

Week 11.

隨 2.  $P = 4MC$ ,  $\epsilon_d$ ?

$$L = \frac{P - MC}{P} = \frac{1}{|\epsilon_d|}$$

$$1 - \frac{MC}{P} = 1 - \frac{MC}{4MC}$$

$$= 1 - \frac{1}{4}$$

$$L = \frac{3}{4} = \frac{1}{|\epsilon_d|}$$

$$MR = P \left(1 - \frac{1}{|\epsilon_d|}\right)$$

$$MR = 4MC \left(1 - \frac{1}{|\epsilon_d|}\right)$$

$$MC = 4MC \left(1 - \frac{1}{|\epsilon_d|}\right)$$

$$\epsilon_d = \frac{4}{3}$$

隨 1.

① 不賠錢  $\pi = 0$ ,  $P = AC$

② 總收入極大,  $\text{Max } TR \Rightarrow MR = 0$

③ 總  $\pi$  極大,  $\text{Max } \pi \Rightarrow MR = MC$

$\Rightarrow$  邊際利潤

