

$$D^* = (3/1+3)MC$$

$$H = P_1(q_1)q_1 + P_2(q_2)q_2 - C(q_1 + q_2)$$

$$\frac{d\pi}{dq_1} = MR_1 - \frac{dC}{dq_1} = 0 \quad MR_1 = MC$$

$$\frac{d\pi}{dq_2} = MR_2 - MC = 0 \quad MR_2 = MC$$

$$MR_1 = MR_2$$

$$P_1 = 3/1+3, MC \quad P_2 = 3/2/1+3, MC$$

1) must be able to differentiate  
2) No resale

Example:

$$P_1 = 20 - 1/2 q_1 \quad P_2 = 15 - 1/2 q_2 \quad C = (q_1 + q_2)^2$$

$$\pi = (20 - 1/2 q_1)q_1 + (15 - 1/2 q_2)q_2 - (q_1 + q_2)^2$$

$$20 - q_1 = 2(q_1 + q_2)$$

$$15 - q_2 = 2(q_1 + q_2)$$

$$20 - q_1 = 15 - q_2$$

$$5 + q_2 = q_1$$

$$15 - q_2 = 2(5 + q_2 + q_2)$$

$$15 - q_2 = 10 + 4q_2$$

$$5 = 5q_2$$

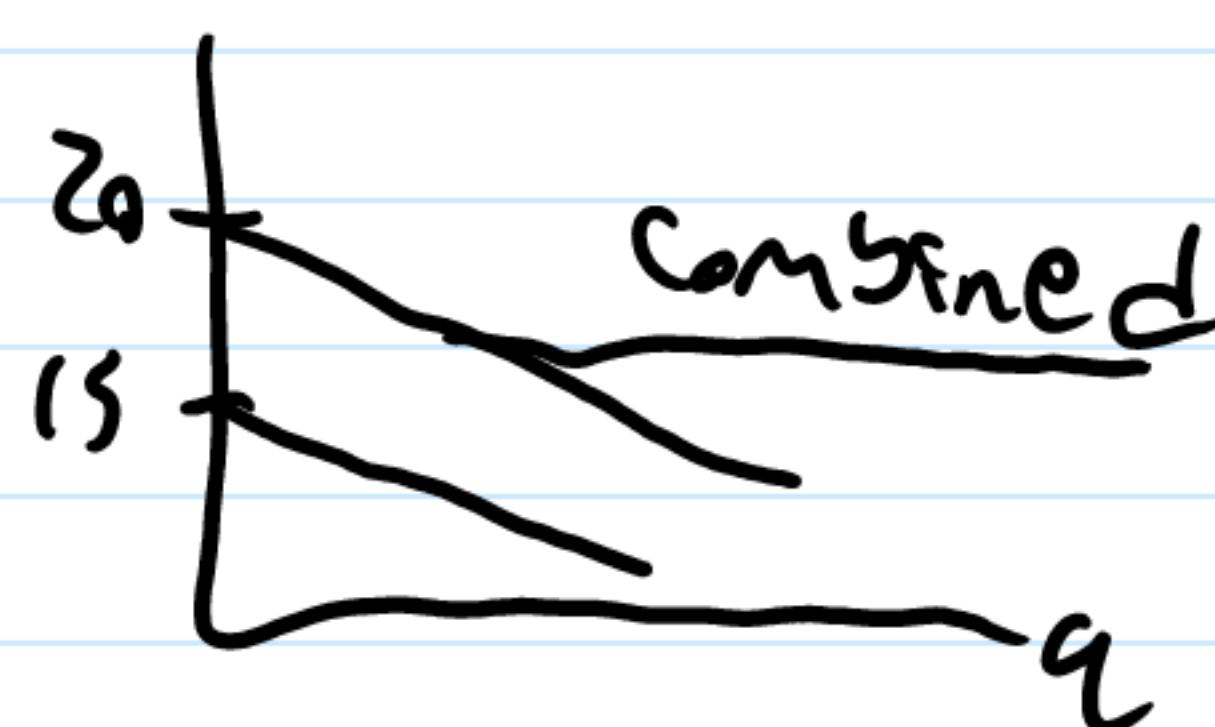
$$q_2 = 1$$

$$q_1 = 6$$

$$P_2 = 14.5$$

$$P_1 = 17$$

$$\pi = 6 \cdot 17 + 1 \cdot 14.5 - 7^2 = 67.5$$



$$\begin{aligned} 1/2 q_1 &= 20 - P_1 \\ q_1 &= 40 - 2P_1 \\ 1/2 q_2 &= 15 - P_2 \\ q_2 &= 30 - 2P_2 \\ q &= 70 - 4P \end{aligned}$$

$$\frac{d\pi}{dq} = \frac{70}{4} - 1/2 q - 2q = 0$$

$$q = 7$$

$$P = \frac{70}{4} - 1/4(7)$$

$$= 63/4 = 15.75$$

$$\pi = 7 \cdot 63/4 - 49 = 61.25$$