

1 What is the definition of moral hazard?

- A** An increase in the likelihood of taking risks because another party is paying for these risks.
- B** The loss of social welfare arising from the consumption of a good.
- C** When buyers and sellers have different amounts of information regarding product quality.
- D** When costs and benefits are taken into account when a decision is being made.

6 An economist undertakes a cost–benefit analysis of the pollution resulting from a manufacturing process.

Which outcome is most likely to guide any recommendation about the optimal level of manufacturing output?

- A** that the marginal social cost of manufacturing equals the marginal social benefit
- B** that the marginal cost of pollution is zero
- C** that the total revenue of manufacturing equals the total cost
- D** that the total benefit of pollution is maximised

7 A firm is operating at a level of output which corresponds to the point where $MR = 0$.

What objective is the firm achieving?

- A** maximising consumer surplus
- B** maximising profit
- C** maximising sales
- D** maximising revenue

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Market Economies

From Adam Smith onwards, most economists have regarded competitive markets as the main mechanism of economic activity. They argue that the interaction between producers and consumers can lead to both allocative efficiency and productive efficiency.

It can, however, be questioned whether the market automatically produces the best solution. Sometimes there are significant reasons for governments to intervene in a market in order to produce a better outcome than market forces alone. These situations are market failures.

When producing goods and services firms consider the private costs they pay and private benefits they receive. For example, a steel producer accounts for the cost of iron ore, fuel, labour and administration. It offsets these costs against the revenue from selling the steel. However, those people who live near the steelworks suffer the consequences of the noise, dirt and polluted air generated as part of the production process. Similarly, in many areas the extraction of iron ore can lead to environmental destruction such as the degradation of ground water for domestic consumption and a reduction in the variety of wildlife and flowers.

Competitive markets as envisaged by economists, however, may not exist. Firms may integrate to gain the benefits of economies of scale, to realise their ambition to rule the market or to increase their market share. Such integration might lead to the development of a monopoly market structure. Many believe that a monopoly always operates against the interests of the consumer because of its lack of efficiency. As a result, governments often restrict the operation of monopolies.

- (a) Explain the meaning of 'allocative efficiency and productive efficiency'. [4]
- (b) (i) Explain what is meant by a negative production externality. [2]
- (ii) Identify from the extract a negative production externality resulting from steel production. [1]
- (iii) Explain, with the aid of a diagram, the consequences for output and price if the steel market is required to take into consideration negative production externalities. [5]
- (c) Consider whether 'a monopoly always operates against the interests of the consumer'. [8]

Section B

Answer **one** question.

EITHER