

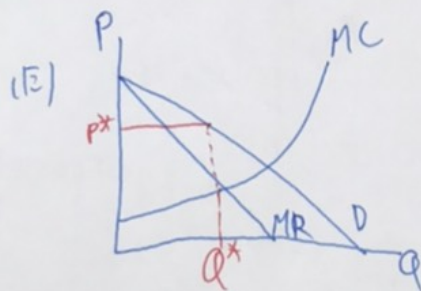
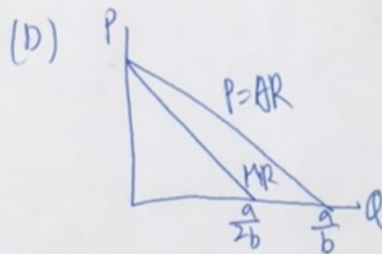
Alibaba 22 记号

通 獨占需求線  $P = a - bQ$ ,  $MC = c$

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

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

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



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