

隨 獨占需求線 $P = a - bQ$, $MC = c$

(A) $TR = PQ$

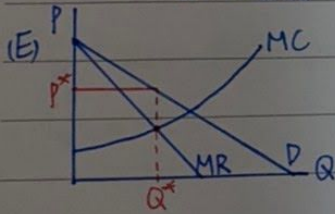
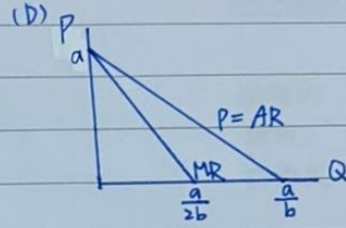
$= (a - bQ) \cdot Q = aQ - bQ^2$

(B) $AR = \frac{TR}{Q}$

$= a - bQ$

(C) $MR = \frac{dTR}{dQ}$

$= a - 2bQ$



$$\begin{cases} Q^*, MR = MC \Rightarrow a - 2bQ = c \Rightarrow \frac{a-c}{2b} \\ P^*, D \text{ 上对应 } Q^* \Rightarrow a - b\left(\frac{a-c}{2b}\right) \end{cases}$$