

EE211 Assignment #2 (Section 2 Semester 2/2020)

Instructions:

- Assigned date is Thursday the 4th, March 2021. **Due date is Thursday the 11th, March 2021 before 11.00 PM.**
- Submission is only received through BE Moodle platform as PDF file.
- Name your file as StudentID_nickname, such as 1234567489_Bo. **Please also comply to this instruction. It would be a lot easier to handle with your files.**
- There is no need to rewrite the question into your answer sheets. Indicating clearly question and item number is sufficient.
- Write your nickname and student ID on top-right corner of the first page.
- For those who do not have a digital device to write on, you can write your answers in sheets of paper, take pictures, convert them into a single PDF then submit in on Moodle.

1. Belle is choosing ham (h) and cheese (c), which is assumed to be substitutable goods for her. Her total utility from each product is given in the table here.

Quantity	Total utility from ham (TU_h)	Total utility from cheese (TU_c)
1	15	12
2	26	21
3	35	27
4	41	32
5	45	35
6	48	37
7	49	38

Answer the following questions.

- (a) If Belle has \$7 budget and both ham and cheese cost \$1 each, how many units of ham and cheese she should purchase to maximize her utility? Explain your method clearly.
- (b) Provide a clear explanation why her utility will not be maximized if the condition that you apply in part a. is not yet satisfied.

Quantity	Total utility from ham (TU_h)	MU _h	Total utility from cheese (TU_c)	MU _c
1	15	(1)	12	(2)
2	26	(3)	21	(4)
3	35	(8)	27	(6)
4	41	(7)	32	5
5	45	4	35	3
6	48	3	37	2
7	49	1	38	1

Answer the following questions.

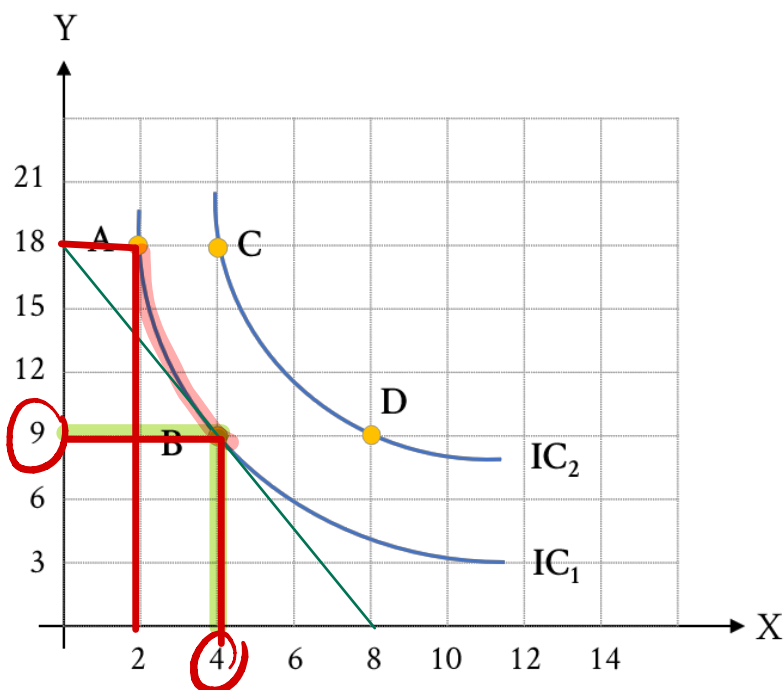
(a) If Belle has \$7 budget and both ham and cheese cost \$1 each, how many units of ham and cheese she should purchase to maximize her utility? Explain your method clearly.

Belle should purchase 4 unit of ham and 3 unit of cheese to maximize her utility. By using the marginal utility (MU) of each unit of each product to calculate. First, calculate the Marginal Utility of ham & cheese, then compare to each other to choose a larger MU of each unit to have only better off in every unit.

(b) Provide a clear explanation why her utility will not be maximized if the condition that you apply in part a. is not yet satisfied.

Belle cannot purchase more any unit of ham and cheese because her budget is only 7\$. But the maximum of utility can be more than 7\$, which is why Belle can afford the purchasing which is not more than 7\$.

2. A consumer finds that for him/her avocado (X) and nuts (Y) are substitutes. Assumed that this consumer yields 8 and 12 utils on IC_1 and IC_2 respectively, show your work and answer the following questions.



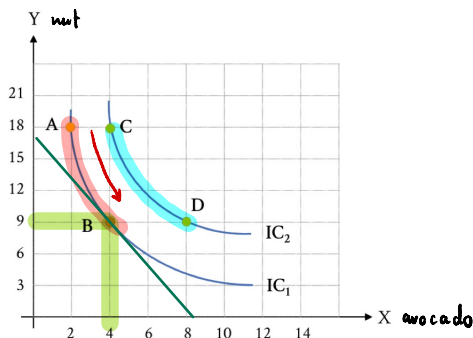
(a) Measured from point A to B, assumed P_y is 10 baht per unit, how much P_x must be to make you conclude that the consumer's equilibrium is on point B?

(b) Measured from point A to B, assumed P_x is 180 baht per unit, how much budget does this consumer has to achieve the equilibrium on point B?

(c) Measured from point C to point D, how much is the average marginal utility per unit of avocado?

(d) Show that this consumer's utility received from consuming avocado is in accordance with the law of diminishing marginal utility, using any essential information from any point. (But highly recommend that you consider all the points)

2. A consumer finds that for him/her **avocado (X)** and **nuts (Y)** are **substitutes**. Assumed that this consumer yields 8 and 12 utils on IC₁ and IC₂ respectively, show your work and answer the following questions.



(a) Measured from point A to B, assumed P_y is 10 baht per unit, how much P_x must be to make you conclude that the consumer's equilibrium is on point B?

At point A (2, 18), point B (4, 9)

$$|MRS_{xy}| = \left| \frac{\Delta y}{\Delta x} \right| = \left| \frac{9-18}{4-2} \right| = \left| \frac{-9}{2} \right| = 4.5 //$$

$$MRS = MRMS$$

$$\frac{MU_x}{MU_y} = \frac{P_x}{P_y}$$

$$4.5 = \frac{P_x}{10} \therefore P_x = 45 \text{ #}$$

(b) Measured from point A to B, assumed P_x is 180 baht per unit, how much budget does this consumer has to achieve the equilibrium on point B?

$$MRS = MRMS$$

$$\frac{MU_x}{MU_y} = \frac{P_x}{P_y}$$

$$4.5 = \frac{180}{P_y}$$

$$P_y = \frac{180}{4.5}$$

$$= 40$$

$$I \geq P_y \cdot y + P_x \cdot x$$

$$\geq 40(9) + 4(180)$$

$$\geq 360 + 720 = 1080 \text{ #}$$

$$\therefore I \geq 1080$$

(c) Measured from point C to point D, how much is the ^{MU} average marginal utility per unit of avocado?

$$\text{From point C to point D : } MU_x = 4(12) = 48$$

$$; U(1) = 12$$

$$\text{the average marginal utility} = \frac{MU_x}{x} = \frac{48}{4} = 12 \text{ #}$$

(d) Show that this consumer's utility received from consuming avocado is in accordance with the law of diminishing marginal utility, using any essential information from any point. (But highly recommend that you consider all the points)

On point C to point D, consumers start to buy more avocado and less nut, due to the IC_2 curve has the same slope as IC_1 curve. While the willingness to purchase avocado is also decrease at any point if the price is higher.