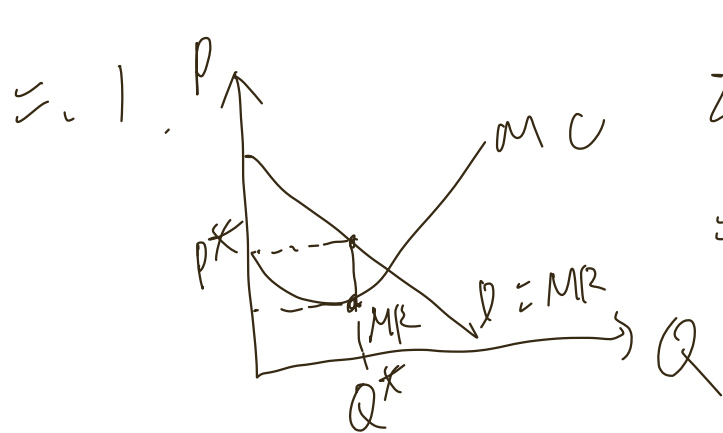


✓  
何謂獨占? → 市場上僅這一家廠商, 是一種商品  
的唯一賣者, 是市價定價者



$$Z(a)TC = P \times Q = aQ - bQ^2$$

$$\Rightarrow MR(Q) = a - 2bQ$$

$$(e - 2b)Q = a - c$$

$$Q^* = \frac{a - c}{e + 2b} \Rightarrow P^* = (a - b) \frac{a - c}{e + 2b}$$

$$= \underline{\underline{ae + cb + ab}}$$

b) 設  $C \Rightarrow (c + m)$   
 $a \Rightarrow (a - m)$   $m > 0$

$$\therefore Q_1^* = \frac{a - m - c - m}{(e - 2b)} = \frac{a - c - 2m}{e + 2b} \therefore Q_1^* < Q^* \text{ 降低}$$

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

Since  $e \geq 0$  and  $p = \frac{ab + ae + bc}{2b + e}$ , 增加  $a$

無謂損失 =  $1440 - 800 = 640$