

獨占

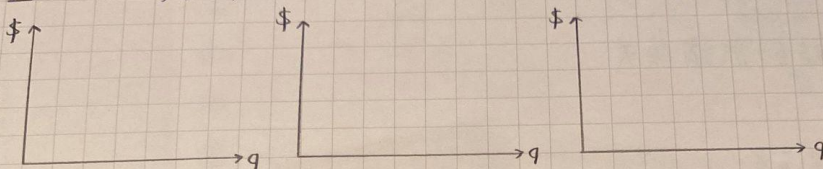
A108260063 商品=咖啡

1. 悟空、悟淨、悟能三人共同經營鎮上唯一一家咖啡廳。悟空認為只要不賠錢，

銷售量愈大愈好；悟能認為總收益愈大愈好；悟淨認為應該追求利潤極

大。請在同一個圖形上畫出此咖啡廳的需求曲線和成本曲線，並標出

這三人心目中的價格數量組合。



2. Suppose a monopolist faces the market demand function $P = a - bQ$. Its marginal cost is given by $MC = c + eQ$. Assume that $a > c$ and $2b + e > 0$.

a) Derive an expression for the monopolist's optimal quantity and prices in terms of a , b , c and e .

$$\begin{aligned}\pi &= TR - TC \\ &= (P - AC)Q\end{aligned}$$

b) Show that an increase in c (which corresponds to an upward parallel shift in marginal cost) or a decrease in a (which corresponds to a leftward parallel shift in demand) must decrease the equilibrium quantity of output.

c) Show that when $e \geq 0$, an increase in a must increase the equilibrium price.

3. 設獨占廠商所面對的需求函數為 $P=120-q$ ，成本函數為 $TC=2q^2$ ：

(A) 求均衡下的價格、產量、利潤、需求彈性與獨占力

$$MR=120-2q \quad Q^* = \frac{120-c}{-2}$$

$$MC=4q \quad P^* = \frac{120\pi}{2}$$

(B) 求獨占的無謂損失

(C) 若政府按 MC 訂價法來管制。均衡下的價格、產量、利潤、無謂損失為？

(D) 若政府按 AC 訂價法來管制。均衡下價格、產量、利潤、無謂損失為？