



NO. & DATE

$$\begin{aligned} \bar{Q} &= D = AC \\ \bar{P} &= \text{在 } MR=0 \\ \bar{P} &= MR = MC \end{aligned}$$

2. a) $a - 2bQ = c + eQ$
 $Q = \frac{a-c}{2b+e}$

$$\begin{aligned} P &= a - b \left[\frac{a-c}{2b+e} \right] \\ P &= \frac{ab+ae+bc}{2b+e} \end{aligned}$$

b) $Q = \frac{a-c}{2b+e}$

c) $e \geq 0$
 $P = \frac{ab+ae+bc}{2b+e}$

3. A) $MR = MC$

$$\pi = 100 \times 20 - 2 \times 20^2 = 1200$$

$$120 - 2q = 4q$$

$$Ed = \frac{100}{20} = 5 \quad MC = 4q = 80$$

$$q = 20 \Rightarrow P = 100$$

$$\text{獨占力} = \frac{(100-80)}{100} = 0.2$$

B) $20 \times \frac{4}{2} = 40$

C) $P = MC \quad 120 - q = 4q \quad q = 24 \quad P = 96$

$$96 \times 24 - 24^2 \times 2 = 1152 \quad MC \text{定價} \Rightarrow 0$$

D) $P = AC \quad 120 - q = 2q \quad q = 40$

$$\pi = 80 \times 40 - 2 \times 40^2 = 0$$

$$(120 - 80) \times \frac{40}{2} = 800$$

$$1440 - 800 = 640$$