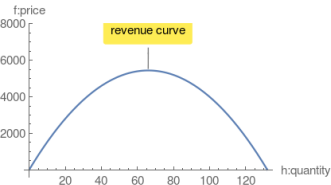


1.

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

$$\text{Revenue} = \text{Price} \times \text{Quantity} = \left(-\frac{5}{4}h + 165\right) \times h = 165h - \frac{5h^2}{4}$$

Notice the latter is a quadratic:



(2) Domain starts at 0 Euros revenue up to h-intercept coordinate equal to twice the value of vertex of the Parabola:
132

(4) The maximum occurs at the vertex h-intercept coordinate:
66

or the amount 5445. Euros .