

5/2 隨堂練習.

1. 價格是邊際成本的4倍. ($P = 4MC$)

$$MR = P \left(1 - \frac{1}{|\epsilon_d|}\right) \quad MR = MC$$

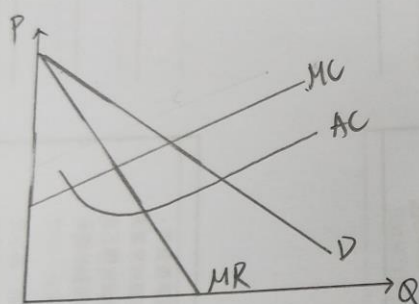
$$\frac{P}{MC} = \frac{1}{\left(1 - \frac{1}{|\epsilon_d|}\right)} \Rightarrow \frac{4MC}{MC} = \frac{1}{1 - \frac{1}{|\epsilon_d|}}$$

$$L = \frac{P \cdot MC}{P} = \frac{4MC - MC}{4MC} = \frac{1}{|\epsilon_d|}$$

$$1 - \frac{1}{|\epsilon_d|} = \frac{1}{4} \quad \Rightarrow |\epsilon_d| = 4$$

$$-\frac{1}{|\epsilon_d|} = -\frac{3}{4} \quad |\epsilon_d| = \frac{4}{3}$$

2.



① 悟空: $\pi = 0$, $P = AC$, 不賺錢

② 悟能: $\text{Max } TR \Leftrightarrow MR = 0$, 總收入極大

③ 悟淨: $\text{Max } \pi \Leftrightarrow MR = MC$, 總利潤極大
(\Rightarrow 邊際利潤為0)