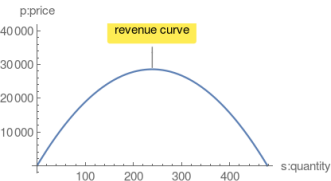


1.

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

$$\text{Revenue} = \text{Price} \times \text{Quantity} = \left(-\frac{1}{2}s + 239\right) \times s = 239s - \frac{s^2}{2}$$

Notice the latter is a quadratic:



(b) Domain starts at 0 Euros revenue up to s-intercept coordinate equal to twice the value of vertex of the Parabola:  
478

(d) The maximum occurs at the vertex s-intercept coordinate:  
239

or the amount 28560.5 Euros .