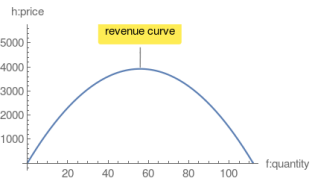


1.

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

$$\text{Revenue} = \text{Price} \times \text{Quantity} = \left(-\frac{5}{4}f + 140\right) \times f = 140f - \frac{5f^2}{4}$$

Notice the latter is a quadratic:



(2) Domain starts at 0 BritishPounds revenue up to f-intercept coordinate equal to twice the value of vertex of the Parabola:
112

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

56

or the amount 3920. BritishPounds .