

2. Establish the relationship between AC and MC by the quotient rule of differentiation.

We know when AC falls;  $AC > MC$ .

when AC increases;  $AC < MC$ .

and when AC is minimum;  $AC = MC$ .

Assume that total cost =  $C$  and  $Q$  = output-

$$\therefore AC = \frac{C}{Q} \text{ and } MC = \frac{d(C)}{dQ}$$

when AC falls, the slope of AC is negative

i.e.,  $\frac{d(AC)}{dQ} < 0$ .

$$\frac{d}{dQ} \left( \frac{C}{Q} \right) = \frac{Q \frac{dC}{dQ} - C}{Q^2} < 0$$

$$\Rightarrow \frac{Q \frac{dC}{dQ} - C}{Q^2} < 0$$

$$\Rightarrow \frac{1}{Q} \left( \frac{dC}{dQ} - \frac{C}{Q} \right) < 0$$

$$\Rightarrow \frac{dC}{dQ} - \frac{C}{Q} < 0$$

$$\Rightarrow MC - AC < 0$$

$$\Rightarrow MC < AC$$

$$\therefore AC > MC$$

When  $Ac$  increases, then  $\frac{d}{dq}\left(\frac{c}{q}\right) > 0$ .

$$\frac{d}{dq}\left(\frac{c}{q}\right) = \frac{q \frac{dc}{dq} - c \frac{dq}{dq}}{q^2} > 0.$$

$$\Rightarrow \frac{q \frac{dc}{dq} - c}{q^2} > 0$$

$$\Rightarrow \frac{1}{q} \left( \frac{dc}{dq} - \frac{c}{q} \right) > 0$$

$$\Rightarrow MC - AC > 0.$$

$$\therefore MC > AC.$$

When  $Ac$  is minimum, then  $\frac{d}{dq}\left(\frac{c}{q}\right) = 0$ .

$$\frac{d}{dq}\left(\frac{c}{q}\right) = \frac{q \frac{dc}{dq} - c \frac{dq}{dq}}{q^2} = 0.$$

$$\Rightarrow \frac{q \frac{dc}{dq} - c}{q^2} = 0$$

$$\Rightarrow \frac{1}{q} \left( \frac{dc}{dq} - \frac{c}{q} \right) = 0.$$

$$MC = AC.$$

$TC = 50 - 2Q + 7Q^2 + Q^3$  find  $MC$  at  $Q=5$ ,  $AFC$ ,  $AVC$ ,  $AC$   
As  $MC = 143$

$TC = \frac{1}{3}Q^3 + 6Q^2 + 12Q$  Find  $AC$  &  $MC$ .

$TC = 2Q^2 + 3Q + 10$ , find  $FC$ ,  $AC$  and  $MC$  when  $Q=10$ .

Establish the relationship between AC and MC with the product rule of differentiation.

Assume that AC as a fun<sup>n</sup> of quantity Produced, such that  $TC = AC \times \text{quantity}$ .

$$AC = C(Q)$$

$$= C(Q) \times Q$$

$$MC = \frac{d}{dQ} [C(Q) \times Q]$$

$$= C(Q) \frac{dQ}{dQ} + Q \cdot C'(Q)$$

$$= C(Q) + Q \cdot C'(Q)$$

$$MC = AC + Q \cdot C'(Q)$$

$$MC - AC = Q \cdot C'(Q)$$

Here  $C'(Q)$  represents the slope of the AC curve, when the slope of AC curve is downward, then  $C'(Q) < 0$ .

$$\therefore MC - AC < 0 \quad \text{Since } Q > 0$$

$$\therefore MC < AC$$

$$\therefore AC > MC$$

But when the slope of AC curve is upward, then  $C'(Q) > 0$ .

$$MC - AC > 0$$

$$\therefore MC > AC$$

Again when AC curve is at its minimum point, then  $C'(Q) = 0$

$$MC - AC = 0$$

$$\therefore MC = AC$$