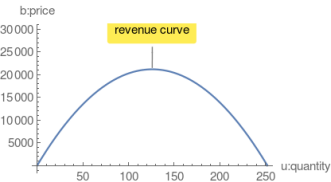


3.

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

$$\text{Revenue} = \text{Price} \times \text{Quantity} = \left(-\frac{4}{3}u + 336\right) \times u = 336u - \frac{4u^2}{3}$$

Notice the latter is a quadratic:



(b) Domain starts at 0 Euros revenue up to u-intercept coordinate equal to twice the value of vertex of the Parabola:
252

(d) The maximum occurs at the vertex u-intercept coordinate:
126

or the amount 21168. Euros .