

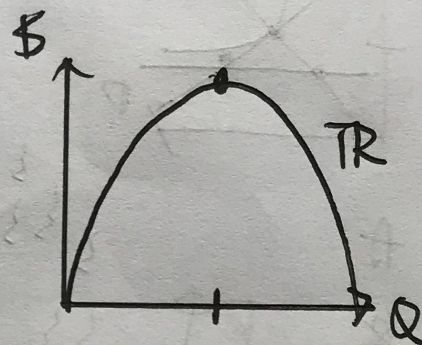
說明：此咖啡廳為獨占分析，請於

(1) 情況 = $\pi \geq 0$, $\text{Max } Q \rightarrow AC = D$ 例 7

$\rightarrow E_1^*$

(2) 情況 = $\text{Max } TR \rightarrow TR = P \cdot Q$

$$\frac{dTR}{dQ} = 0 = MR \rightarrow E_2^*$$



(3) 情況 = $\pi = \text{Max } \pi \rightarrow MR = MC$

$\rightarrow E_3^*$

2.

a. $MR = MC \rightarrow MR = a - 2bQ = c + eQ = MC$

$$\rightarrow Q^* = \frac{a-c}{2b+e} ; P^* = \frac{ab+ae+bc}{2b+e}$$

b. $Q^* = \frac{a-c\uparrow}{2b+e} \downarrow ; Q^* \frac{ab-c}{2b+e} \uparrow$