Micro points are lost to unlabelled graphs and to answers that name an effect without its direction. Every graph needs axes, curves and both equilibria; every answer should end with which way a price, quantity or surplus moved. 微观失分多因图未标注、未写明变动方向。

Graphs

Leaving axes unlabelled. Price on the vertical and quantity on the horizontal, both named – it is the first point and it is free.

Omitting the new equilibrium after a shift. Label P_1 and Q_1 and show the direction with an arrow.

Drawing a perfectly competitive firm without its horizontal demand curve at the market price, or a monopoly without marginal revenue BELOW demand.

Shading a surplus or deadweight loss without labelling which is which.

Shifting a curve when the question required a movement along it. Only a change in the good's own price moves along.

Firms and market structure

Saying a firm maximises profit where price equals marginal cost in every structure. The rule is MR = MC; only in perfect competition does MR equal price.

Confusing the shut-down rule with the break-even rule. A firm operates in the short run while price covers average VARIABLE cost.

Saying a monopoly 'charges whatever it likes'. It is constrained by the demand curve it faces.

Confusing economies of scale with diminishing returns. Scale is long-run and about plant size; diminishing returns is short-run with a fixed input.

Treating a monopolistically competitive firm as earning long-run profit. Entry drives it to zero, at a price above marginal cost.

Welfare and market failure

Saying an externality means the market 'fails completely'. It means the market quantity differs from the socially optimal one – state which is larger.

Confusing a positive externality's under-provision with a negative externality's over-provision.

Describing a public good as one the government provides. It is non-rival and non-excludable, which is WHY government usually provides it.

Saying a price ceiling causes a surplus. It causes a shortage when set below equilibrium; a floor causes a surplus above it.

Discussing elasticity without direction: say whether demand is relatively elastic or inelastic and what that implies for who bears the tax.