

### More business problems.

1. Until recently, hamburgers at the city sports arena cost \$4 each. The food concessionaire sold an average of 10,000 hamburgers on a game night. When the price was raised to \$4.40, hamburger sales dropped off to an average of 8000 per night.
  - a. Assuming a linear demand curve, find the price of a hamburger that will maximize the nightly hamburger revenue.
  - b. If the concessionaire has fixed costs of \$1000 per night and the variable cost is \$0.60 per hamburger, find the price of a hamburger that will maximize the nightly hamburger profit.
2. The revenue function for a particular product is  $R(q) = q(400 - q)$ , where  $q$  is the quantity sold. Find the largest possible revenue.
3. Suppose that the demand equation for my paperclip business is  $p = 100 - 0.01q$  and the cost function is  $C(q) = 50q + 10,000$ . Graph the revenue and the cost as a function of quantity together on the same plot, and indicate on the  $q$ -axis where the break-even points occur.
4. The demand equation for a certain type of candy is  $p = 2 - 0.01q$ . Find the value of  $q$  and the corresponding price  $p$  that maximize the revenue.