

隨 2 $P = 4MC$, ϵ_d ?

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

$$1 - \frac{MC}{P} = 1 - \frac{MC}{4MC}$$

$$= 1 - \frac{1}{4}$$

$$L = \frac{3}{4} = \frac{1}{|\epsilon_d|}$$

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

$$MR = 4MC \left(1 - \frac{1}{\epsilon_d} \right)$$

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

$$\epsilon_d = \frac{4}{3}$$

隨 1

① # 不賠錢, $\pi = 0$, $P = AC$

② # 總收入極大, $\text{Max } TR \Rightarrow MR = 0$

③ # 總 π 極大, $\text{Max } \pi \Rightarrow MR = MC \Rightarrow$ 邊際利潤

