

クラス内番号: ***

提出年月日: 年 月 日()

科目名: レポート番号: **

学部、学科、学年: *年、学生番号: *****, 氏名: ****

出題年月日: 年 月 日()

最適価格および最適広告支出額の決定(P: Price(価格), A: Advertising(広告支出額))

alpha-pri	2000	beta-pri	-8
alpha-adv	4	beta-adv	0.5
[ofc](original-fixed-costs)			10000
[afc](additional-fixed-costs) = [学生番号の下から3桁の数字]			0
[fixed-costs] = [ofc] + [afc]			10000
vari-costs			100

販売数量関数: $Q = [\text{alpha-pri}] + [\text{beta-pri}] * P + [\text{alpha-adv}] * A^{[\text{beta-adv}]}$

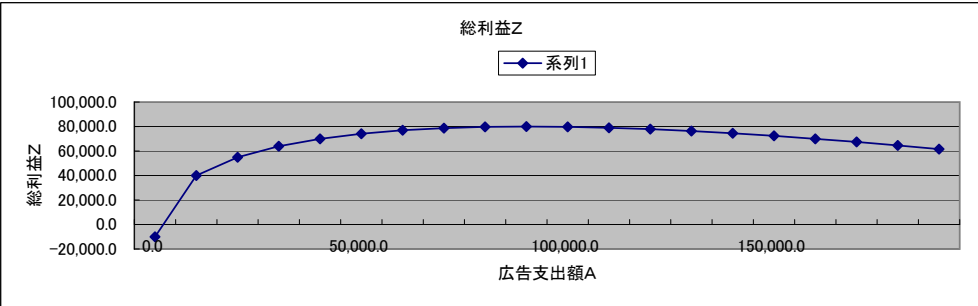
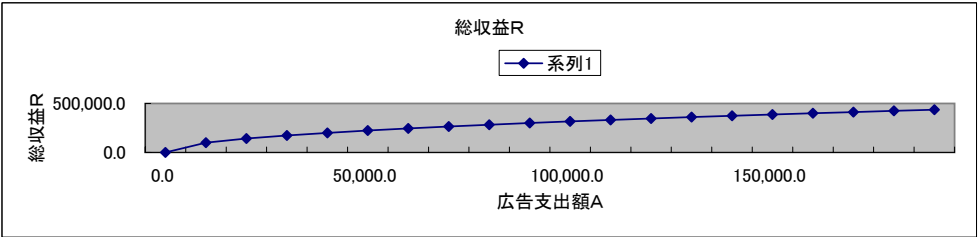
総収益関数: $R = PQ$

総費用関数: $C = [\text{fixed-costs}] + [\text{vari-costs}] * Q + A$

総利益関数: $Z = R - C = PQ - C$

価格差 = 0 広告支出額の差 = 10000

No	価格 P	広告支出額 A	販売数量 Q	広告支出額 A	総収益 R	総費用 C	広告支出額 A	総利益 Z
1	250.0	0.0	0.0	0.0	0.0	10,000.0	0.0	-10,000.0
2	250.0	10,000.0	400.0	10,000.0	100,000.0	60,000.0	10,000.0	40,000.0
3	250.0	20,000.0	565.7	20,000.0	141,421.4	86,568.5	20,000.0	54,852.8
4	250.0	30,000.0	692.8	30,000.0	173,205.1	109,282.0	30,000.0	63,923.0
5	250.0	40,000.0	800.0	40,000.0	200,000.0	130,000.0	40,000.0	70,000.0
6	250.0	50,000.0	894.4	50,000.0	223,606.8	149,442.7	50,000.0	74,164.1
7	250.0	60,000.0	979.8	60,000.0	244,949.0	167,979.6	60,000.0	76,969.4
8	250.0	70,000.0	1,058.3	70,000.0	264,575.1	185,830.1	70,000.0	78,745.1
9	250.0	80,000.0	1,131.4	80,000.0	282,842.7	203,137.1	80,000.0	79,705.6
10	250.0	90,000.0	1,200.0	90,000.0	300,000.0	220,000.0	90,000.0	80,000.0
11	250.0	100,000.0	1,264.9	100,000.0	316,227.8	236,491.1	100,000.0	79,736.7
12	250.0	110,000.0	1,326.6	110,000.0	331,662.5	252,665.0	110,000.0	78,997.5
13	250.0	120,000.0	1,385.6	120,000.0	346,410.2	268,564.1	120,000.0	77,846.1
14	250.0	130,000.0	1,442.2	130,000.0	360,555.1	284,222.1	130,000.0	76,333.1
15	250.0	140,000.0	1,496.7	140,000.0	374,165.7	299,666.3	140,000.0	74,499.4
16	250.0	150,000.0	1,549.2	150,000.0	387,298.3	314,919.3	150,000.0	72,379.0
17	250.0	160,000.0	1,600.0	160,000.0	400,000.0	330,000.0	160,000.0	70,000.0
18	250.0	170,000.0	1,649.2	170,000.0	412,310.6	344,924.2	170,000.0	67,386.3
19	250.0	180,000.0	1,697.1	180,000.0	424,264.1	359,705.6	180,000.0	64,558.4
20	250.0	190,000.0	1,743.6	190,000.0	435,889.9	374,356.0	190,000.0	61,533.9



ページ設定、拡大/縮小: 70%, 左: 3, 右: 1, 上: 2, 下: 2

file name: optpa-av03.xls(Advertisingを変化させる), 69行