2.

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

Revenue = Price×Quantity = $(-\frac{1}{2}q+473) \times q$ = $473\,q - \frac{q^2}{2}$

Notice the latter is a quadratic:
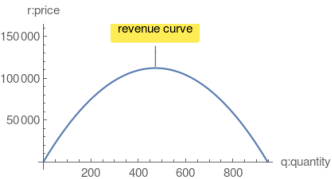
(B) Domain starts at 0 Euros revenue up to q-intercept coordinate equal to twice the value of vertex of the Parabola:
946

(D) The maximum occurs at the vertex q-intercept coordinate:
473
or the amount 111865. Euros .