

2.2 Demand

Name: _____ Class: _____ Date: _____

Total: 16 marks

KEY WORDS demand 需求 • good 物品 • income 收入 • consumers 消费者
• demand curve 需求曲线

Objective

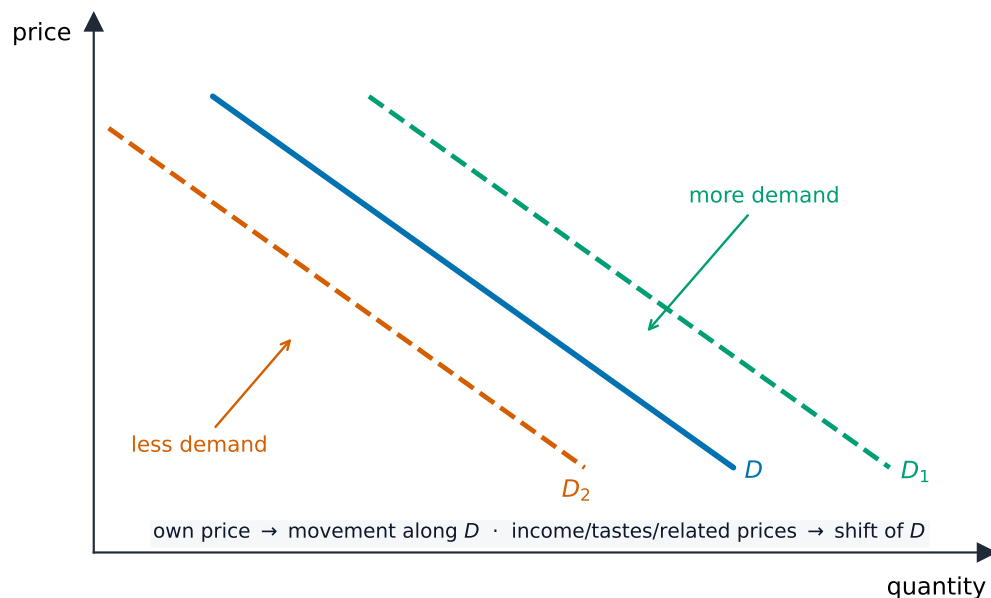
Build the skills to answer exam questions on **demand** 需求 — the **law of demand** 需求定律, **movements along** versus **shifts** of the curve, and the **conditions of demand** 需求条件.

You must be able to:

- state the law of demand and explain the downward curve
- distinguish a movement along from a shift of the demand curve
- explain the conditions that shift demand

1 Worked examples

■ The demand curve



Own-price change = movement along; any other change = shift

- **Law of demand:** price up → quantity demanded down (an **inverse relationship** 反向关系), *ceteris paribus*.

- **Conditions of demand** (shift the curve): **income** 收入, **tastes** 偏好, price of a **substitute** 替代品 / **complement** 互补品, **population** 人口, advertising.

Answer shapes: an **Analyse** [up to 6] answer may use a demand diagram; **Discuss** [8] adds a judgement (Ev).

2 Practice

2.1 State the *law of demand*. [2]

2.2 State two conditions that shift the demand curve. [2]

2.3 State the effect on the demand for tea of a rise in the price of coffee (a substitute). [1]

3 Exam-style questions

3.1 A fall in the good's **own price** is shown on a demand diagram as a: [1]

A	B
C	D

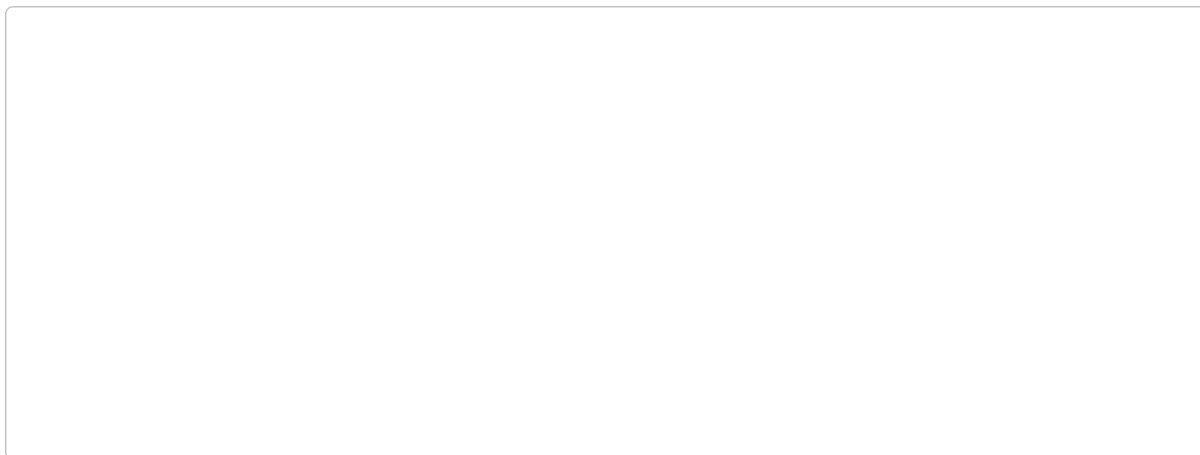
A rightward shift of demand

B leftward shift of demand

C movement down along the demand curve

D shift of supply

3.2 Using a demand diagram, explain how a rise in consumer income affects the demand for a normal good. [4]



3.3 Analyse how a successful advertising campaign would affect the demand for a product. [6]
