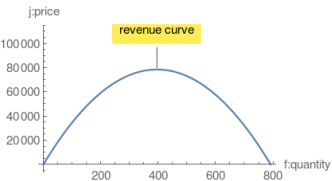


2.

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

$$\text{Revenue} = \text{Price} \times \text{Quantity} = \left(-\frac{1}{2}f + 396\right) \times f = 396f - \frac{f^2}{2}$$

Notice the latter is a quadratic:



(2) Domain starts at 0 Euros revenue up to f-intercept coordinate equal to twice the value of vertex of the Parabola:
792

(4) The maximum occurs at the vertex f-intercept coordinate:
396

or the amount 78408. Euros .