Date
06/11/2025

M. Com Sem - I
(Managerial Economics)

* Difference b/w Extension of Demand and Increase in Demand.

Feature	Extension of Demand	Increase in Demand
1) Cause	• A decrease in the price of the commodity itself.	• A change in factor other than the commodity's price (e.g. income, tastes; price of substitutes).
2) Graphical Representation	• A downward movement along the existing demand curve.	• A rightward shift of the entire demand curve to a new curve.
3) Price of the commodity	• The price of the commodity falls.	• The price of the commodity remains constant
4) Diagram