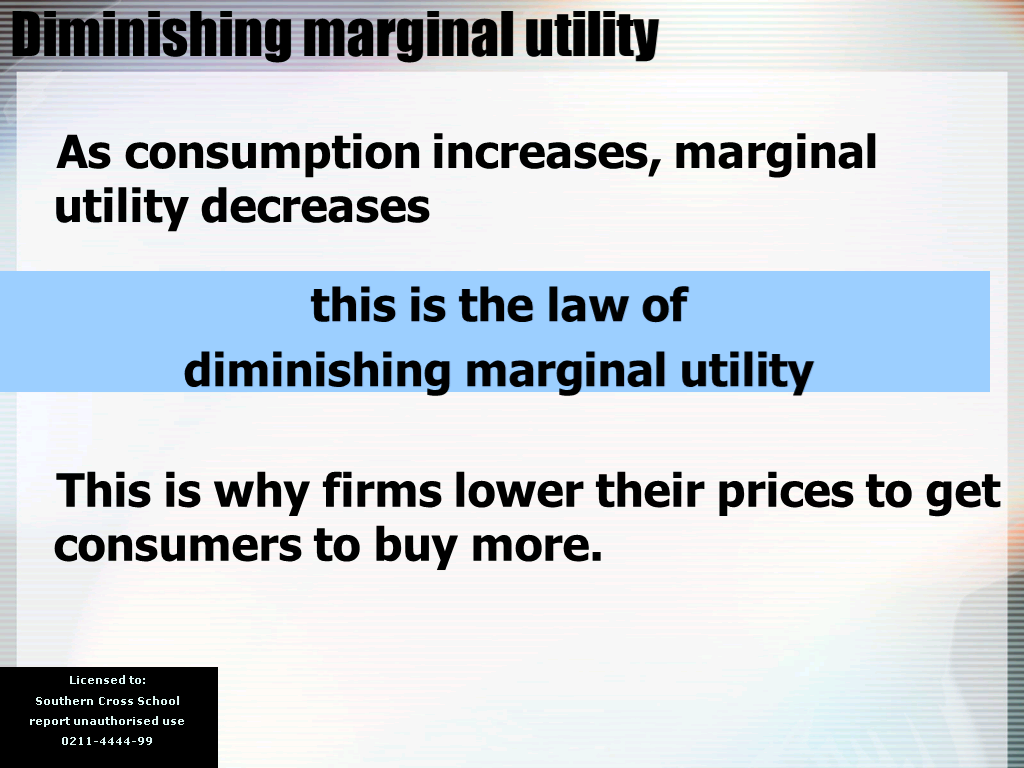
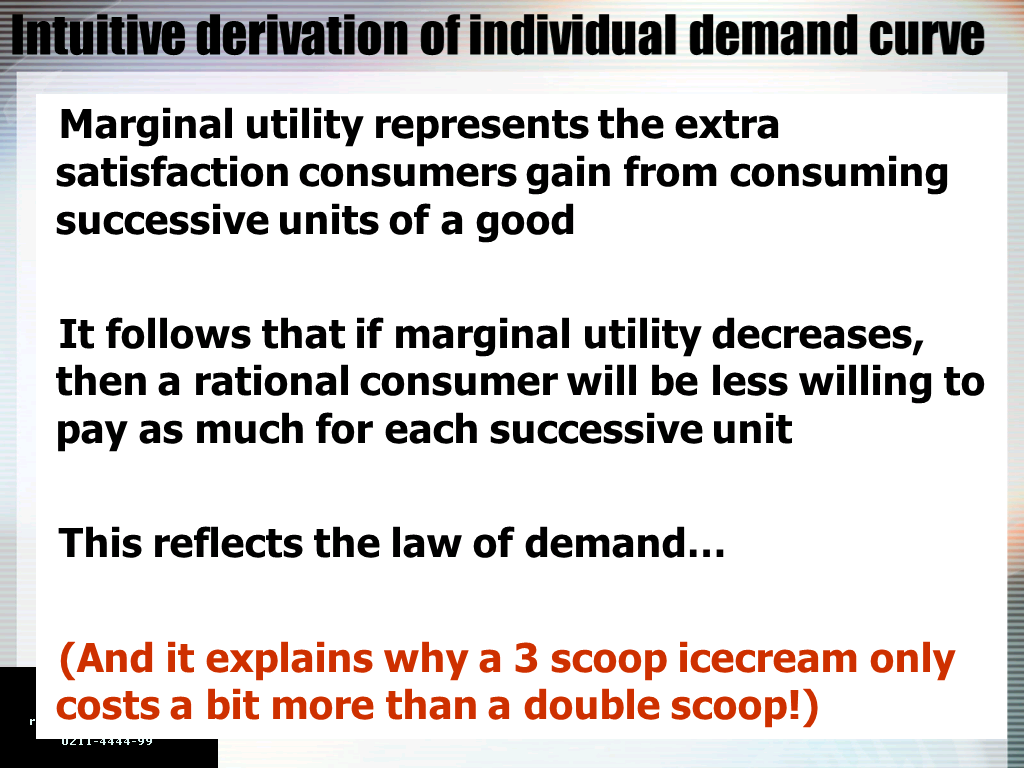
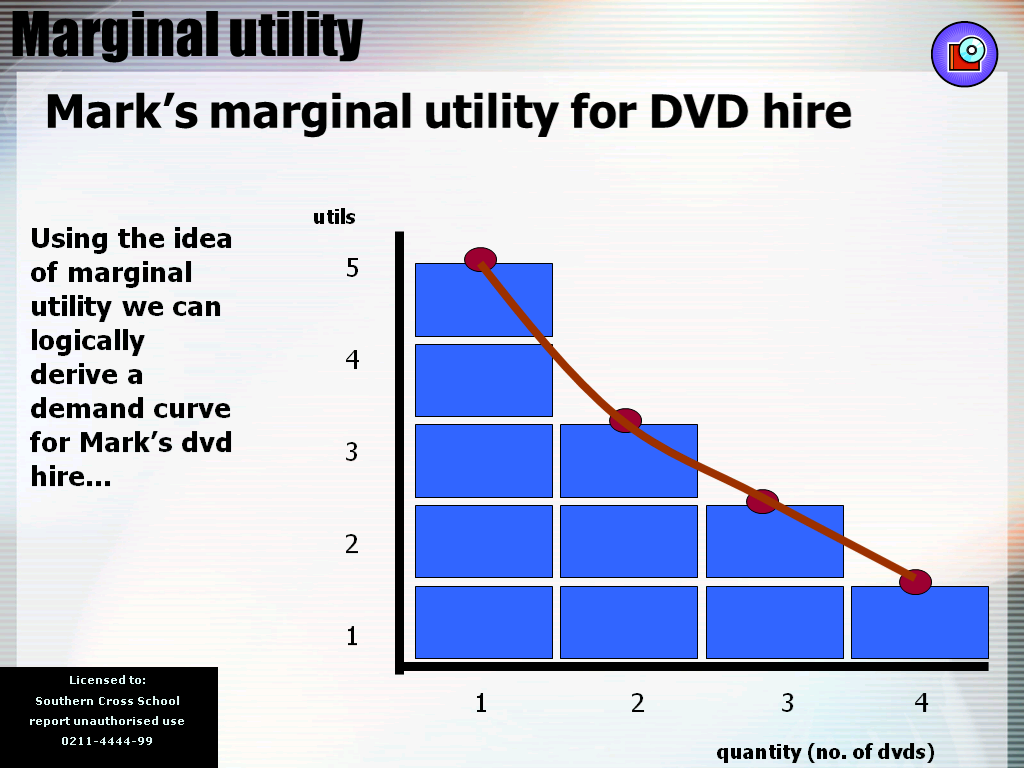


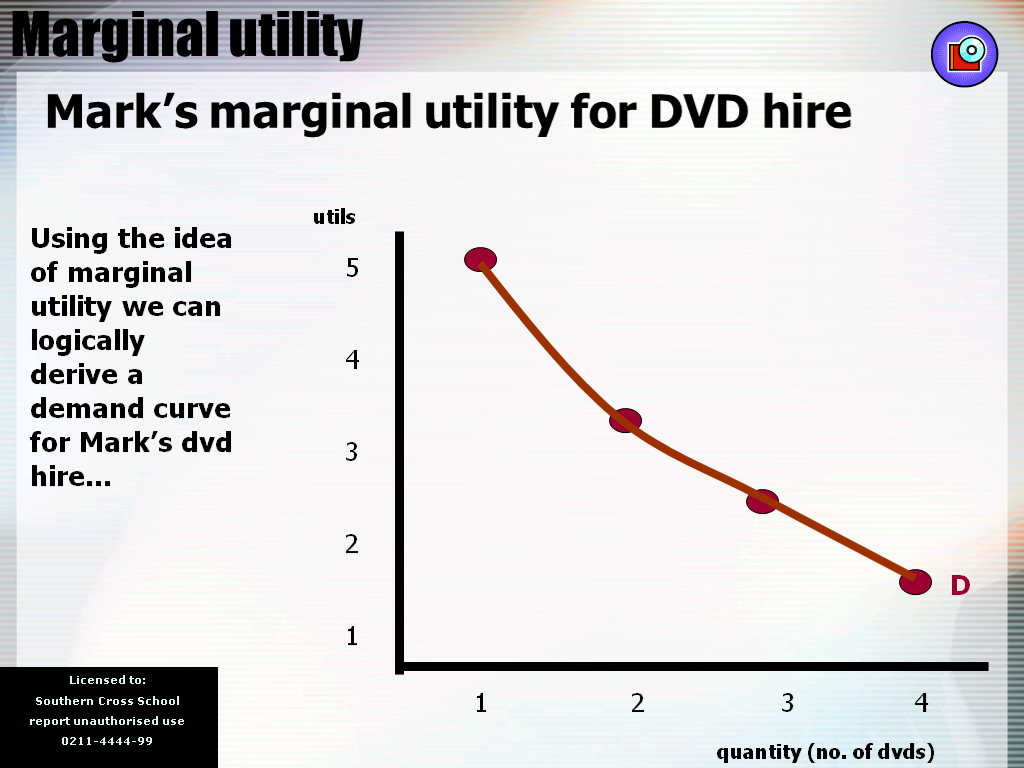
**LAW OF DIMINISHING MARGINAL UTILITY**

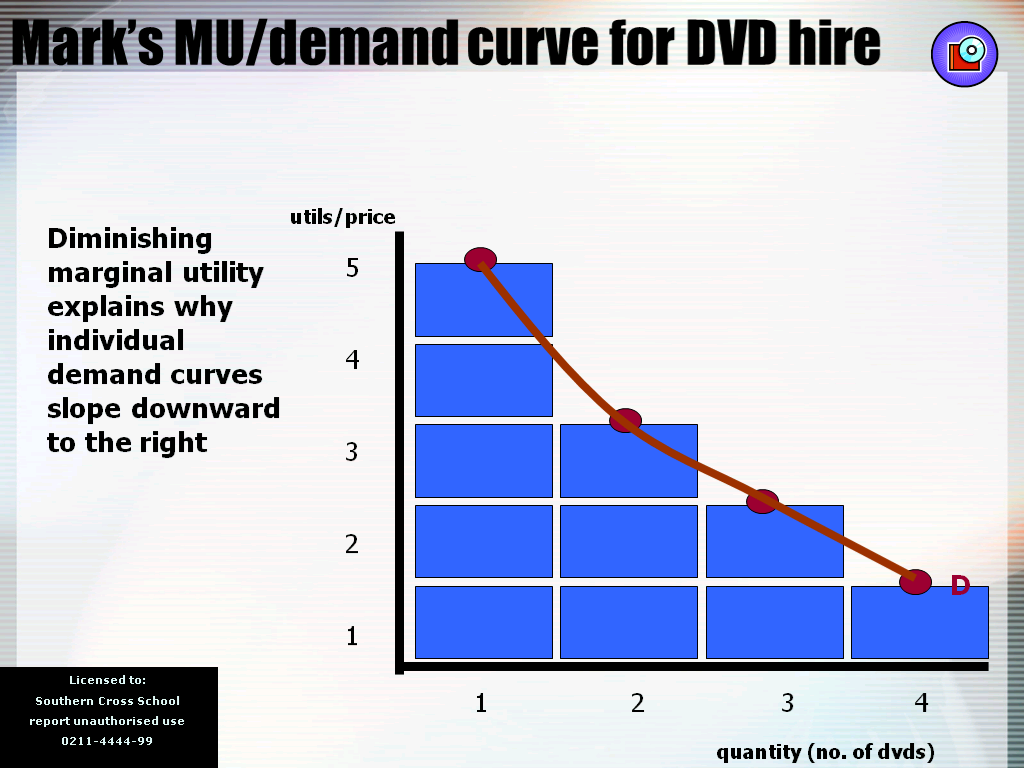


**DERIVING DEMAND CURVE USING MARGINAL UTILITY**

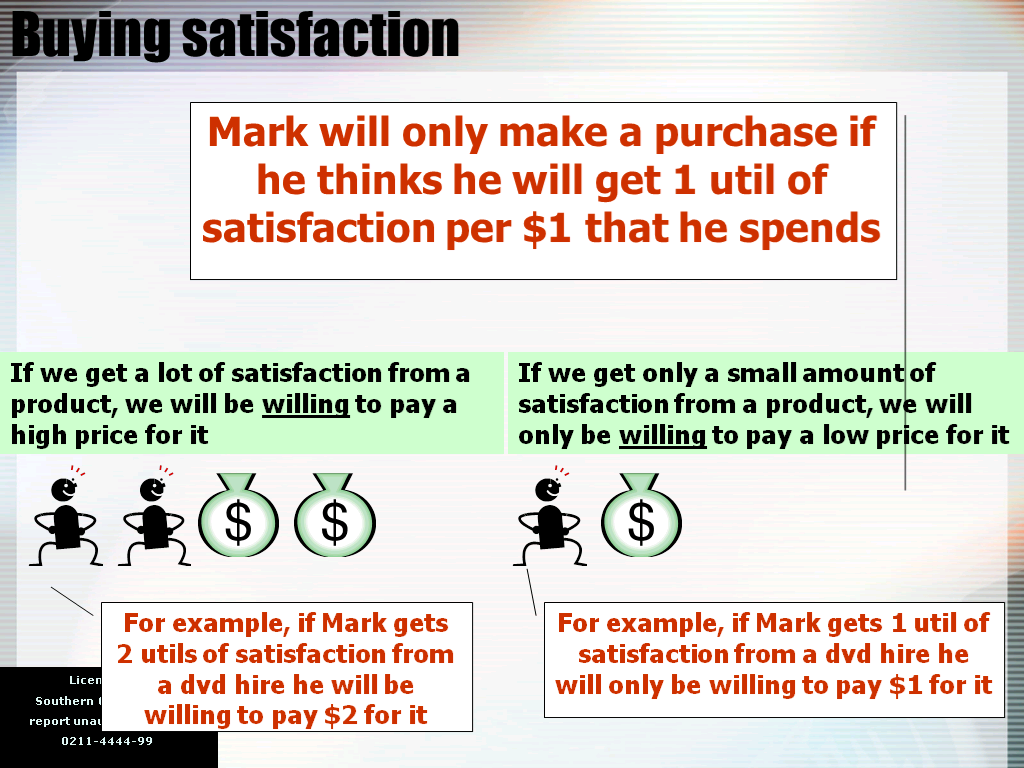


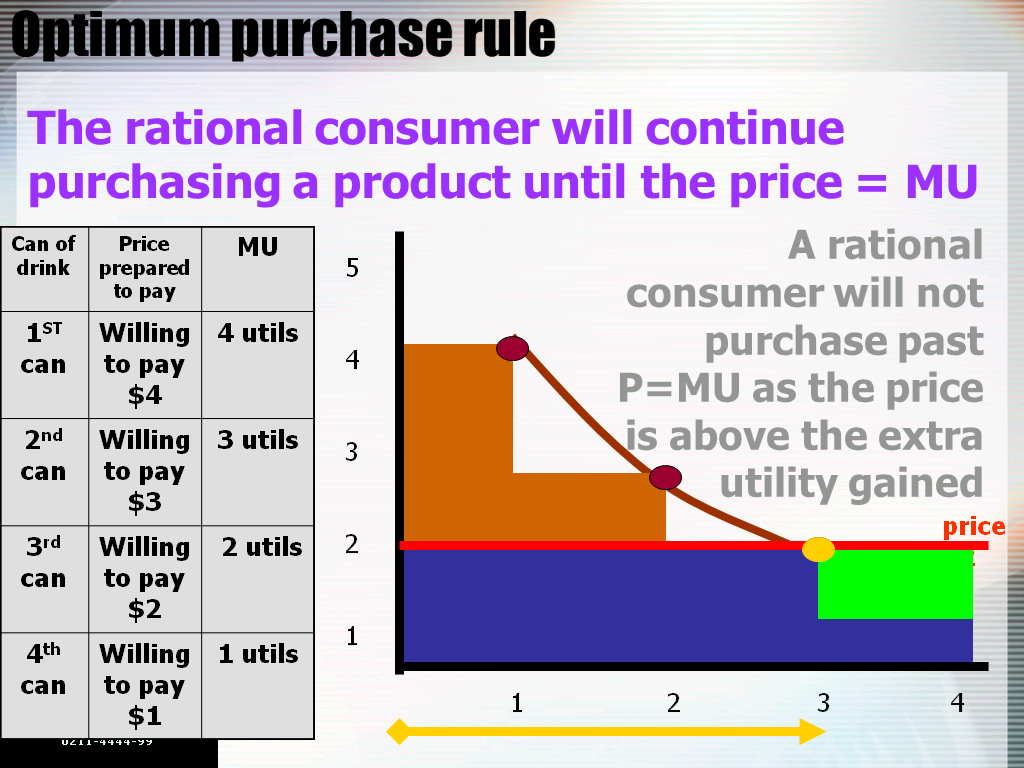






# OPTIMUM PURCHASE RULE





CONSUMER EQUILIBRIUM

