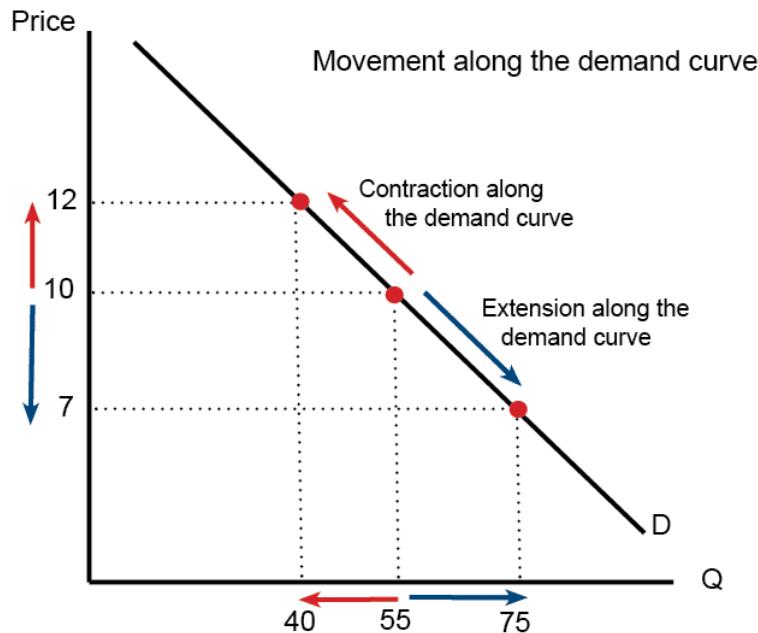
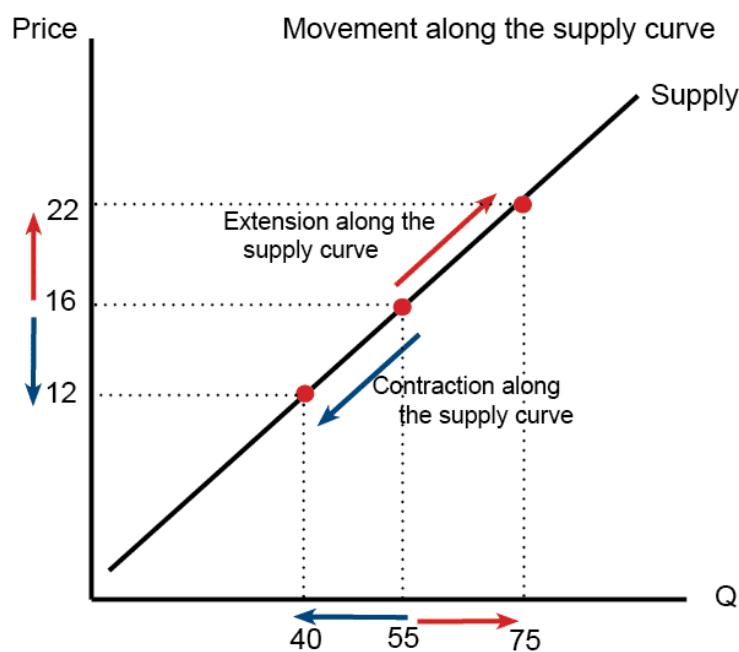
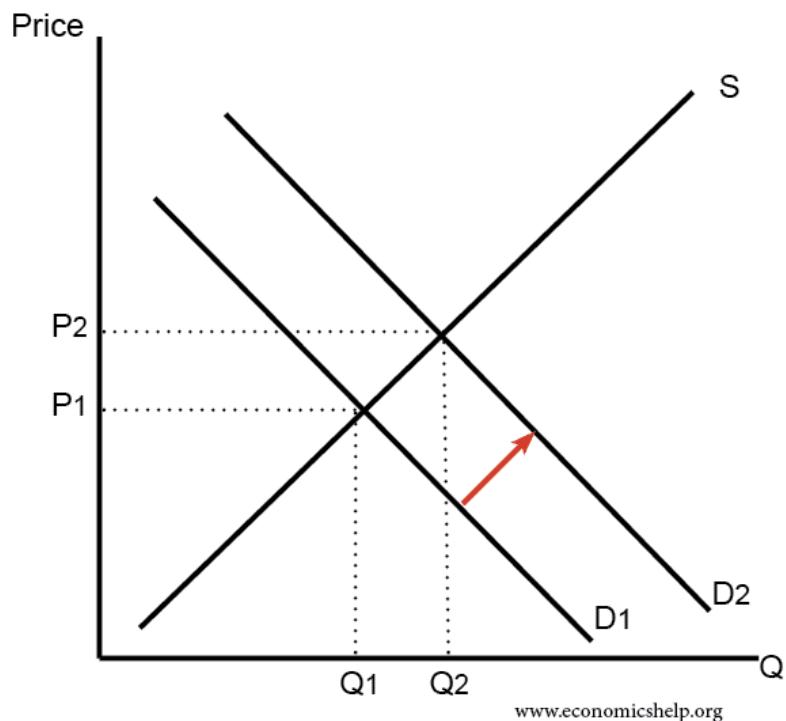


Key Rules:

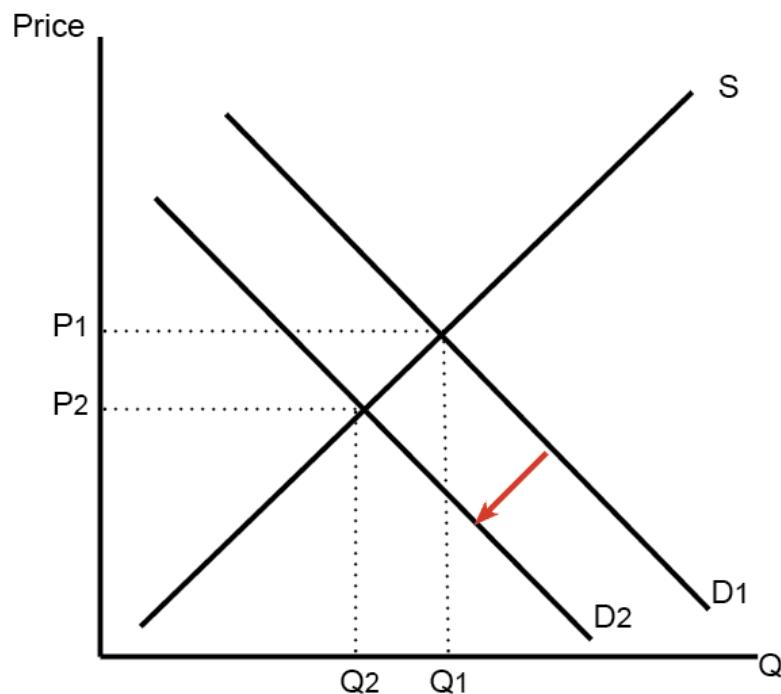
- Change in price of the product = **movement along the curve**.
- Change in any other factors = **shift of the curve**.

**Movement Along Demand Curve:****Price Up:** *Quantity Up***Price Down:** *Quantity Down***Movement Along Supply Curve:****Price Up:** *Quantity Down***Price Down:** *Quantity Up*



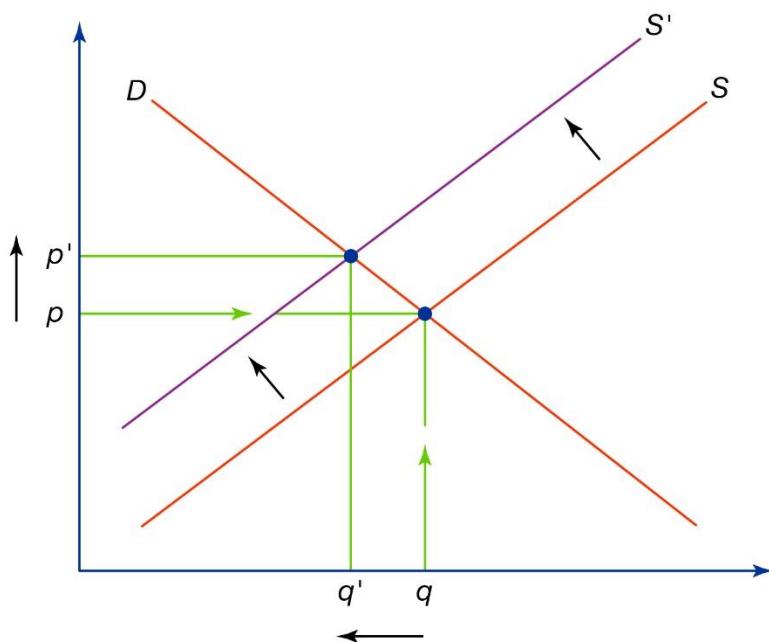
Increase in Demand:

Shift DEMAND curve to the RIGHT.



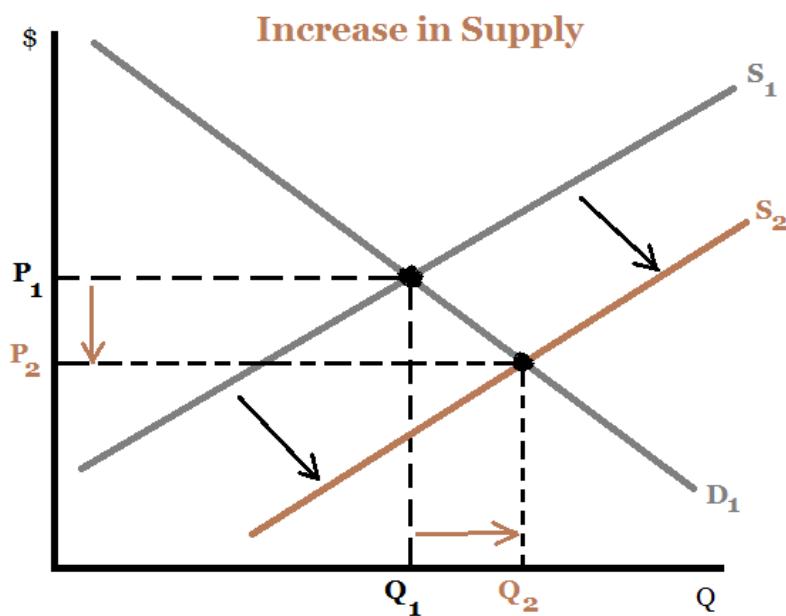
Decrease in Demand:

Shift DEMAND curve to the LEFT



Decrease in Supply:

Shift SUPPLY curve to the LEFT.



Increase in Supply:

Shift Supply curve to the RIGHT.