

- 1) The White Company is a member of the lamp industry, which is perfectly competitive. The price of a lamp is \$50. The firm's total cost function is

$$TC = 1,000 + 20Q + 5Q^2$$

where TC is total cost (in dollars) and Q is hourly output.

- What output maximizes profit?
- What is the firm's economic profit at this output?
- What is the firm's average cost at this output?
- If other firms in the lamp industry have the same cost function as this firm, is the industry in equilibrium? Why or why not?

- 2) The long-run supply curve for a particular type of kitchen knife is a horizontal line at a price of \$3 per knife. The demand curve for such a kitchen knife is

$$Q_D = 50 - 2P$$

where Q_D is the quantity of knives demanded (in millions per year) and P is the price per knife (in dollars).

- What is the equilibrium output of such knives?
- If a tax of \$1 is imposed on each knife, what is the equilibrium output of such knives? (Assume the tax is collected by the government from the suppliers of knives.)
- After the tax is imposed, you buy such a knife for \$3.75. Is this the long run equilibrium price?

- 3) The Coolidge Corporation is the only producer of a particular type of laser.

The demand curve for its product is

$$Q = 8,300 - 2.1P$$

and its total cost function is

$$TC = 2,200 + 480Q + 20Q^2$$

where P is price (in dollars), TC is total cost (in dollars), and Q is monthly output.

- Derive an expression for the firm's marginal revenue curve.
- To maximize profit, how many lasers should the firm produce and sell per month?
- If this number were produced and sold, what would be the firm's monthly profit?

4) The Madison Corporation, a monopolist, receives a report from a consulting firm concluding that the demand function for its product is

$$Q = 78 - 1.1P + 2.3Y + 0.9A$$

where Q is the number of units sold, P is the price of its product (in dollars), Y is per capita income (in thousands of dollars), and A is the firm's advertising expenditure (in thousands of dollars). The firm's average variable cost function is

$$AVC = 42 - 8Q + 1.5Q^2$$

where AVC is average variable cost (in dollars).

- a. Can we determine the firm's marginal cost curve?
- b. Can we determine the firm's marginal revenue curve?
- c. If per capita income is \$4,000 and advertising expenditure is \$200,000, can we determine the price and output where marginal revenue equals marginal cost? If so, what are they?