

7.5 Types of cost, revenue and profit, short-run and long-run production

Name: _____ Class: _____ Date: _____

Total: 24 marks

KEY WORDS total cost 总成本 • economies of scale 规模经济 • average cost 平均成本
 • diminishing returns 边际报酬递减 • normal profit 正常利润

Objective

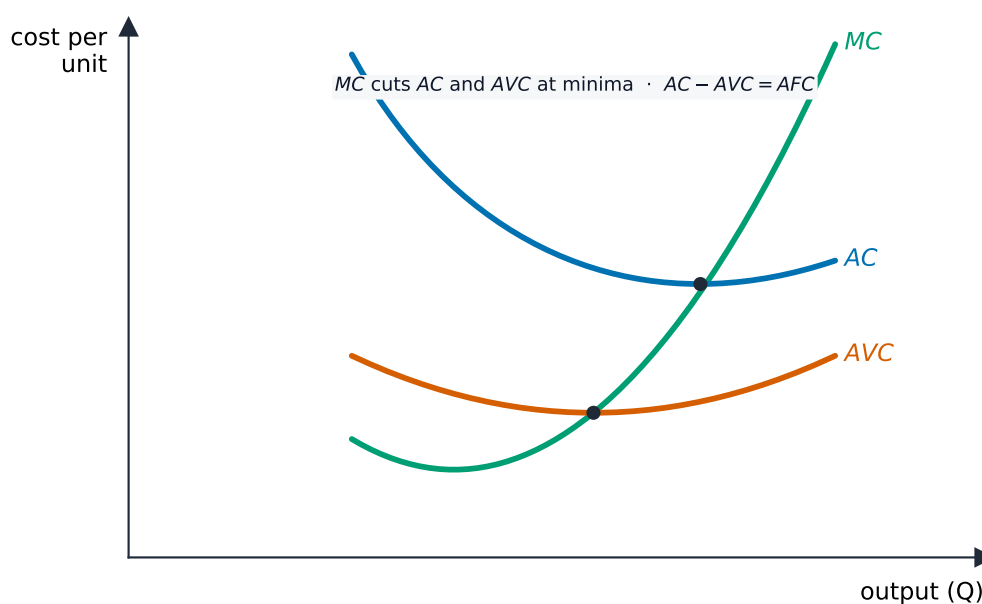
Build the skills to answer exam questions on **costs, revenue and profit** 成本、收益与利润 — short-run and long-run costs, **diminishing returns** 边际报酬递减, **economies of scale** 规模经济, and **normal and supernormal profit** 正常与超常利润.

You must be able to:

- define fixed, variable, average and marginal cost
- explain diminishing returns and economies of scale
- explain normal/supernormal profit and the profit-maximising rule ($MR = MC$)

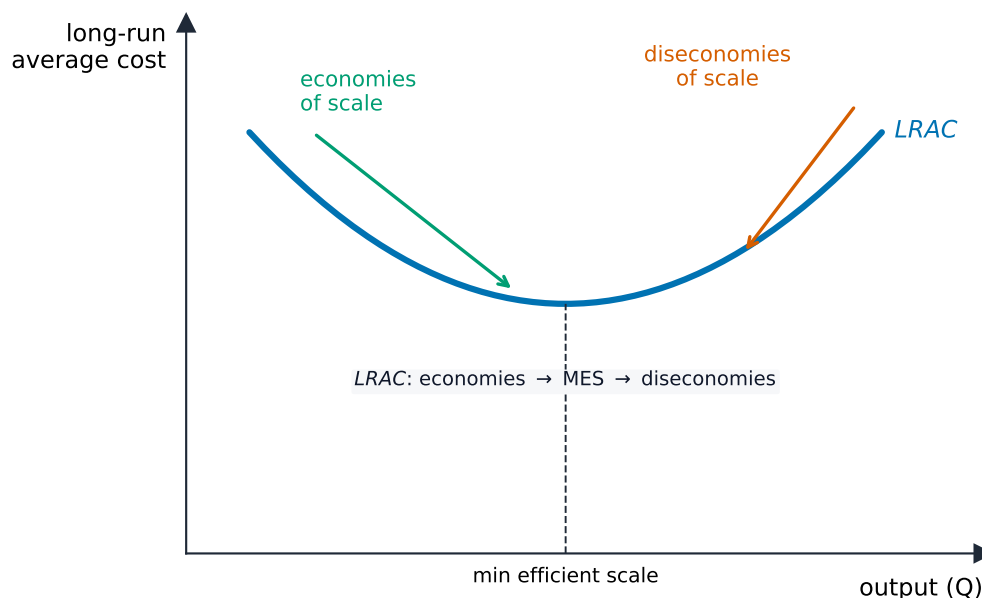
1 Worked examples

■ Short-run cost curves



Diminishing returns make marginal cost rise

- $AC = TC/Q$; $MC = \Delta TC/\Delta Q$. **Diminishing returns** 边际报酬递减: adding a variable factor to a fixed one eventually raises MC.
- **Economies of scale** 规模经济: long-run average cost falls as the firm grows; **diseconomies** raise it if too big.



The long-run picture: economies then diseconomies of scale give a U-shaped LRAC

- **Normal profit** 正常利润: just enough to stay (a cost); **supernormal** 超常利润: above normal.
- A firm maximises profit where $MR = MC$.

Answer shapes: an **Explain** [up to 8] answer may use a cost diagram (AO3); **Discuss** [12] adds a judgement (AO4).

2 Practice

2.1 Define the term *marginal cost*.

[2]

2.2 State the difference between *normal* and *supernormal* profit.

[2]

2.3 State the output rule for profit maximisation.

[1]

3 Exam-style questions

3.1 A firm maximises profit at the output where:

[1]

A	B
C	D

A average cost is lowest

B marginal revenue equals marginal cost

C total revenue is highest

D price equals average cost

3.2 Explain, using diminishing returns, why the marginal cost curve is U-shaped.

[6]

[12]