

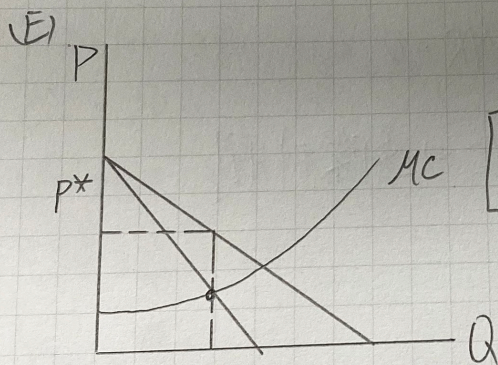
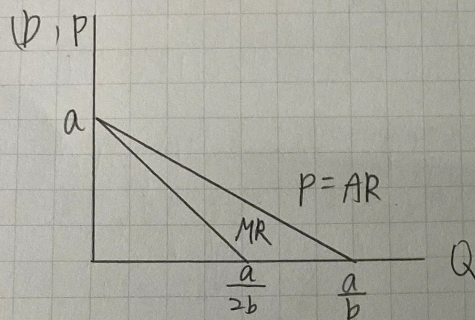
week 10.

獨占需求線 $p = a - bQ$, $MC = C$.

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

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

$$(C) MR = \frac{dTR}{dQ} = a - 2bQ$$



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