**Substitutiva à distância da Primeira Prova de HPE II – 2020 – prof. Dr. Ricardo Luis C. Feijó**

Aluno: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Cournot foi um dos pioneiros na formulação algébrica da demanda como D = F(p).

a. Obtenha a condição de primeira ordem para a receita máxima.

b. Discuta a condição de segunda ordem avaliando todas as hipóteses que asseguram a existência de um preço que maximiza a receita.

c. Aplique essa análise no caso do produtor monopolista com custo φ (D).Representando a receita total por *p.D*(*p*), onde *p* é o preço do bem e *D*(*p*) é a função de demanda, e por $φ $(*D*) a função de custo, Cournot demonstrou matematicamente que, na condição de lucro máximo, a firma iguala a receita marginal ao custo marginal. Prove esse resultado usando o mesmo procedimento algébrico adotado pelo francês.

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1. Reproduza a explicação de Jevons sobre *“a diferença entre a utilidade total de qualquer bem e o grau de utilidade do bem em qualquer ponto”*.

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1. De que forma Marshall acreditou ter reconciliado a teoria do valor clássica com o marginalismo? Comente a analogia da tesoura utilizada por ele.

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1. Por que usamos a expressão “empresário Sísifo” para descrever a função dos empresários no modelo de Walras?

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