1.

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

Revenue = Price×Quantity = $(-\frac{1}{2}h+148) \times h = 148\,h - \frac{h^2}{2}$

Notice the latter is a quadratic:
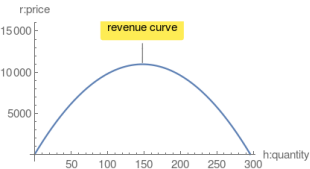
(B) Domain starts at 0 BritishPounds revenue up to h-intercept coordinate equal to twice the value of vertex of the Parabola:
296
(D) The maximum occurs at the vertex h-intercept coordinate:
148
or the amount 10952. BritishPounds .