

10. Suppose the demand for towels is given by  $Q^D = 100 - 5P$ , and the supply of towels is given by  $Q^S = 10P$ .
- Derive and graph the inverse supply and inverse demand curves.
  - Solve for the equilibrium price and quantity.
  - Suppose that supply changes so that at each price, 20 fewer towels are offered for sale. Derive and graph the new inverse supply curve.
  - Solve for the new equilibrium price and quantity.
  - Show that the laws of demand and of supply hold using calculus.
  - Suppose that a towel rack is a complement to towels. The expanded demand curve for the towels then is  $Q^D = 150 - 5P - P_R$ , where  $P_R$  is the price of the towel rack. Suppose that this current price of a towel rack is \$50. Show that this expanded demand curve is consistent with the demand relationship given in the setup to the problem.
  - If the price of towel racks increases to \$60, what is the equation for the new demand curve? In which direction has the demand curve shifted?