

2.6 Price elasticity of demand (PED)

Name: _____ Class: _____ Date: _____

Total: 16 marks

KEY WORDS elastic 富有弹性 • inelastic 缺乏弹性 • price elasticity of demand 需求价格弹性
 • total revenue 总收益 • elastic and inelastic 富有弹性与缺乏弹性

Objective

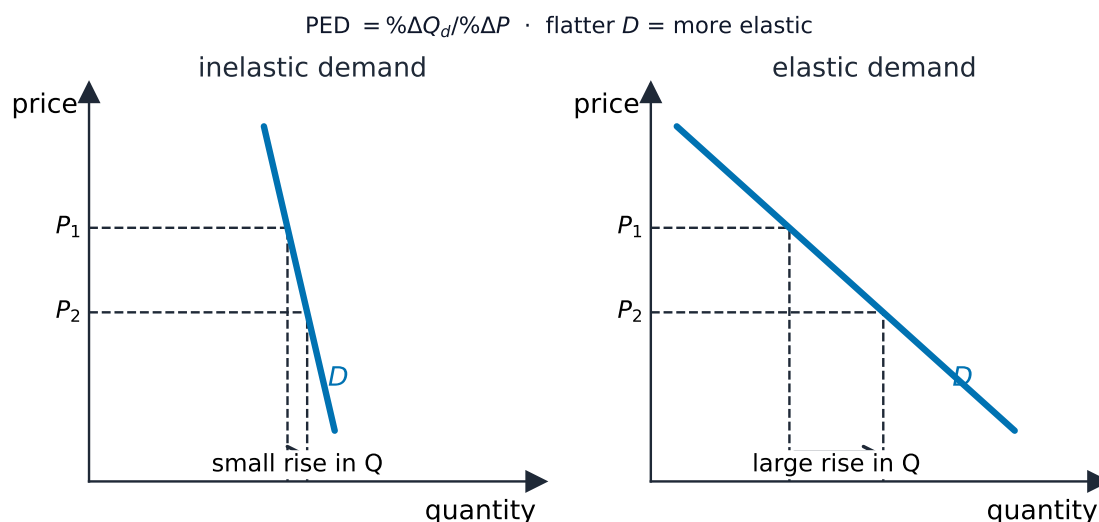
Build the skills to answer exam questions on **price elasticity of demand** 需求价格弹性 (PED) — its formula, **elastic and inelastic** 富有弹性与缺乏弹性 demand, the determinants, and the link with **total revenue** 总收益.

You must be able to:

- calculate and interpret PED
- classify demand as elastic or inelastic
- explain the link between PED and total revenue

1 Worked examples

■ Measuring PED



Inelastic: quantity barely moves; elastic: quantity moves a lot

$$PED = \frac{\% \text{ change in quantity demanded}}{\% \text{ change in price}}$$

- **Worked:** price +20%, quantity −10% → $PED = \frac{10}{20} = 0.5 \rightarrow$ **inelastic** (<1).

- **Elastic** (>1): many substitutes, a luxury. **Inelastic** (<1): a need, few substitutes (petrol, salt).
- **Revenue**: if demand is inelastic, raising the price **raises** total revenue.

Answer shapes: K + App + An + Ev (a justified judgement, for discuss questions).

2 Practice

2.1 Define *price elasticity of demand (PED)*. [2]

2.2 Price rises by 10% and quantity demanded falls by 30%. Calculate the PED and classify the demand. [2]

2.3 State one factor that makes demand for a good elastic. [1]

3 Exam-style questions

3.1 A good has a PED of 0.3. To raise its total revenue, a firm should: [1]

A	B
C	D

A lower the price

B raise the price

C keep the price the same

D stop producing it

3.2 Explain why the demand for petrol is price inelastic. [4]

3.3 Analyse why a government often places taxes on goods with inelastic demand, such as cigarettes. [6]
