

1. 價格是 MC 的 4 倍 ( $P = 4MC$ )

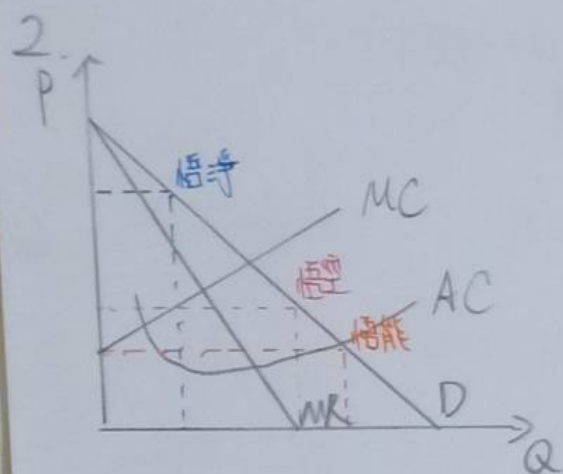
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$$MR = P(1 - \frac{1}{|Ed|}) \quad L = \frac{P - MC}{P}$$

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

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

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



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

$$\Rightarrow \text{Max } \pi, MR = MC, \text{實際利潤} \\ \text{為 } 0$$