

# UNIT 1

## BASIC ECONOMIC CONCEPTS

**Scarcity** - Unavoidable conflict over limited resources

**Opportunity Cost** - Next best alternative foregone when a choice is made

**Factors of Production** - LAND, LABOR, CAPITAL, ENTREPRENEURSHIP

**Private Goods** - Most are Scarce, sold on market by Entrepreneurs and Suppliers

**Public Goods** - Free or extremely hard to excludable or not excludable

**Quasi-Public Goods** - Market for Quasi-Public Goods (Education, Health, Police, Fire, etc.)

**Common Goods** - What are common-pool resources (fisheries, forests, groundwater)

**Externalities** - Consequences from actions on others

### 5 KEY ECONOMIC ASSUMPTIONS

1. Society has unlimited wants and limited resources (scarcity)
2. Due to scarcity, choices must be made. Every choice has a cost (a trade-off)
3. Everyone responds to incentives and acts in their own "self-interest"
4. Everyone makes decisions by comparing the marginal costs and marginal benefits of every choice
5. Real-life situations can be explained and analyzed through simplified models and graphs

**Economic Systems** - **Command** - **Planned** (Communist) vs **Free Market** (Capitalist)

- **Command** - **Planned** or **Communist** - Society's goals will be met as individuals work that are self-interest
- **Capitalism** and self-interest act as an invisible hand that regulates the free market

**Mixed Economies** - System with free markets but also some government intervention

**Efficient Allocation** - The producer that can produce the most output with the least amount of inputs

**Comparative Advantage** - The producer with the lowest opportunity cost

### Production Possibilities Curve

- Demonstrates scarcity, trade-offs, opportunity costs (OC), efficiency

	A	B	C	D	E	F
Good	10	20	30	40	50	60
Costs	0	1	2	3	4	5

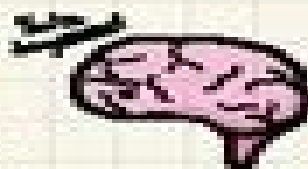
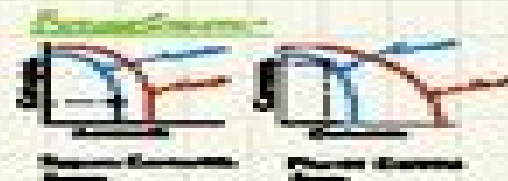


**Concave PPC** - Resources are easily adaptable for producing either good

Good	10	20	30	40	50	60
Costs	0	1	2	3	4	5

**Line or Linear PPC** - As you produce more of any good, the OC (opportunity cost) of producing it (another good) will increase

Good	10	20	30	40	50	60
Costs	0	1	2	3	4	5



*[Handwritten signature]*

# Economics Macroeconomics Performance Study Guide Test

**Jack Mogab**



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web it involves the product line development from start to end marketing and merchandising departments in which a team of merchandiser work together under a profit controls head in an export house merchandising is a combination of business and technical aspects

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