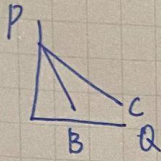


1.



$$MR = \frac{dTR}{dQ}$$

$$\pi = TR - TC$$

$$\text{Max } \pi = MR - MC$$

A/08260/03

2.

(a)

$$\pi = TR - TC$$

$$= P(Q)Q - TC(Q)$$

$$= (P - AC)Q$$

$$\frac{dTR}{dQ} = a - 2bQ = MC$$

$$a = c$$

$$e = -2b$$

(b)

(c)

3.

$$MR = \frac{dTR}{dQ} = 120 - 2Q = MC = \text{邊際成本}$$

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

$$120 - 2Q = 2Q^2$$

$$2Q^2 + 2Q - 120 = 0$$

$$P^* = \frac{120 - 2Q^*}{2}$$