

**Answers to questions:-*

1- Because the firm has to accept the market price it's too small to set its own.

→ The firm is one of many small sellers

- Its individual output has no effect on market price

- Therefore, it must accept the prevailing market price.

2- It can help people who can't afford full price get things like medicine, food or education.

- lower prices allow people who can't afford the full price to access essential goods education.

- This can improve equity and overall welfare, especially for low-income governments

3 → perfect competition everyone sells the same thing, no one controls price. Imperfect

- firms sell identical (homogeneous)

- There are many buyers and sellers

- No firm controls the price (firms are price takers)

* Imperfect competition:

- firms sell differentiated products (not exactly the same)

- Some firms have market power

- firms can influence or set prices to some extent

4. Different quality, brand, location, service, or advertising

→ products are differentiated by quality

brand, location, service, or advertising.

5 → Higher prices bigger profits for firms, less price competition.

→ Imperfect competition leads to higher prices, higher profits for firms and less price competition.

6. Things that make it hard for new companies to join the market - like big start-up costs, patents, or strong brands.

→ Barriers to entry are factors that make it difficult for new firms to enter a market such as high start-up costs, patents or strong brand loyalty.

7. Keep prices low, make brands strong, control resources, or lobby for tough rules.

→ Firms may keep prices low, build strong brands, control key resources, or lobby for strict regulations to prevent new competitors from entering.