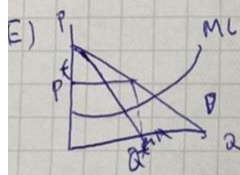
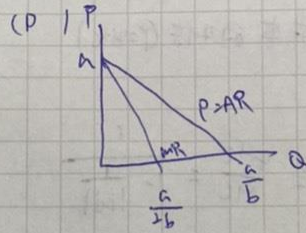


隨獨需求線 $P=a-bQ$, $MC=c$

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

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

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



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