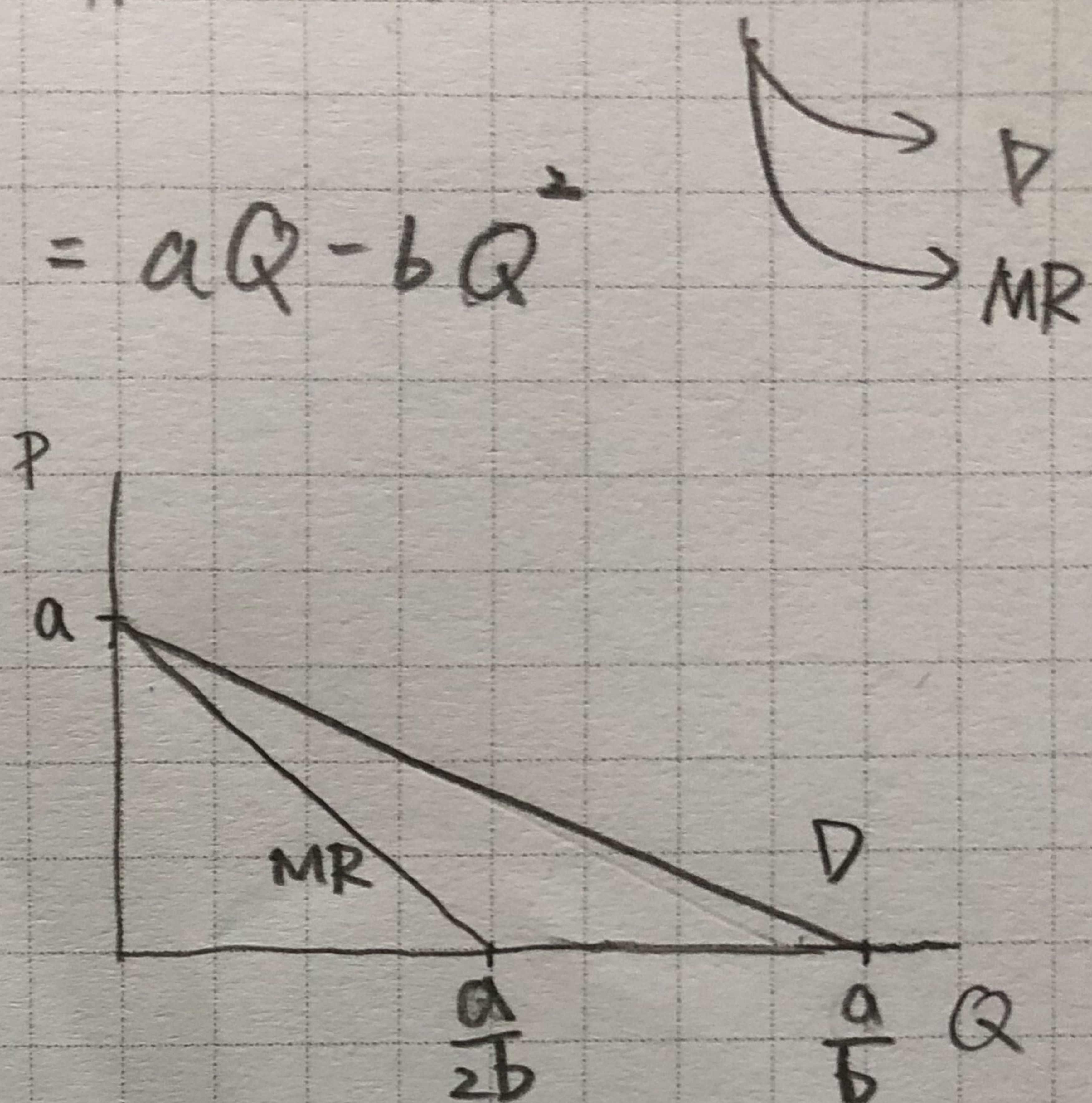1. $P = a - bQ$. TR? AR? MR? 圖?

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

$$AR = TR/Q = a - bQ$$

$$MR = dTR/dQ = a - 2bQ$$

$$\searrow D$$
$$\searrow MR$$

2. $P = a - bQ$, P^*, Q^* , 圖?

$MC = C$.

$MR = MC$

$a - 2bQ = C \Rightarrow Q = \dfrac{a-C}{2b}$

$P = a - bQ = a - b\left(\dfrac{a-C}{2b}\right) = \dfrac{a+C}{2}$