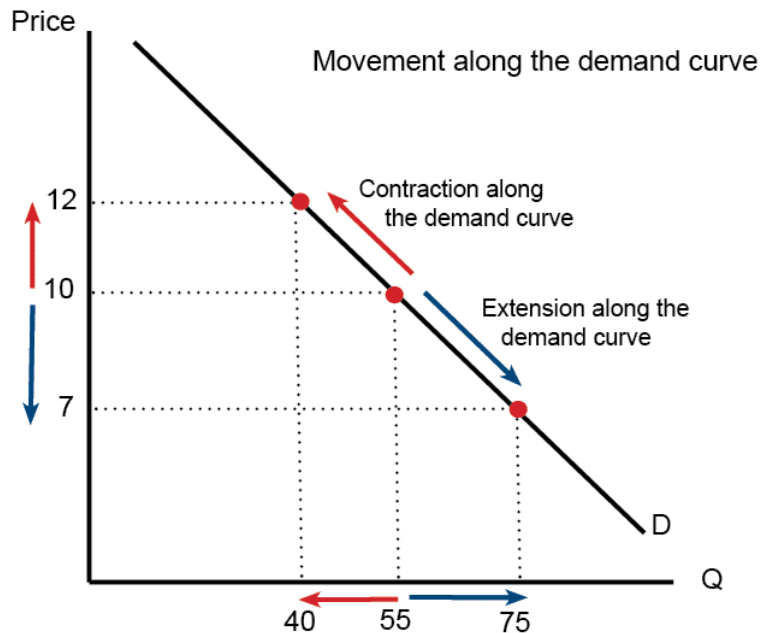


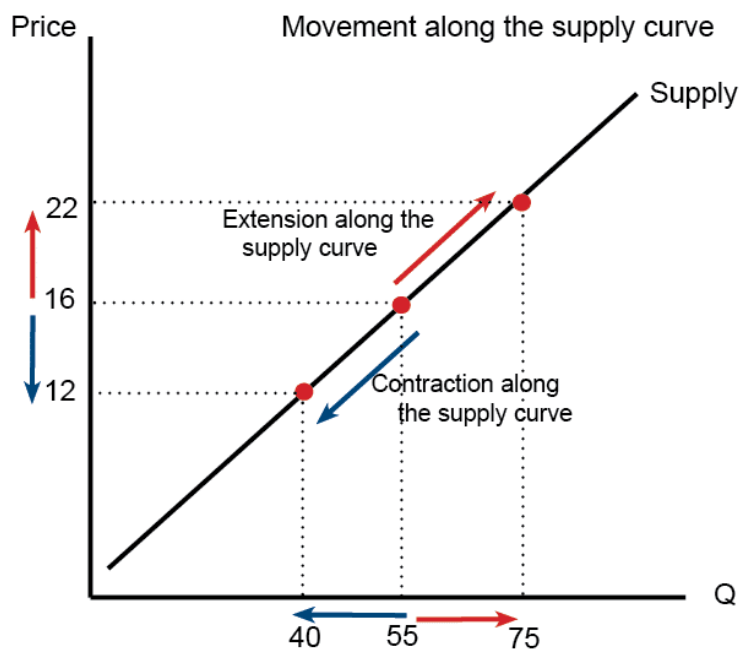
Key Rules:

- Change in price of the product = **movement along the curve.**
- Change in any other factors = **shift of the curve.**

**Movement Along Demand Curve:**

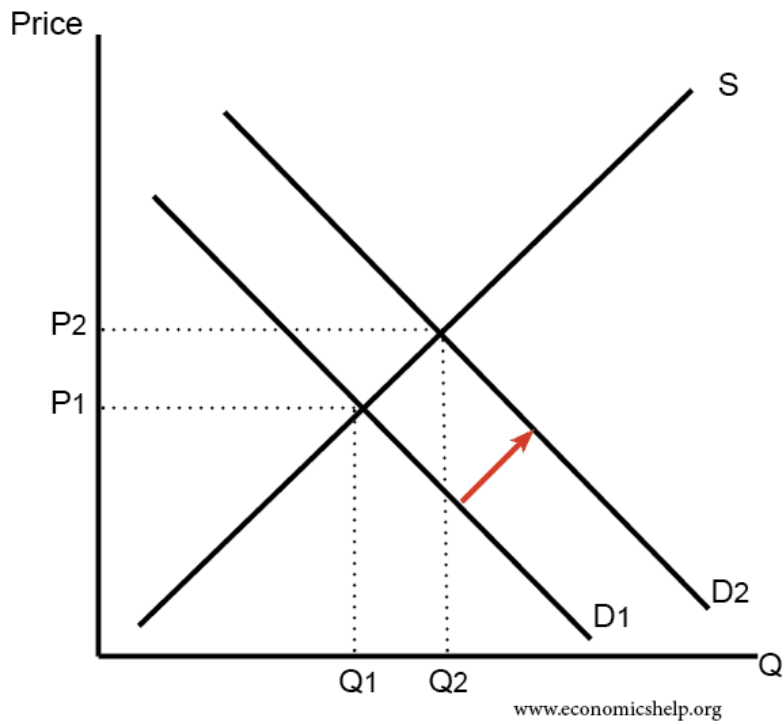
Price Up: *Quantity Up*

Price Down: *Quantity Down*

**Movement Along Supply Curve:**

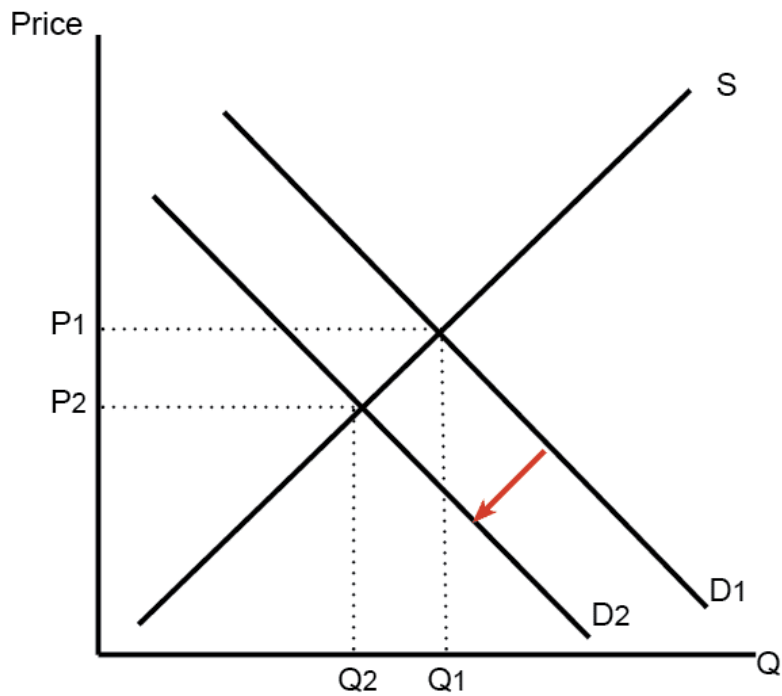
Price Up: *Quantity Down*

Price Down: *Quantity Up*



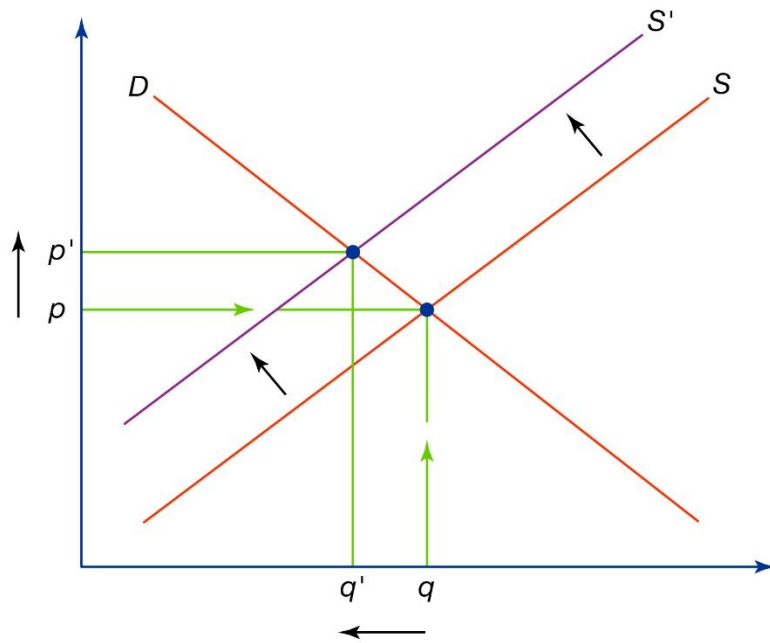
Increase in Demand:

Shift DEMAND curve to the RIGHT.



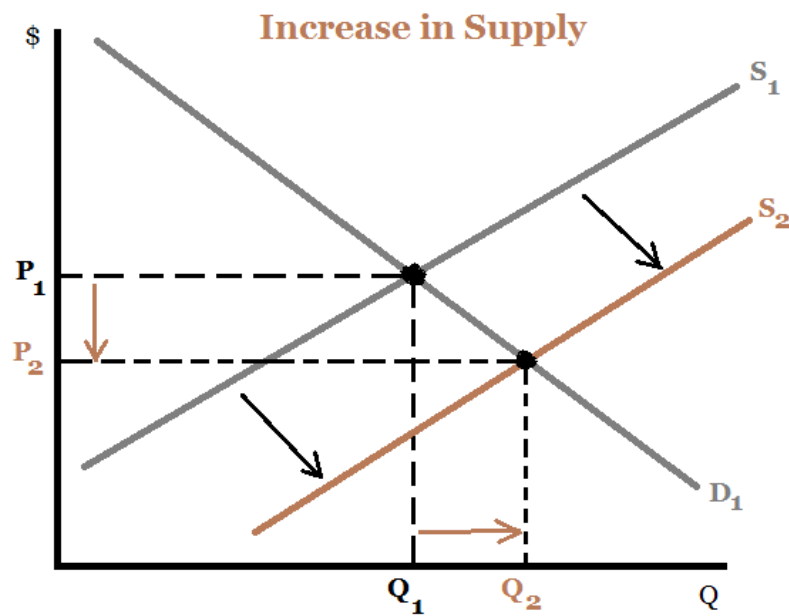
Decrease in Demand:

Shift DEMAND curve to the LEFT



Decrease in Supply:

Shift SUPPLY curve to the LEFT.



Increase in Supply:

Shift Supply curve to the RIGHT.