

7 Consumer choice and efficiency – Part 2

Name: _____ Class: _____ Date: _____

Vocabulary 词汇

Write each word three times. 把每个单词抄写三遍。

English	中文	Write it 3 times (English)
indifference curve	无差异曲线	_____
budget line	预算线	_____
consumer equilibrium	消费者均衡	_____
productive efficiency	生产效率	_____
allocative efficiency	配置效率	_____

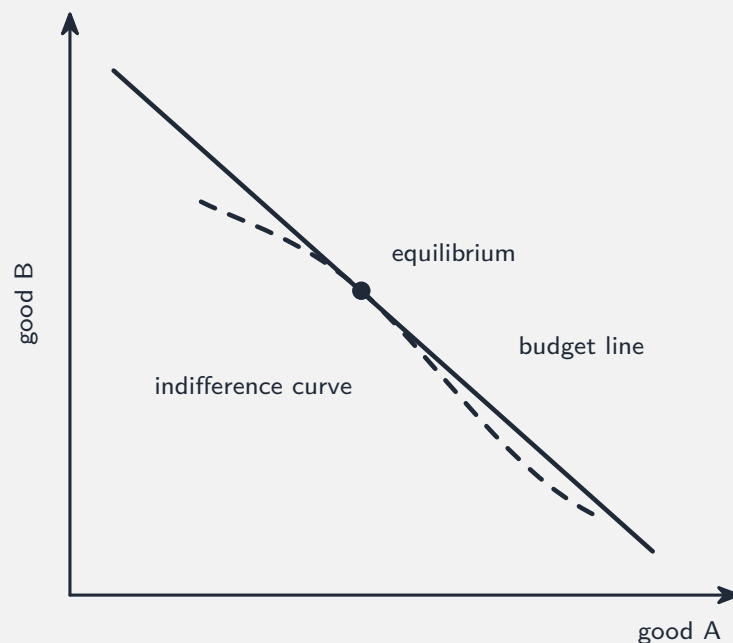
Recall

A consumer has a limited income. How do they spend it to get the most satisfaction?

New ideas

Read these first, then do the Practice.

■ 1 Consumer equilibrium



- an **indifference curve** 无差异曲线 shows combinations of two goods giving the *same* total utility;
- a **budget line** 预算线 shows what the consumer can just afford;
- **consumer equilibrium** 消费者均衡 is the best they can do —where the budget line just touches the highest reachable indifference curve.

■ 2 Two kinds of efficiency

productive efficiency
*making goods at the
lowest possible cost*

allocative efficiency
*making the goods
people most want*

- **productive efficiency** 生产效率—making goods at the lowest possible cost;
- **allocative efficiency** 配置效率—making the goods people most want.

Watch out: consumer equilibrium is where the budget line just *touches* the highest reachable indifference curve. Productive efficiency = lowest *cost*; allocative efficiency = making what people most *want* —don't confuse the two.

Practice

Try these in order.

7.6 What does an *indifference curve* show? [1]

7.7 What does a *budget line* show? [1]

7.8 Where is *consumer equilibrium*? [1]

7.9 What is *productive efficiency*? [1]

7.10 What is *allocative efficiency*? [1]

7.11 Challenge. A factory makes goods at the lowest possible cost, but they are products almost nobody wants. Is it productively efficient, allocatively efficient, both or neither? Explain. [2]
