and the microeconomy (A Level)

A-Level Economics · Vocabulary

English	中文	Pinyin
😊 utility	效用	xiào yòng
😊 total utility	总效用	zǒng xiào yòng
+ marginal utility	边际效用	biān jì xiào yòng
↘ diminishing marginal utility	边际效用递减	biān jì xiào yòng dì jiǎn
= equi-marginal principle	等边际原则	děng biān jì yuán zé
↘ demand curve	需求曲线	xū qiú qū xiàn
↔ indifference curve	无差异曲线	wú chā yì qū xiàn
↔ budget line	预算线	yù suàn xiàn
⚖ consumer equilibrium	消费者均衡	xiāo fèi zhě jūn héng
🔄 substitution effect	替代效应	tì dài xiào yìng
💰 income effect	收入效应	shōu rù xiào yìng
📦 normal good	正常品	zhèng cháng pǐn
📦 inferior good	低档品	dī dàng pǐn
↗ Giffen good	吉芬品	jí fēn pǐn
🏭 productive efficiency	生产效率	shēng chǎn xiào lǜ
📈 allocative efficiency	配置效率	pèi zhì xiào lǜ
👑 Pareto optimality	帕累托最优	pà lèi tuō zuì yōu
🔄 dynamic efficiency	动态效率	dòng tài xiào lǜ
↘ market failure	市场失灵	shì chǎng shī líng
🏠 externality	外部性	wài bù xìng
👤 public good	公共物品	gōng gòng wù pǐn
△ information failure	信息失灵	xìn xī shī líng
📍 factor immobility	要素不流动性	yào sù bù liú dòng xìng

English	中文	Pinyin
☞ private cost	私人成本	sī rén chéng běn
☺ private benefit	私人收益	sī rén shōu yì
☞ external cost	外部成本	wài bù chéng běn
☺ external benefit	外部收益	wài bù shōu yì
☺ social cost	社会成本	shè huì chéng běn
☺ social benefit	社会收益	shè huì shōu yì
🔍 marginal analysis	边际分析	biān jì fēn xī
☞ marginal private cost	边际私人成本	biān jì sī rén chéng běn
☞ marginal social cost	边际社会成本	biān jì shè huì chéng běn
☺ marginal private benefit	边际私人收益	biān jì sī rén shōu yì
☺ marginal social benefit	边际社会收益	biān jì shè huì shōu yì
☹ negative externality	负外部性	fù wài bù xìng
☺ positive externality	正外部性	zhèng wài bù xìng
☹ deadweight welfare loss	无谓损失	wú wèi sǔn shī
🕒 short run	短期	duǎn qī
📅 long run	长期	cháng qī
📦 fixed cost	固定成本	gù dìng chéng běn
📦 variable cost	可变成本	kě biàn chéng běn
☞ total cost	总成本	zǒng chéng běn
— average cost	平均成本	píng jūn chéng běn
+ marginal cost	边际成本	biān jì chéng běn
↘ diminishing returns	边际报酬递减	biān jì bào chóu dì jiǎn
☑ returns to scale	规模报酬	guī mó bào chóu
↘ economies of scale	规模经济	guī mó jīng jì
↗ diseconomies of scale	规模不经济	guī mó bù jīng jì

English	中文	Pinyin
☞ total revenue	总收益	zǒng shōu yì
— average revenue	平均收益	píng jūn shōu yì
☞ marginal revenue	边际收益	biān jì shōu yì
⑤ normal profit	正常利润	zhèng cháng lì rùn
↗ supernormal profit	超常利润	chāo cháng lì rùn
↘ subnormal profit	次正常利润	cì zhèng cháng lì rùn
☐ market structure	市场结构	shì chǎng jié gòu
☺ perfect competition	完全竞争	wán quán jìng zhēng
☑ monopolistic competition	垄断竞争	lǒng duàn jìng zhēng
☑ oligopoly	寡头垄断	guǎ tóu lǒng duàn
☑ monopoly	垄断	lǒng duàn
👉 price taker	价格接受者	jià gé jiē shòu zhě
⚖ product differentiation	产品差异化	chǎn pǐn chā yì huà
☞ collusion	合谋	hé móu
☺ cartel	卡特尔	kǎ tè ěr
☑ barriers to entry	进入壁垒	jìn rù bì lěi
✂ price competition	价格竞争	jià gé jìng zhēng
✂ non-price competition	非价格竞争	fēi jià gé jìng zhēng
↗ price discrimination	价格歧视	jià gé qí shì
↗ internal growth	内部增长	nèi bù zēng zhǎng
↗ external growth	外部增长	wài bù zēng zhǎng
☞ merger	合并	hé bìng
↔ horizontal integration	横向一体化	héng xiàng yī tǐ huà
↕ vertical integration	纵向一体化	zòng xiàng yī tǐ huà
☞ conglomerate integration	混合一体化	hùn hé yī tǐ huà
🕒 niche	利基市场	lì jī shì chǎng
☑ barriers to exit	退出壁垒	tuì chū bì lěi

English	中文	Pinyin
☞ profit maximisation	利润最大化	lì rùn zuì dà huà
☞ revenue maximisation	收益最大化	shōu yì zuì dà huà
☞ sales maximisation	销售最大化	xiāo shòu zuì dà huà
✓ satisficing	满意化	mǎn yì huà
☞ divorce of ownership from control	所有权与控 制权分离	suǒ yǒu quán yǔ kòng zhì quán fēn lí
☞ principal-agent problem	委托代理问 题	wěi tuō dài lǐ wèn tí