

## Answer KeysChp4Optimization without constraint

1. a)  $y = -x^2 + 4x + 91$

$$y' = \frac{dy}{dx} = -2x + 4 = 0 \text{ then, } x = 2 \text{ (Extremum)}$$

$$y'' = \frac{d(-2x+4)}{dx} = -2 < 0 \text{ (Maximum)}$$

Then,  $x = 2$  gives Y maximum

b)  $y = 2x^3 + 3x^2 - 12x + 4$

$$y' = \frac{dy}{dx} = 6x^2 + 6x - 12 = 0 \text{ then, } 6(x+2)(x-1) = 0$$

$$x = -2, 1 \text{ (Extremum)}$$

$$y'' = \frac{d(6x^2+6x-12)}{dx} = 12x+6$$

$$\text{At } x = -2, y'' = 12(-2) + 6 = -18 < 0 \text{ (Maximum)}$$

$$\text{At } x = 1, y'' = 12(1) + 6 = 18 > 0 \text{ (Minimum)}$$

Then,  $x = -2$  gives Y maximum and  $x = 1$  gives Y minimum

c)  $y = -3x^2 + 4x - 2$

$$y' = \frac{dy}{dx} = -6x + 4 = 0 \text{ then, } x = \frac{2}{3} \text{ (Extremum)}$$

$$y'' = \frac{d(-6x+4)}{dx} = -6$$

$$\text{At } x = \frac{2}{3}, y'' = -6 < 0 \text{ (Maximum)}$$

Then,  $x = \frac{2}{3}$  gives Y maximum

d)  $y = (2x-7)^3$

$$y' = 3(2x-7)^2(2) = 6(2x-7)^2 = 0 \text{ then, } x = \frac{7}{2} \text{ (Extremum)}$$

$$y'' = \frac{d6(2x-7)^2}{dx} = 12(2x-7)(2) = 48x - 168$$

$$\text{At } x = \frac{7}{2}, y'' = 48\left(\frac{7}{2}\right) - 168 = 0 \text{ (Inflection point)}$$

Then,  $x = \frac{7}{2}$  gives Y at inflection point

$$e) Y = \frac{1}{9}x^3 - \frac{1}{6}x^2 - \frac{2}{3}x + 1$$

$$y' = \frac{1}{3}x^2 - \frac{1}{3}x - \frac{2}{3} = 0 \text{ then, } (x-2)(x+1)=0, x=2, -1 \text{ (Extremum)}$$

$$y'' = \frac{d(\frac{1}{3}x^2 - \frac{1}{3}x - \frac{2}{3})}{dx} = \frac{2}{3}x - \frac{1}{3}$$

At  $x=2$ ,  $y''=1 > 0$  (Minimum)

At  $x=-1$ ,  $y''=-1 < 0$  (Maximum)

Then,  $x=2$  gives  $Y$  minimum and  $x=-1$  gives  $Y$  maximum

2. a)  $MU = 5Q - Q^2$

b)  $MU = 5Q - Q^2 = 0, Q(5 - Q) = 0$ , then  $Q=0, 5$

$MU' = 5 - 2Q$ , then At  $Q=0$ ,  $MU' = 5 > 0$  (Minimum)

At  $Q=5$ ,  $MU' = -5 < 0$  (Maximum)

Then, maximum utility of this consumer is at quantity=5.

3. a)  $Q' = 12L - 0.6L^2 = 0$

$0.6L(20 - L) = 0$ , then  $L=0, 20$

$Q'' = 12 - 1.2L$ ; At  $L=0$ ,  $Q'' = 12 > 0$  (Minimum)

At  $L=20$ ,  $Q'' = -12 < 0$  (Maximum)

Then,  $L=20$  is the level of labors that maximizes the output.

b) Let  $AP = \text{Average Product} = 6L - 0.2L^2$

$AP' = 6 - 0.4L = 0$ , then  $L=15$

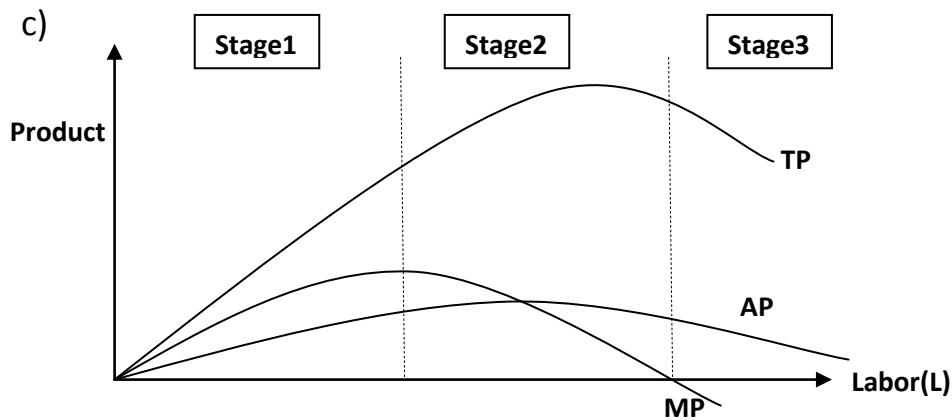
$AP'' = -0.4 < 0$  (Maximum)

Then, at  $L=15$  gives maximum average product  $= 6(15) - 0.2(15)^2 = 45$

And marginal product  $= \frac{dQ}{dL} = 12L - 0.6L^2$

Then, at  $L=15$  gives marginal product  $= 12(15) - 0.6(15)^2 = 45$

It shows that when average product is maximized (at L=15), average product is equal to marginal product.



Stage 2 is efficient in production. At the level of labor from where MP is maximized to MP is 0.

MP is maximized;  $MP' = \frac{dMP}{dL} = 12 - 1.2L = 0$ , then  $L=10$ ,  $MP'' = -1.2 < 0$   
(Maximum)

MP is 0,  $12L - 0.6L^2 = 0$ , then  $L=20$

So, the range of level of labor from  $L=10$  to  $L=20$  represents as efficient production.

4. a) Total Variable Cost =  $\frac{Q^3}{20} - \frac{3Q^2}{10} + 2Q$

Total Fixed Cost = 4

Average Variable Cost =  $\frac{Q^2}{20} - \frac{3Q}{10} + 2$

Average fixed cost =  $\frac{4}{Q}$

Average cost =  $\frac{Q^2}{20} - \frac{3Q}{10} + 2 + \frac{4}{Q}$

Marginal cost =  $\frac{3Q^2}{20} - \frac{3Q}{5} + 2$

$$b) AVC = \frac{Q^2}{20} - \frac{3Q}{10} + 2$$

$$AVC' = \frac{Q}{10} - \frac{3}{10} = 0, \text{ then } Q=3$$

$$AVC'' = \frac{1}{10} > 0 \text{ (Minimum)}$$

Q=3 is the output level that minimizes short-run average variable cost which is

$$AVC = \frac{3^2}{20} - \frac{3(3)}{10} + 2 = 15.5$$

$$c) \text{ At } Q=3, \text{ it gives minimal short run average cost} = AVC = \frac{3^2}{20} - \frac{3(3)}{10} + 2 = 15.5$$

$$\text{At } Q=3, \text{ it gives marginal cost} = \frac{3(3)^2}{20} - \frac{3(3)}{5} + 2 = 15.5$$

Then, at Q=3 which gives minimal average variable cost, average variable cost is equal to marginal cost.

$$5. a) TC = Q^3 - 12Q^2 + 60Q + 10, \text{ then } MC = 3Q^2 - 24Q + 60$$

$$\text{To maximize profit; } P = MC, \text{ then } 39 = 3Q^2 - 24Q + 60$$

$$Q = 1, 7 \text{ (But } \frac{dMC}{dQ} > 0), \text{ so } Q=7 \text{ only}$$

$$\text{Total Profit} = 39(7) - (7^3 - 12(7)^2 + 60(7) + 10) = 88$$

b) Shut down price is at minimum of AVC

$$AVC = Q^2 - 12Q + 60$$

$$AVC' = 2Q - 12 = 0, \text{ then } Q=6$$

$$AVC'' = 2 > 0 \text{ (Minimum)}$$

Then, at Q=6,  $AVC = 6^2 - 12(6) + 60 = 24$ , so 24 is the shut-down price of the firm.

$$6. TR = 50Q + 0.5Q^2, \text{ so } MR = 50 + Q$$

$$TC=Q^3 - 8Q^2+60Q+2, \text{ so } MC= 3Q^2 - 16Q+60$$

To maximize profit;  $MR=MC$

$$50+Q = 3Q^2 - 16Q+60$$

$$Q= 5, \frac{2}{3}$$

$$\frac{d(MR-MC)}{dQ} = \frac{d(-3Q^2+17Q-10)}{dQ} = -6Q+17$$

$$\text{At } Q= 5, \frac{d(MR-MC)}{dQ} = -6(5)+17 = -13 < 0 \text{ (Maximum)}$$

$$\text{At } Q= \frac{2}{3}, \frac{d(MR-MC)}{dQ} = -6\left(\frac{2}{3}\right)+17 = 13 > 0 \text{ (Minimum)}$$

Then, monopolist maximizes profit at  $Q=5$  where price=

$$50+0.5(5)=52.5$$

$$\text{Monopolist profit} = TR-TC = 50(5)+0.5(5)^2 - ((5)^3 - 8(5)^2+60(5)+2) = 35.5$$

And shut-down price is at minimum of AVC

$$AVC= Q^2 - 8Q+60, \text{ } AVC' = 2Q - 8 = 0, \text{ then } Q=4$$

$$AVC'' = 2 > 0 \text{ (Minimum)}$$

At  $Q=4, P=50+0.5(4)=52$ , so 52 is the shut-down price of the monopolist.

7. a)  $Q=100 - P$ , then  $P= 100 - Q$ , so  $TR= 100Q - Q^2$

b) Profit maximization is where  $MR=MC$

$$TR=100Q - Q^2, \text{ so } MR= 100 - 2Q$$

$$C= \frac{1}{3} Q^3 - 7Q^2 + 11Q + 50, \text{ so } MC=Q^2 - 14Q+11$$

$$MR=MC$$

$$100 - 2Q= Q^2 - 14Q+11$$

$$Q^2 - 12Q - 89 = 0$$

8. a)  $MC=3Q^2 - 12Q+19$

$$TC= \int (3Q^2 - 12Q+19)dQ = Q^3 - 6Q^2 + 19Q + C$$

$$AC=Q^2 - 6Q+19$$

$$AC'=2Q - 6 = 0, \text{ then } Q=3$$

$$AC''=2 > 0 \text{ (Minimum)}$$

Then, at  $Q=3$  gives minimal average variable cost.

b)  $TR=34Q$  and  $TC= Q^3 - 6Q^2 + 19Q + 50$

$$\text{Total Profit} = 34Q - [Q^3 - 6Q^2 + 19Q + 50] = -Q^3 + 6Q^2 + 15Q - 50$$

$$\text{Total Profit}' = -3Q^2 + 12Q + 15 = -Q^2 + 4Q + 5 = 0$$

Then,  $Q=5, -1$  (But  $Q$  can't be negative)

$$\text{Total Profit}'' = -6Q + 12$$

At  $Q=5$ ,  $\text{Total Profit}'' = -18 < 0$  (Maximum)

$$\text{Total Profit of the firm} = -(5)^3 + 6(5)^2 + 15(5) - 50 = 50$$

9. a)  $F = -2x^2 - 2xy - 2y^2 + 36x + 42y - 158$

2 conditions needed

1. FOC:  $F_x = -4x - 2y + 36 = 0$  -----1)

$$F_y = -2x - 4y + 42 = 0$$
 -----2)

Solve 1) and 2),  $x=5, y=8$

2. SOC:  $[H]_{2 \times 2} = \begin{bmatrix} F_{xx} & F_{xy} \\ F_{yx} & F_{yy} \end{bmatrix} = \begin{bmatrix} -4 & -2 \\ -2 & -4 \end{bmatrix}$

$$[H_1] = |-4| = -4 < 0$$

$$[H_2] = \begin{vmatrix} -4 & -2 \\ -2 & -4 \end{vmatrix} = 12 > 0$$

Then,  $x=5$  and  $y=8$  gives  $F$  maximum.

b)  $F = 8x^3 + 2xy - 3x^2 + y^2 + 1$

2 conditions needed

1.FOC:  $F_x = 24x^2 + 2y - 6x = 0$  -----1)

$$F_y = 2x + 2y = 0$$
 -----2)

Solve 1) and 2), then  $x_1=0, y_1=0$  and  $x_2=\frac{1}{3}, y_2=-\frac{1}{3}$

2.SOC:  $[H]_{2 \times 2} = \begin{bmatrix} F_{xx} & F_{xy} \\ F_{yx} & F_{yy} \end{bmatrix} = \begin{bmatrix} 48x - 6 & 2 \\ 2 & 2 \end{bmatrix}$

1<sup>st</sup> Case  $x_1=0, y_1=0$

$$[H_1] = |-6| = -6 < 0$$

$$[H_2] = \begin{vmatrix} -6 & 2 \\ 2 & 2 \end{vmatrix} = -16 < 0$$

Then,  $x_1=0, y_1=0$  gives inflection point.

2<sup>nd</sup> Case  $x_2=\frac{1}{3}, y_2=-\frac{1}{3}$

$$[H_1] = |10| = 10 > 0$$

$$[H_2] = \begin{vmatrix} 10 & 2 \\ 2 & 2 \end{vmatrix} = 16 > 0$$

Then,  $x_2 = \frac{1}{3}$ ,  $y_2 = \frac{-1}{3}$  gives F minimum.

c)  $F = xz + x^2 - y + yz + y^2 + 3z^2$

2 conditions needed

1.FOC:  $F_x = z + 2x = 0$  -----1)

$F_y = -1 + z + 2y = 0$  -----2)

$F_z = x + y + 6z = 0$  -----3)

Solve 1), 2) and 3), then  $x = \frac{1}{20}$ ,  $y = \frac{11}{20}$ ,  $z = \frac{-1}{10}$

2.SOC:  $[H]_{3 \times 3} = \begin{bmatrix} 2 & 0 & 1 \\ 0 & 2 & 1 \\ 1 & 1 & 6 \end{bmatrix}$

$[H_1] = | 2 | = 2 > 0$

$[H_2] = \begin{vmatrix} 2 & 0 \\ 0 & 2 \end{vmatrix} = 4 > 0$

$[H_3] = \begin{vmatrix} 2 & 0 & 1 \\ 0 & 2 & 1 \\ 1 & 1 & 6 \end{vmatrix} = 20 > 0$

Then,  $x = \frac{1}{20}$ ,  $y = \frac{11}{20}$ ,  $z = \frac{-1}{10}$  gives F minimum.

d)  $F = 2x^2 + xy + 4y^2 + xz + z^2 + 3$

2 conditions needed

1.FOC:  $F_x = 4x + y + z = 0$  -----1)

$F_y = x + 8y = 0$  -----2)

$F_z = x + 2z = 0$  -----3)

Solve 1), 2) and 3), then  $x = 0$ ,  $y = 0$ ,  $z = 0$

2.SOC:  $[H]_{3 \times 3} = \begin{bmatrix} 1 & 1 & 1 \\ 1 & 8 & 0 \\ 1 & 0 & 2 \end{bmatrix}$

$[H_1] = | 1 | = 1 > 0$

$[H_2] = \begin{vmatrix} 1 & 1 \\ 1 & 8 \end{vmatrix} = 7 > 0$

$$[H_3] = \begin{vmatrix} 1 & 1 & 1 \\ 1 & 8 & 0 \\ 1 & 0 & 2 \end{vmatrix} = 6 > 0$$

Then,  $x = 0$ ,  $y = 0$ ,  $z = 0$  gives F minimum.

$$10. F = 4xy + 12x + 16y - 2x^2 - 3y^2$$

2 conditions needed

1.FOC:  $F_x = 4y + 12 - 4x = 0$  -----1)

$F_y = 4x + 16 - 6y = 0$  -----2)

Solve 1) and 2),  $x = 17$ ,  $y = 14$

2.SOC:  $[H]_{2 \times 2} = \begin{bmatrix} F_{xx} & F_{xy} \\ F_{yx} & F_{yy} \end{bmatrix} = \begin{bmatrix} -4 & 4 \\ 4 & -6 \end{bmatrix}$

$[H_1] = | -4 | = -4 < 0$

$[H_2] = \begin{vmatrix} -4 & 4 \\ 4 & -6 \end{vmatrix} = 8 > 0$

$x = 17$  and  $y = 14$  gives F maximum,

So, 17 kilograms of fertilizer x and 14 kilograms of fertilizer y are used to yield maximum F.

$$11. TR = 70Q_1 + 50Q_2 \text{ and } TC = Q_1^2 + Q_1Q_2 + Q_2^2$$

So, total profit =  $TR - TC = 70Q_1 + 50Q_2 - Q_1^2 - Q_1Q_2 - Q_2^2$

2 conditions needed

1.FOC:  $F_1 = 70 - 2Q_1 - Q_2 = 0$  -----1)

$F_2 = 50 - Q_1 - 2Q_2 = 0$  -----2)

Solve 1) and 2),  $Q_1 = 30$ ,  $Q_2 = 10$

2.SOC:  $[H]_{2 \times 2} = \begin{bmatrix} -2 & -1 \\ -1 & -2 \end{bmatrix}$

$[H_1] = | -2 | = -2 < 0$

$[H_2] = \begin{vmatrix} -2 & -1 \\ -1 & -2 \end{vmatrix} = 3 > 0$

Then, the firm should produce 2 goods as  $Q_1 = 30$ ,  $Q_2 = 10$  which give maximum profit to the firm.

Total Profit =  $70(30) + 50(10) - 30^2 - 30(10) - 10^2 = 1300$

$$12. Q_1 = 40 - 2P_1 + P_2 \text{ -----1)}$$

$$Q_2 = 15 + P_1 - P_2 \text{ -----2)}$$

$$1)+2) \quad Q_1 + Q_2 = 55 - P_1$$

$$P_1 = 55 - Q_1 - Q_2, \quad TR_1 = 55Q_1 - Q_1^2 - Q_1Q_2$$

$$2 \times 2) + 1) \quad Q_1 + 2Q_2 = 70 - P_1$$

$$P_2 = 70 - Q_1 - 2Q_2, \quad TR_2 = 70Q_2 - Q_1Q_2 - 2Q_2^2$$

$$\text{Total Profit} = TR_1 + TR_2 - TC$$

$$= 55Q_1 + 70Q_2 - Q_1^2 - 2Q_1Q_2 - 2Q_2^2 - Q_1^2 - Q_1Q_2 - Q_2^2$$

$$= 55Q_1 + 70Q_2 - 3Q_1Q_2 - 3Q_2^2 - 2Q_1^2$$

$$\underline{1.FOC:} \quad \text{Total Profit}_1 = 55 - 3Q_2 - 4Q_1 = 0 \text{ -----3)}$$

$$\text{Total Profit}_2 = 70 - 3Q_1 - 6Q_2 = 0 \text{ -----4)}$$

$$\text{Solve 3) and 4), } Q_1 = 8 \text{ and } Q_2 = \frac{23}{3}$$

$$\underline{2.SOC:} \quad [H] = \begin{bmatrix} -4 & -3 \\ -3 & -6 \end{bmatrix}$$

$$|H_1| = -4 < 0$$

$$|H_2| = \begin{vmatrix} -4 & -3 \\ -3 & -6 \end{vmatrix} = 15 > 0$$

Then, to maximize profit, the firm should produce at  $Q_1 = 8$  and  $Q_2 = \frac{23}{3}$  with total profit = 488.

$$13.a) \quad TR = 1000(Q_1 + Q_2), \quad TC = 500Q_1 + 2Q_1^2 + 100Q_2 + Q_2^2$$

$$\text{So, total profit} = 1000(Q_1 + Q_2) - (500Q_1 + 2Q_1^2 + 100Q_2 + Q_2^2) = 500Q_1 + 900Q_2 - 2Q_1^2 - Q_2^2$$

To maximize total profit; 2 conditions needed

$$\underline{1.FOC:} \quad \text{Total Profit}_1 = 500 - 4Q_1 = 0 \text{ -----1)}$$

$$\text{Total Profit}_2 = 900 - 2Q_2 = 0 \text{ -----2)}$$

$$\text{Solve 1) and 2), } Q_1 = 125 \text{ and } Q_2 = 450$$

2.SOC:  $[H] = \begin{bmatrix} -4 & 0 \\ 0 & -2 \end{bmatrix}$

$$|H_1| = -4 < 0$$

$$|H_2| = \begin{vmatrix} -4 & 0 \\ 0 & -2 \end{vmatrix} = 8 > 0$$

Then, to maximize profit, the firm should produce at  $Q_1=125$  and  $Q_2= 450$  .

b) If the producer owns the monopoly power;

$$TR = 1575Q - Q^2 = 1575(Q_1 + Q_2) - (Q_1 + Q_2)^2 = 1575Q_1 + 1575Q_2 - Q_1^2 - Q_2^2 - 2Q_1Q_2$$

$$TC = 500Q_1 + 2Q_1^2 + 100Q_2 + Q_2^2$$

$$\text{Total Profit} = TR - TC = 1075Q_1 + 1475Q_2 - 3Q_1^2 - 2Q_2^2 - 2Q_1Q_2$$

To maximize total profit; 2 conditions needed

1.FOC: Total Profit<sub>1</sub> =  $1075 - 6Q_1 - 2Q_2 = 0$  -----1)

Total Profit<sub>2</sub> =  $1475 - 4Q_2 - 2Q_1 = 0$  -----2)

Solve 1) and 2),  $Q_1=67.5$  and  $Q_2= 335$

2.SOC:  $[H] = \begin{bmatrix} -6 & -2 \\ -2 & -4 \end{bmatrix}$

$$|H_1| = -6 < 0$$

$$|H_2| = \begin{vmatrix} -6 & -2 \\ -2 & -4 \end{vmatrix} = 20 > 0$$

Then, to maximize profit, the firm should produce at  $Q_1=67.5$  and  $Q_2= 335$ .

14.  $P_1 = 40 - 2Q_1$  and  $P_2 = 90 - 4Q_2$

$$TR_1 = 40Q_1 - 2Q_1^2 \text{ and } TR_2 = 90Q_2 - 4Q_2^2$$

$$\text{Then, } TR = TR_1 + TR_2 = 40Q_1 - 2Q_1^2 + 90Q_2 - 4Q_2^2 \text{ and } TC = 10 + 18Q_1 + 18Q_2$$

$$\text{Total Profit} = 40Q_1 - 2Q_1^2 + 90Q_2 - 4Q_2^2 - (10 + 18Q_1 + 18Q_2)$$

$$= 22Q_1 + 72Q_2 - 2Q_1^2 - 4Q_2^2 - 10$$

To maximize profit; 2 conditions needed

1.FOC: Total Profit<sub>1</sub> = 22 - 4Q<sub>1</sub> = 0 -----1)

Total Profit<sub>2</sub> = 72 - 8Q<sub>2</sub> = 0 -----2)

Solve 1) and 2), Q<sub>1</sub> = 5.5 and Q<sub>2</sub> = 9

2.SOC: [H] =  $\begin{bmatrix} -4 & 0 \\ 0 & -8 \end{bmatrix}$

|H<sub>1</sub>| = -4 < 0

|H<sub>2</sub>| =  $\begin{vmatrix} -4 & 0 \\ 0 & -8 \end{vmatrix} = 32 > 0$

Then, to maximize profit, the firm should produce at Q<sub>1</sub> = 5.5 and Q<sub>2</sub> = 9.

And total profit = 22(5.5) + 72(9) - 2(5.5)<sup>2</sup> - 4(9)<sup>2</sup> - 10 = 374.5

15. Q = 5K<sup>1/2</sup>L<sup>1/4</sup>

TR = 4(5K<sup>1/2</sup>L<sup>1/4</sup>) = 20 K<sup>1/2</sup>L<sup>1/4</sup>

TC = 5K + 10L

Total Profit = 20 K<sup>1/2</sup>L<sup>1/4</sup> - 5K - 10L

To maximize profit; 2 conditions needed

1.FOC: Total Profit<sub>K</sub> = 10 K<sup>-1/2</sup>L<sup>1/4</sup> - 5 = 0 -----1)

Total Profit<sub>L</sub> = 5 K<sup>1/2</sup>L<sup>-3/4</sup> - 10 = 0 -----2)

Solve 1) and 2), L = 1 and K = 4

2.SOC: [H] =  $\begin{bmatrix} -5L^{1/4}K^{-3/2} & \frac{5}{2}K^{-1/2}L^{-3/4} \\ \frac{5}{2}L^{-3/4}K^{-1/2} & -\frac{15}{4}K^{1/2}L^{-7/4} \end{bmatrix} = \begin{bmatrix} -\frac{5}{8} & \frac{5}{4} \\ \frac{5}{4} & -\frac{15}{2} \end{bmatrix}$

|H<sub>1</sub>| =  $-\frac{5}{8} < 0$

|H<sub>2</sub>| =  $\begin{vmatrix} -\frac{5}{8} & \frac{5}{4} \\ \frac{5}{4} & -\frac{15}{2} \end{vmatrix} = \frac{25}{8} > 0$

Then, to maximize profit, the firm should use labor and capital as  $L=1$  and  $K=4$ .

16.a) Price discrimination

$$Q_1 = 24 - 0.2P_1, \text{ so } P_1 = 120 - 5Q_1 \text{ and } TR_1 = 120Q_1 - 5Q_1^2$$

$$Q_2 = 10 - 0.05P_2, \text{ so } P_2 = 200 - 20Q_2 \text{ and } TR_2 = 200Q_2 - 20Q_2^2$$

$$TC = 35 + 40Q = 35 + 40(Q_1 + Q_2)$$

$$\text{Total Profit} = TR_1 + TR_2 - TC$$

$$= 120Q_1 - 5Q_1^2 + 200Q_2 - 20Q_2^2 - [35 + 40(Q_1 + Q_2)]$$

$$= 80Q_1 + 160Q_2 - 5Q_1^2 - 20Q_2^2 - 35$$

To maximize profit; 2 conditions needed

1.FOC: Total Profit<sub>1</sub> =  $80 - 10Q_1 = 0$  -----1)

Total Profit<sub>2</sub> =  $160 - 40Q_2 = 0$  -----2)

Solve 1) and 2),  $Q_1=8$  and  $Q_2=4$

2.SOC:  $[H] = \begin{bmatrix} -10 & 0 \\ 0 & -40 \end{bmatrix}$

$$|H_1| = -10 < 0$$

$$|H_2| = \begin{vmatrix} -10 & 0 \\ 0 & -40 \end{vmatrix} = 400 > 0$$

Then, to maximize profit, the firm should produce at  $Q_1=8$  and  $Q_2=4$ .

b) Non-price discrimination

As  $P_1=P_2$ , from  $Q_1 = 24 - 0.2P_1$  and  $Q_2 = 10 - 0.05P_2$

So,  $Q=Q_1+Q_2=24 - 0.2P_1+10 - 0.05P_2 = 34 - 0.25P$

$P=136 - 4Q$ , then  $TR=136Q - 4Q^2$

$TC=35+40Q$

Total Profit =  $136Q - 4Q^2 - 35 - 40Q = 96Q - 4Q^2 - 35$

To maximize profit; 2 conditions needed

1.FOC: Total Profit' =  $\frac{d(\text{Total Profit})}{dQ} = 96 - 8Q = 0$

Q=12, so  $Q_1=6$  and  $Q_2=6$

2.SOC: Total profit'' =  $-8 < 0$  ( Maximum)

Then, to maximize profit, if non-price discrimination, the firm should produce at  $Q_1=6$  and  $Q_2=6$ .

c) Total profit if price discrimination =  $80(8) + 160(4) - 5(8)^2 - 20(4)^2 - 35 = 605$

Total profit if non-price discrimination =  $96(12) - 4(12)^2 - 35 = 541$

So, the firm can gain higher profit if they use the strategy of price discrimination.