

5/2 隨堂練習

1. 價格是邊際成本的4倍 ($P=4MC$)

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

$$\frac{P}{MC} = \frac{1}{(1 - \frac{1}{|Ed|})} = \frac{4MC}{MC} = \frac{1}{1 - \frac{1}{|Ed|}}$$

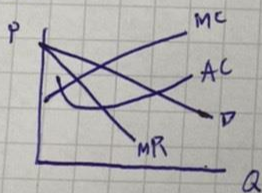
$$1 = \frac{P - MC}{P} = \frac{4MC - MC}{4MC} = \frac{1}{|Ed|}$$

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

$$-\frac{1}{|Ed|} = -\frac{3}{4}$$

$$|Ed| = \frac{4}{3}$$

2.



① 悟空: $\pi=0$, $P=AC$, 不賠錢

② 悟空: $\text{Max } TR \Leftrightarrow MR=0$, 總收入極大

③ 悟淨: $\text{Max } \pi \Leftrightarrow MR=MC$
 \Rightarrow 實際利潤為0, 總利潤極大