



[Summary]

Consumer Demand: Demand Analysis

Subject:	Business Economics
Course:	B.A. (Hons.), 1st Semester, Undergraduate
Paper No. & Title:	Paper – 101 Microeconomics – I
Unit No. & Title:	Unit – 2 Consumer Demand
Lecture No. & Title:	Lecture – 4 Consumer Demand: Demand Analysis

Summary

Having acquired information about the different theories of demand, this session analysis demand in detail, with focus on other related terms. The session describes shift and movement in demand-how demand behaves due to change in different variables. It also studies the relation between elasticity and marginal revenue, examines income elasticity of demand and Marshallian concept of consumer surplus in detail. The knowledge of these concepts will help the reader to understand other related concepts in the succeeding sessions.