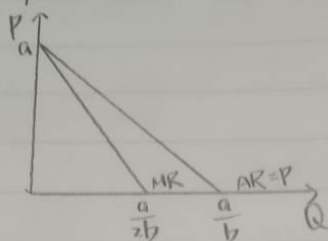


Subject : 5/5

No. :
Date :

1. 假設獨占市場的需求曲線為線性。

$$P = a - bQ, TR, MR, AR.$$

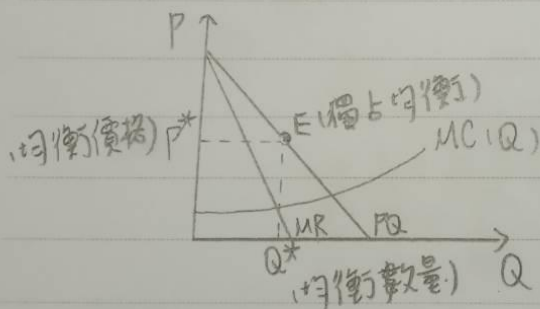


$$TR = P \cdot Q = aQ - bQ^2$$

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

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

2. 假設獨占市場的需求為線性, 即 $P = a - bQ$
追求利潤極大化, 均衡價格和數量。



$$\frac{d(a - bQ)Q}{dQ} = a - 2bQ$$

$$a - 2bQ = C$$

$$Q^* = \frac{a - C}{2b}$$

$$P^* = a - b\left(\frac{a - C}{2b}\right)$$

$$= \frac{2a - a + C}{2}$$

$$= \frac{a + C}{2}$$

$$\text{Max } \pi = TR - TC$$

$$\frac{d\pi}{dQ} = MR - MC = 0$$

$$MR = MC \text{ (利潤極大)}$$

$$TR = P \cdot Q - TC(Q)$$

$$\uparrow$$

$$MR = MC$$