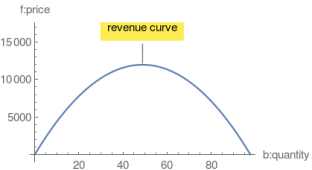


2.

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

$$\text{Revenue} = \text{Price} \times \text{Quantity} = (-5b + 489) \times b = 489b - 5b^2$$

Notice the latter is a quadratic:



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

$$\frac{489}{5}$$

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

$$\frac{489}{10}$$

or the amount 11956.1 BritishPounds .