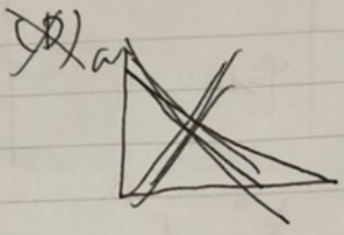
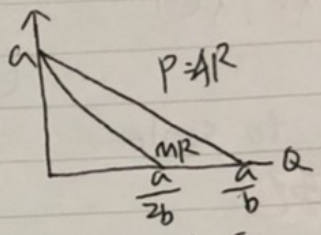
隨獨佔需求曲線 $P=a-bQ$, $MC=C$

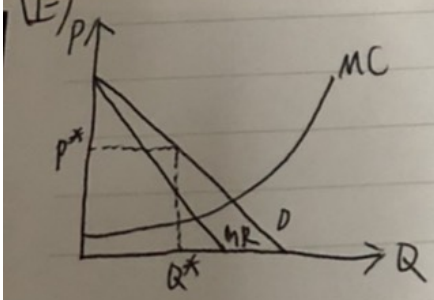
(A) $TR=PQ$
$=(a-bQ)\cdot Q=aQ-bQ^2$

(B) $AR=\frac{TR}{Q}$
$=a-bQ$

(C) $MR=\frac{dTR}{dQ}$
$=a-2bQ$

(B)


(D)


(E)


$\begin{cases} Q^*,\ MR=MC \Rightarrow a-2bQ=C \rightarrow \frac{a-C}{2b} \\ P^* \text{ 以投射 } Q^* \Rightarrow a-b\left(\frac{a-C}{2b}\right) \end{cases}$