

NO:

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隨 2  $P=4MC$ ,  $\epsilon_d$ ?

$$L = \frac{P-MC}{P} = \frac{1}{|\epsilon_d|}$$

$$1 - \frac{MC}{P} = 1 - \frac{MC}{4MC}$$

$$= 1 - \frac{1}{4}$$

$$L = \frac{3}{4} = \frac{1}{|\epsilon_d|}$$

$$MR = P(1 - \frac{1}{\epsilon_d})$$

$$MR = 4MC(1 - \frac{1}{\epsilon_d})$$

$$MC = 4MC(1 - \frac{1}{\epsilon_d})$$

$$\epsilon_d = \frac{4}{3}$$

隨 1

① 不賠錢  $\pi=0$ ,  $P=AC$ ② 总收入極大,  $\text{Max } TR \Rightarrow MR=0$ ③ 總利潤極大  $\text{Max } \pi \Rightarrow MR=MC \Rightarrow$  實際利潤.