**Center University of Abd Lhafid Boussouf Mila**

***Department of Economic Sciences and Commercial and Science of Management***

**Level: Master 1**

**Text 03:**

**Supply and demand**

 Demand means the wish of a number of people to buy certain goods. There are a lot of factors that affect **it**. Income (Higher income could occur for a variety of reasons, such as higher wages and lower taxes.) Quality (quality of the good e.g. better quality digital cameras encourage people to buy one.) Advertising (can increase brand loyalty to the goods and increase demand.) Weather (In cold weather there will be increased demand for fuel and warm weather clothes.) **(§1)**

 Supply is the quality of article put on sales to satisfy certain needs. There are four main factors affecting **it** : prices of alternative goods( meat and milk are both goods can be produced by the same resources, i.e. cows, land, the same type of capital) technology:(  when there is a technological progress in the production methods, producers become more productive and can produce more under the same quantity of factors, as a result the supply increases) number of producers:( when the number of producers increases, there are more suppliers in the market and the supply increases) producers **(§2)**

 **Questions**

1. say if the following statements are “true” or “false”:

a- Demand means the wish of number of people to sell certain article ……………….

b- As much as the quality of certain product is good, people will be encouraged to buy it…………

c- Supply is the quantity of good put on sale to satisfy certain wants …………..

1. Answer the following questions:

a- What are the factors affecting demand? (without explanation)

…………………………………….......................................................................................................

b- What is the difference between supply and demand?

…………………………………….......................................................................................................

 3. Find synonyms of the following words:

- Commodities =……………………….. **(§ 1)**

 - hope =……………………………..**(§ 1)**

 4. Find the opposites of the following words:

- Sell ≠ …………………………………. **(§ 1)**

 -Lower ≠…………………………… **(§ 1)**

5. To what the underlined words refers to in the text:

-It **(§ 1)** **:** …………………………………….

- It **(§ 2) :**………………………………………….

* **Translate the text into Arabic. ترجم النص إلى اللغة العربية.**

**للحفظ :**

* **Demand** :

 means the wish of a number of people to buy certain goods.

**الطلب : يعني رغبة عدد من الناس في شراء سلع معينة.**

* **The factors that affect demand are : عوامل تأثر على طلب هي:**

**-**income الدخل

-qualityالجودة

-advertising الإشهار

-weather الطقس

* **Supply: العرض**

Supply is the quality of article put on sales to satisfy certain needs.

**العرض هو جودة المادة المعروضة على المبيعات لتلبية احتياجات معينة**

* **The factors that affect supply: العوامل التي تؤثر على العرض:**

 **-** prices of alternative goods **أسعار السلع البديلة**

 - number of producers **عدد المنتجين**

 - technology التكنولوجيا

**Answers:**

1. true or false:

 a- Demand means the wish of number of people to sell certain article. **False**

b- As much as the quality of certain product is good, people will be encouraged to buy it. **True**

c- Supply is the quantity of good put on sale to satisfy certain wants. **False**

2. Answer the questions:

a- the factors affecting demand without explanation are : income, quality, advertising and weather.

b- the difference between supply and demand:

**Demand** is the wish of a number of people to buy certain good, but **Supply** is the quality of article put on sales to satisfy certain needs.

3. The synonyms of the following words:

- Commodities = goods **(§ 1)**

 - hop e= wish .**(§ 1)**

**4.** the opposites of the following words:

- Sell ≠ buy **(§ 1)**

 -Lower ≠ higher **(§ 1)**

**5.** The underlined words refers to :

-It **(§ 1)** **:** Demand

- It **(§ 2) :** supply.