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Subject: Soheil Aminzadeh Year: Month: Day:

1) Because the Firm is a price taker and can sell any quantity at the market price It has no control over price.

2) It can be Fair if it increases access For low income groups improves overall output or allows Firms to cover costs and continue providing services

3) Perfect competition has many Firms identical products and no market power Imperfect Competition has Fewer Firms differentiated products and some control over price

4) quality Features branding customer service Packaging and location

5) Higher profits reduced competition stable prices and sharad market power

6) High startup costs Patents licenses economies of scale access to distribution and strong brand Loyalty

7) Lower prices increase advertising build strong brand loyalty expand output sign exclusive contracts or use patents / legal barriers