

1. 價格是 MC 的 4 倍. ($P = 4MC$)

$$MR = P \left(1 - \frac{1}{|Ed|} \right)$$

$$L = \frac{P - MC}{P}$$

$$\frac{P}{MC} = \frac{1}{1 - \frac{1}{|Ed|}}$$

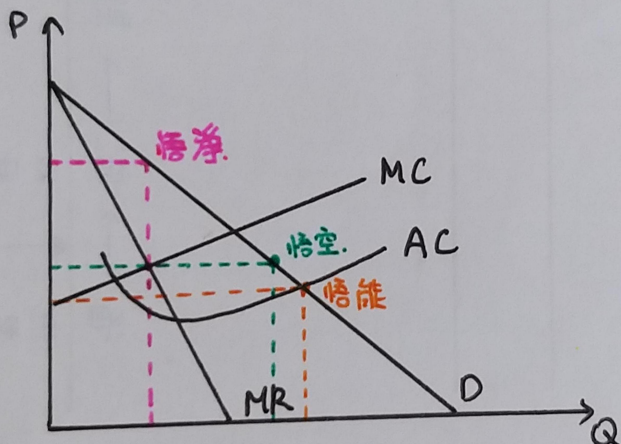
$$= \frac{3MC}{4MC} = \frac{1}{|Ed|}$$

$$\frac{4MC}{MC} = \frac{1}{1 - \frac{1}{|Ed|}}$$

$$= \frac{3}{4} = \frac{1}{|Ed|}$$

$$|Ed| = \frac{4}{3} \neq$$

2.



① 悟空：只要不賠錢，銷售量愈大愈好

$$\Rightarrow \pi = 0, P = AC$$

② 悟能：總收益愈大愈好

$$\Rightarrow \text{Max TR}, MR = 0$$

③ 悟淨：追求利潤極大化

$$\Rightarrow \text{Max } \pi, MR = MC, \text{ 實際利潤為 } 0$$