

Subject: 5/12

Date:

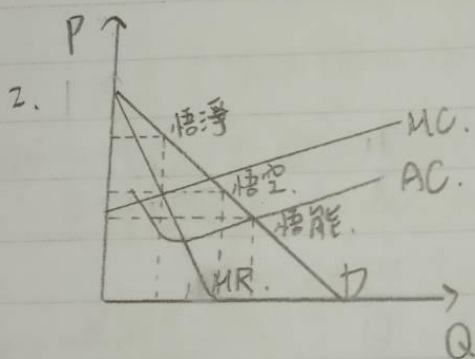
1. 價格是 MC 的 4 倍 ($P = 4MC$)

$$MR = P \left(1 - \frac{1}{|E_d|}\right) \quad L = \frac{P - MC}{P}$$

$$\frac{P}{MC} = \frac{1}{1 - \frac{1}{|E_d|}} = \frac{3MC}{4MC} = \frac{1}{|E_d|}$$

$$\frac{4MC}{MC} = \frac{1}{1 - \frac{1}{|E_d|}} = \frac{3}{4} = \frac{1}{|E_d|}$$

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



① 悟空: 只要不賠錢, 銷售量愈大愈好.

$$\Rightarrow \pi = 0, P = AC$$

② 悟能: 總收益愈大愈好.

$$\Rightarrow \text{Max TR}, MR = 0$$

③ 悟淨: 追求利潤極大化.

$$\Rightarrow \text{Max } \pi, MR = MC, \text{ 邊際利潤為 } 0$$

