2.

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

Revenue = Price×Quantity = $(-\frac{1}{4}b+265) \times b = 265\,b - \frac{b^2}{4}$

Notice the latter is a quadratic:
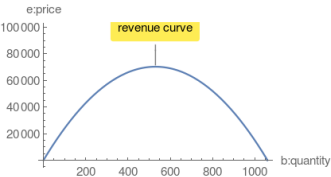
(2) Domain starts at 0 Euros revenue up to b-intercept coordinate equal to twice the value of vertex of the Parabola:
1060

(4) The maximum occurs at the vertex b-intercept coordinate:
530

or the amount 70225. Euros .