3.3 Elasticity and the revenue test

Name: _____ Class: _____ Date: _____ **Total: 20 marks**

KEY WORDS price elasticity of demand • income elasticity • cross elasticity

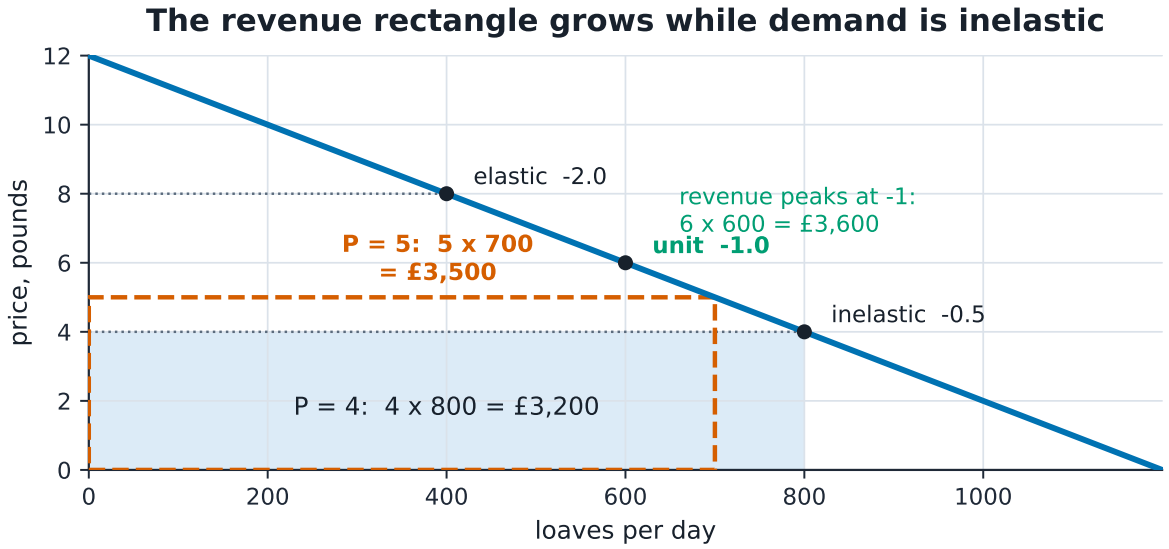
Objective

Compute point elasticities on a linear demand; run the revenue test both directions; classify goods by income and cross elasticity; give priced advice at a boundary.

1 Key knowledge and worked examples

■ The percentage ruler

The **price elasticity of demand** is $\varepsilon = \frac{\%\Delta Q}{\%\Delta P}$; on $Q = a - bP$ it is $-bP/Q$ – a property of points, not curves. Revenue $P \times Q$ grows with price while demand is inelastic ($|\varepsilon| < 1$), peaks at -1, shrinks when elastic.



Inelastic demand: the revenue rectangle grows as the price rises

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■ **Worked example. The loaf, twice**

At £4: $\varepsilon = -100\times4/800 = -0.5$; revenue $4\times800 =$ £3,200 ✓. At £5: $-100\times5/700 = -0.71$; revenue £3,500 ✓ – the rectangle grew. Push to £8: $\varepsilon = -2.0$, revenue back to $8 \times 400 =$ £3,200 ✓ – elastic, and shrinking.

2 Practice

The bread demand is $Q_d = 1200 - 100P$ unless a question says otherwise.

2.1 Compute the point elasticity at £3, at £6 and at £9, and classify each as elastic, unit or inelastic. [4]

2.2 The price moves £4 → £5: compute revenue at both prices. Then £6 → £7: compute revenue at both. Explain the contrast in one line. [4]

2.3 City incomes rise 8% and the quantity of artisan bread bought rises from 800 to 880. Compute the income elasticity and classify the good. [3]

2.4 When the loaf price moves £4 → £5, croissant sales move 200 → 160; when the SAME move happens, sandwich-roll sales move 200 → 240. Using midpoints, compute both cross elasticities and classify each relationship. [4]

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2.5 Nimbus currently charges £5 (quantity 700). Compute the elasticity there, and state – with the number – the revenue-maximising price and quantity on this demand. [3]

2.6 A rival baker says: "Our slope is −100, so we are less elastic than the coffee carts at −50." Correct the confusion in two lines. [2]

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