4. (A) Basis for the Revenue model is a simple multiplication: Revenue = Price×Quantity = $(-\frac{1}{2}u+190) \times u = 190 u - \frac{u^2}{2}$ Notice the latter is a quadratic: revenue curve 30 000 20 000 10000 (B) Domain starts at 0 RussianRubles revenue up to u-intercept coordinate equal to twice the value of vertex of the Parabola:

570 $\langle D \rangle$ The maximum occurs at the vertex u-intercept coordinate:

(D) 285

or the amount 27075. RussianRubles .