一、唯一家 ⟹ 独占

一、
何谓独占？
→ 市场上仅这一家厂商，是一种商品的唯一卖者，是市价定价者。
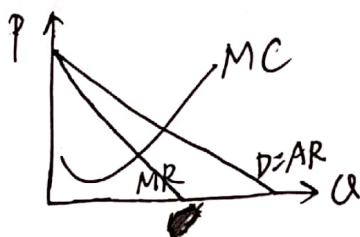
2. (a) $TC = P_{(Q)} \times Q = aQ - bQ^2$

$\Rightarrow MR_{(Q)} = a - 2bQ$

$\therefore MC = MR$

$\Rightarrow c + eQ = a - 2bQ$

$(e + 2b)Q = a - c$

$Q^* = \dfrac{a-c}{e+2b}$ $\Rightarrow P^* = a - b \cdot \dfrac{a-c}{e+2b} = \dfrac{ae + cb + ab}{e+2b}$
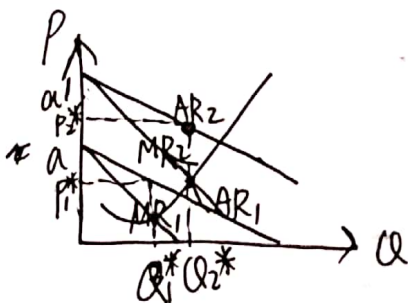

(b) 设 $c \Rightarrow (c+m)$
$\quad a \Rightarrow (a-m)$ $\quad m > 0$

$\therefore Q_1^* = \dfrac{a-m-c-m}{(e+2b)} = \dfrac{a-c-2m}{e+2b}$ $\therefore Q_1^* < Q^*$，降低。

(c) $\because e \gtrless 0$，$a \Rightarrow (a+n)$

$\therefore P_1^* = (a+n) - b \dfrac{(a+n)-c}{e+2b}$

$P_2^* > P_1^*$
$\Rightarrow$ 会增加 P^*
a 增加

3. (A): $TR = P \times Q = 120q - q^2$ $\Rightarrow MR = 120 - 2q$

$TC = 2q^2 \Rightarrow MC = 4q$

$\Rightarrow MC = MR \Rightarrow q^* = 20 \Rightarrow P^* = 100$

$\pi = TR - TC = 2000 - 800 = 1200$