## NCU Homework 2

1. Similar to the nonliear-prices example in class, a monopolist offers a menu of bundles $\{q, T\}$ to consumers, where $q$ is the quantity sold and $T$ is the fixed fee. Consumers with type $\theta$ receive utility $\theta \sqrt{q}-T(q)$ if they pruchase a quantity $q$ and 0 otherwise. Suppose $\left(q_{1}, T_{1}\right)$ is directed at type- $\theta_{1}$ consumers (in proportion $\lambda$ ), and ( $q_{2}, T_{2}$ ) is directed at type- $\theta_{2}$ consumers (in proportion $1-\lambda$ ). The unit cost of producing the good is 1 . Suppose $\theta_{1}=1$ and $\theta_{2}=4$.
(a) Is it possible that the monopolist's best strategy is to sell to type- $\theta_{1}$ consumers only?
(b) If the monopolist only sells to type- $\theta_{2}$ consumers, what is the optimal bundle $\left(q_{2}^{*}, T_{2}^{*}\right)$ ?
(c) If the monopolist sells to both types, what are the optimal bundles $\left(q_{1}^{*}, T_{1}^{*}\right)$ and $\left(q_{2}^{*}, T_{2}^{*}\right)$ ?
(d) What is the monopolist optimal decision?
(e) Suppose $\theta$ is uniformly distributed over $[1,4]$. Find the optimal nonlinear price $(q, T)$
