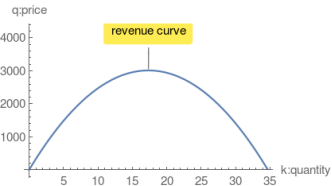


2.

2. (a) Basis for the Revenue model is a simple multiplication:

$$\text{Revenue} = \text{Price} \times \text{Quantity} = (-10k + 347) \times k = 347k - 10k^2$$

Notice the latter is a quadratic:



(b) Domain starts at 0 Euros revenue up to k-intercept coordinate equal to twice the value of vertex of the Parabola:

$$\frac{347}{10}$$

(d) The maximum occurs at the vertex k-intercept coordinate:

$$\frac{347}{20}$$

or the amount 3010.22 Euros .