

1.

E-book Standards

$$P_g = 20 + Q_s^g, P_g = 100 - Q_d^g \quad (\text{好酒供需})$$

$$P_b = 0.5 Q_s^b, P_b = 60 - Q_d^b \quad (\text{壞酒供需})$$

(A)

$$\begin{cases} 20 + Q_s^g = 100 - Q_d^g \\ 0.5 Q_s^b = 60 - Q_d^b \end{cases}$$

$$P_b = 20$$

$$Q_b = 40$$

$$Q_s^g + Q_d^g = 100 - 20$$

$$2Q^g = 80$$

$$Q^g = 40$$

$$P_g = 20 + 40 = 60$$

(B) 平均需求函數:  $\tilde{p} = \frac{1}{2} \times (100 - Q) + \frac{1}{2} (60 - Q) = 80 - Q$

好酒均衡:  $20 + Q_s^g = 80 - Q_d^g \Rightarrow Q^* = 30, P^* = 50$

壞酒均衡:  $0.5 Q_s^b = 80 - Q_d^b \Rightarrow Q^* = 53.33, P^* = 26.67$

$$30 \div 53.33 = 36\%$$

$$50\% \rightarrow 36\%$$

(C)  $0.36(100 - Q) + 0.64(60 - Q) = 74.4 - Q$

好酒:  $20 + Q_s^g = 74.4 - Q \Rightarrow Q^* = 27.2, P^* = 47.2$

壞酒:  $0.5 Q_s^b = 74.4 - Q \Rightarrow$

買到好酒的機率愈來愈小 價格降低,  
最後市場只剩下壞酒