Date
04/11/2025

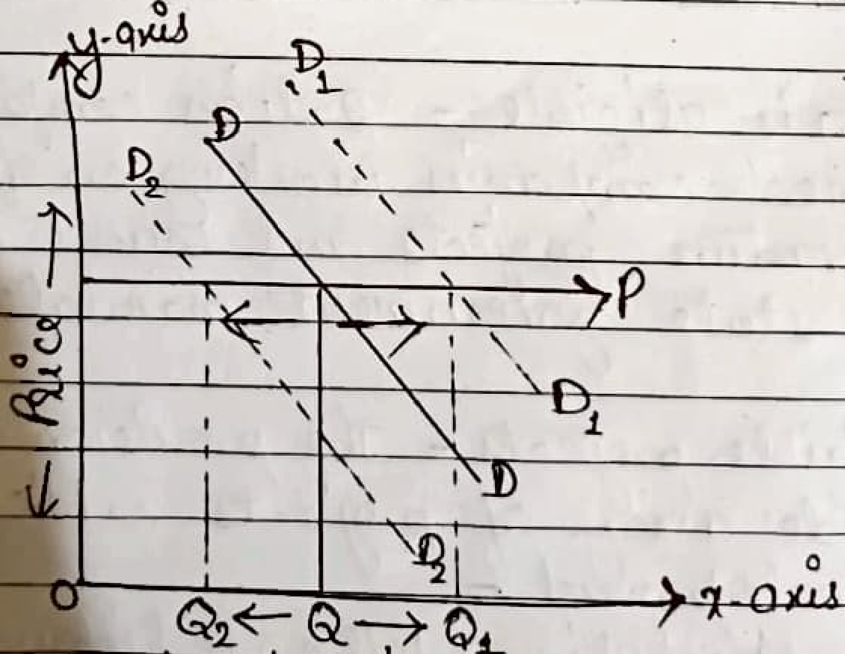
M.Com.Sem-I
(Managerial Economics)

Change in Demand :-

(B) A change in any of the other determinants of demand causes a **shift of a demand curve**.

1. A rise in income, if the good is a normal one.
   A fall in income, if the good is an inferior one.
   A rise in the price of Substitute item.
   → A rightward, upward shift of the demand curve.
   → An increase in demand.

2. A fall in income if the good is normal
   A rise in income if the good is inferior.
   A fall in the price of substitute item.
   → A leftward, downward shift of the demand curve.
   → A decrease in demand.



Decrease in Demand or leftward shift

Increase in Demand or Rightward shift