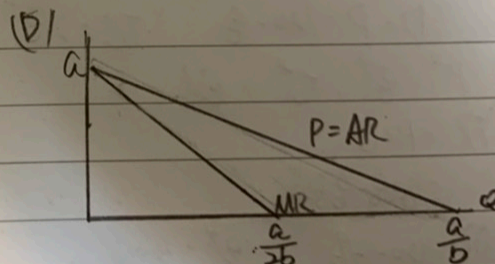
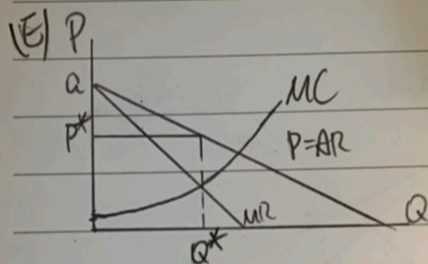


隨 獨占需求線 $P=a-bQ$, $MC=c$

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

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

(C) $MC = \frac{dTR}{dQ}$
 $= a - 2bQ$



$Q^*, MR=MC \Rightarrow a-2bQ=c \Rightarrow Q=\frac{a-c}{2b}$
 $P^*, D \text{ 上对应 } Q^* \Rightarrow a-b(\frac{a-c}{2b})$

隨 2. $P=4MC$, $\epsilon_d=?$

$L = \frac{P-MC}{P} = \frac{1}{\epsilon_d}$

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

$MR = 4MC(1 - \frac{1}{\epsilon_d})$