



1. (10 points) Find the equation of the tangent line to the graph of

$$y = \frac{3x^2 - 1}{x + 2}$$

at  $x = 1$ .

**Solution:** Using the quotient rule,

$$y' = \frac{(6x)(x + 2) - (3x^2 - 1)(1)}{(x + 2)^2}.$$

At  $x = 1$ ,

$$y(1) = \frac{3(1)^2 - 1}{1 + 2} = \frac{2}{3}, \quad m = y'(1) = \frac{6(1)(3) - (3 - 1)}{3^2} = \frac{16}{9}.$$

So the tangent line is

$$y - \frac{2}{3} = \frac{16}{9}(x - 1).$$

Equivalently,

$$y = \frac{16}{9}x - \frac{10}{9}.$$

2. (10 points) Solve the equation  $8e^{3x-2} = 5e^{x+4}$  using logarithms. Round your final answer to three decimal places.

**Solution:** Take natural logs after isolating the exponentials:

$$8e^{3x-2} = 5e^{x+4} \implies e^{3x-2} = \frac{5}{8}e^{x+4}.$$

So

$$3x - 2 = \ln\left(\frac{5}{8}\right) + x + 4.$$

Then

$$2x = 6 + \ln\left(\frac{5}{8}\right), \quad x = 3 + \frac{1}{2}\ln\left(\frac{5}{8}\right).$$

Thus

$$x \approx 2.765.$$

3. A manufacturing company models the total **production cost** (in thousands of dollars) for producing  $q$  units of a custom component by the function

$$C(q) = 2q^3e^{-0.5q} + 4q.$$

- (a) (8 points) Find the **marginal cost function**  $C'(q)$ .

**Solution:** Using the product rule on  $2q^3e^{-0.5q}$ ,

$$C'(q) = 2(3q^2e^{-0.5q} + q^3(-0.5)e^{-0.5q}) + 4.$$

So

$$C'(q) = 6q^2e^{-0.5q} - q^3e^{-0.5q} + 4 = e^{-0.5q}(6q^2 - q^3) + 4.$$

Thus,

$$C'(q) = e^{-0.5q}(6q^2 - q^3) + 4.$$

- (b) (4 points) Compute the **marginal cost** when  $q = 5$  units are produced. Include appropriate units and round your answer to three decimal places.

**Solution:**

$$C'(5) = e^{-2.5}(6 \cdot 25 - 125) + 4 = 25e^{-2.5} + 4 \approx 6.052.$$

Since  $C$  is measured in thousands of dollars, the marginal cost is

$$6.052 \text{ thousand dollars per unit}$$

(about \$6,052 per unit).

4. (12 points) Compute the **present value**  $P$  of a contract that promises two payments: one of \$4,000 three years from now and one of \$7,000 six years from now. Assume a continuous annual interest rate of 4.2%.

**Solution:** For continuous compounding, the present value of a future payment  $F$  received in  $t$  years is

$$P = Fe^{-rt}.$$

So the total present value is

$$P = 4000e^{-0.042(3)} + 7000e^{-0.042(6)}.$$

Thus

$$P \approx 4000e^{-0.126} + 7000e^{-0.252} \approx 8967.17.$$

Therefore,

$$P \approx \$8,967.17.$$

5. A community theater is studying ticket pricing. The table shows the estimated demand  $q = D(p)$  (number of tickets sold) at various price points  $p$  (in dollars).

|     |      |      |      |      |       |       |       |
|-----|------|------|------|------|-------|-------|-------|
| $p$ | 8.00 | 8.50 | 9.00 | 9.50 | 10.00 | 10.50 | 11.00 |
| $q$ | 1200 | 1100 | 1000 | 920  | 840   | 780   | 730   |

- (a) (4 points) Find the **average rate of change** of demand  $q = D(p)$  on the interval  $[8, 11]$ . Explain the real-world meaning in a sentence, including appropriate units.

**Solution:**

$$\frac{D(11) - D(8)}{11 - 8} = \frac{730 - 1200}{3} = -\frac{470}{3} \approx -156.667.$$

So the average rate of change is

$$\boxed{-156.667 \text{ tickets per dollar}}.$$

**Solution:** Over the interval from \$8 to \$11, demand decreases on average by about 156.667 tickets for each \$1 increase in price.

- (b) (8 points) **Estimate the elasticity of demand** at the price  $p = 10$ . You may use any reasonable differences to approximate  $D'(10)$ . Interpret your result in a sentence.

**Solution:** Using a central difference,

$$D'(10) \approx \frac{D(10.5) - D(9.5)}{10.5 - 9.5} = \frac{780 - 920}{1} = -140.$$

Elasticity is

$$E(10) = -\frac{10D'(10)}{D(10)} \approx -\frac{10(-140)}{840} = \frac{1400}{840} = \frac{5}{3} \approx 1.667.$$

Thus,

$$\boxed{E(10) \approx 1.667}.$$

**Solution:** At a price of \$10, the demand has elasticity about 1.667, so a 1% increase in price produces about a 1.667% decrease in demand.

- (c) (4 points) At  $p = 10$ , is demand elastic or inelastic? If price increases slightly from \$10, does **revenue** increase or decrease? Explain briefly.

**Solution:** Since  $E(10) \approx 1.667 > 1$ , demand is **elastic**. Therefore, if price increases slightly from \$10, revenue will **decrease**, because the percentage drop in quantity demanded is larger than the percentage rise in price.

6. (10 points) A recent college graduate wants to begin saving for a future home purchase. They plan to deposit a constant amount  $S$  dollars continuously each year into an account that earns interest at a continuous rate of 6.4%. How much must be invested per year so that the account will contain \$150,000 after 20 years?

**Solution:** For a continuous income stream invested at rate  $S$  dollars per year into an account earning continuous interest rate  $r$ , the future value after  $t$  years is

$$A = \frac{S}{r} (e^{rt} - 1).$$

Here  $A = 150000$ ,  $r = 0.064$ , and  $t = 20$ , so

$$150000 = \frac{S}{0.064} (e^{0.064(20)} - 1).$$

Hence

$$S = 150000 \cdot \frac{0.064}{e^{1.28} - 1} \approx 3697.086.$$

Therefore, the required continuous investment rate is

$$\boxed{\$3697.09 \text{ per year}}.$$

7. Let  $r(t)$  be the rate of change of the price of a share of ABC Inc. in dollars per day after  $t$  days of trading.

- (a) (6 points) Write a sentence with units which gives the meaning of  $\int_0^6 r(t) dt = -7.5$ .

**Solution:** The integral means that over the first 6 days, the price of one share of ABC Inc. changed by  $-\$7.50$  total. In other words, the share price decreased by  $\$7.50$  from day 0 to day 6.

- (b) (4 points) If a share of ABC Inc. cost  $\$25$  on day  $t = 0$  of trading, use the information above to find its price on day  $t = 6$ .

**Solution:** Since

$$\int_0^6 r(t) dt = \text{change in price} = -7.5,$$

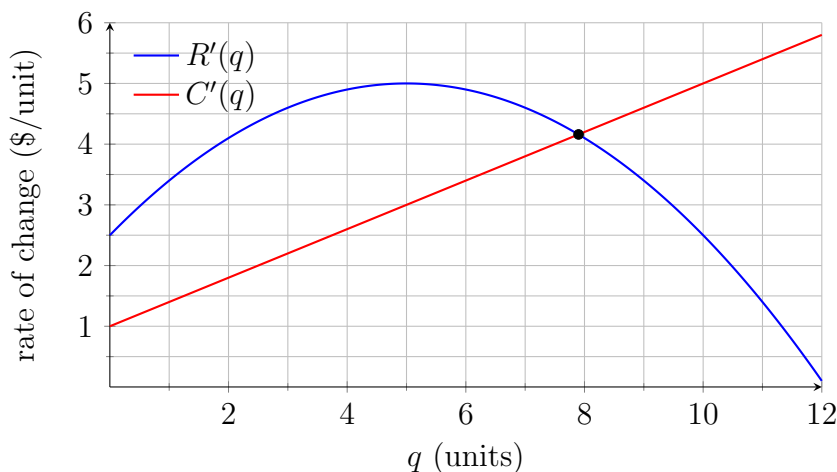
we have

$$\text{price at } t = 6 = 25 - 7.5 = 17.5.$$

So the price on day 6 is

$$\boxed{\$17.50}.$$

8. The curves below represent the *rates of change* of cost and revenue as functions of quantity  $q$ : the **marginal cost**  $C'(q) = 1 + 0.4q$  and **marginal revenue**  $R'(q) = 5 - 0.1(q - 5)^2$ .



- (a) (4 points) For which values of  $q$  does revenue increase faster than cost? (Answer in interval form.)

**Solution:** Revenue increases faster than cost when

$$R'(q) > C'(q).$$

From the graph, the curves intersect at about  $q \approx 7.9$ , and on  $0 < q < 7.9$  the marginal revenue curve lies above the marginal cost curve. Thus the interval is

$$(0, 7.9) \text{ approximately.}$$

- (b) (4 points) Estimate the production level  $q^*$  where profit is maximized.

**Solution:** Profit is maximized where  $P'(q) = R'(q) - C'(q) = 0$  and changes from positive to negative, which occurs at the intersection of the two curves. From the graph,

$$q^* \approx 7.9 \text{ units.}$$

- (c) (4 points) Estimate the change in profit if production increases from  $q = 3$  to  $q = 4$ .

**Solution:** The change in profit is approximately

$$\int_3^4 (R'(q) - C'(q)) dq.$$

A reasonable estimate is one unit times the net rate near the middle of the interval. At  $q = 3.5$ ,

$$R'(3.5) = 5 - 0.1(3.5 - 5)^2 = 4.775, \quad C'(3.5) = 1 + 0.4(3.5) = 2.4.$$

So

$$\Delta P \approx (4.775 - 2.4)(1) = 2.375.$$

Therefore profit increases by about

$\$2.4$  (approximately).

9. Consider the function

$$f(x) = x^3 - 6x^2.$$

- (a) (4 points) Find all critical points of  $f(x)$ . Give the critical point and its function value as an  $(x, y)$  pair.

**Solution:**

$$f'(x) = 3x^2 - 12x = 3x(x - 4).$$

So the critical numbers are  $x = 0$  and  $x = 4$ . Their function values are

$$f(0) = 0, \quad f(4) = 64 - 96 = -32.$$

Thus the critical points are

$$\boxed{(0, 0) \text{ and } (4, -32)}.$$

- (b) (4 points) For each of the critical points found in part (a), determine if it corresponds to a local maximum, local minimum or neither. You may use either the first or second derivative test to justify your answer.

**Solution:** Use the second derivative:

$$f''(x) = 6x - 12.$$

Then

$$f''(0) = -12 < 0,$$

so  $(0, 0)$  is a local maximum, and

$$f''(4) = 12 > 0,$$

so  $(4, -32)$  is a local minimum.

- (c) (4 points) Find the absolute (or global) maximum and absolute (or global) minimum of  $f(x)$  on the interval  $-1 \leq x \leq 7$ .

**Solution:** Check the endpoints and critical points:

$$f(-1) = -1 - 6 = -7, \quad f(0) = 0, \quad f(4) = -32, \quad f(7) = 343 - 294 = 49.$$

Therefore the absolute minimum is

$$\boxed{-32 \text{ at } x = 4}$$

and the absolute maximum is

$$\boxed{49 \text{ at } x = 7}.$$

- (d) (4 points) Find all value(s) of  $x$  for which  $f''(x) = 0$  and determine whether or not these value(s) are inflection points.

**Solution:** Since

$$f''(x) = 6x - 12,$$

we solve

$$6x - 12 = 0 \implies x = 2.$$

Because  $f''(x) < 0$  for  $x < 2$  and  $f''(x) > 0$  for  $x > 2$ , the concavity changes at  $x = 2$ . Therefore  $x = 2$  is an inflection point. Also,

$$f(2) = 8 - 24 = -16,$$

so the inflection point is

$$\boxed{(2, -16)}.$$

10. The cost (in thousands of dollars) of producing  $q$  tons of a material is

$$C(q) = q^3 - 12q^2 + 60q$$

(a) (4 points) Find a formula for the average cost  $a(q)$ .

**Solution:** Average cost is total cost divided by quantity:

$$a(q) = \frac{C(q)}{q} = \frac{q^3 - 12q^2 + 60q}{q} = q^2 - 12q + 60.$$

So

$$a(q) = q^2 - 12q + 60.$$

(b) (4 points) Find a formula for the marginal cost  $MC(q)$ .

**Solution:**

$$MC(q) = C'(q) = 3q^2 - 24q + 60.$$

So

$$MC(q) = 3q^2 - 24q + 60.$$

(c) (4 points) Find all production levels where  $a(q) = MC(q)$ .

**Solution:** Set the two formulas equal:

$$q^2 - 12q + 60 = 3q^2 - 24q + 60.$$

Then

$$0 = 2q^2 - 12q = 2q(q - 6).$$

So

$$q = 0 \text{ or } q = 6.$$

In context, the meaningful positive production level is  $q = 6$ .

(d) (4 points) Use the values you found in the previous part to determine the production level which minimizes the average cost.

**Solution:** Since

$$a(q) = q^2 - 12q + 60,$$

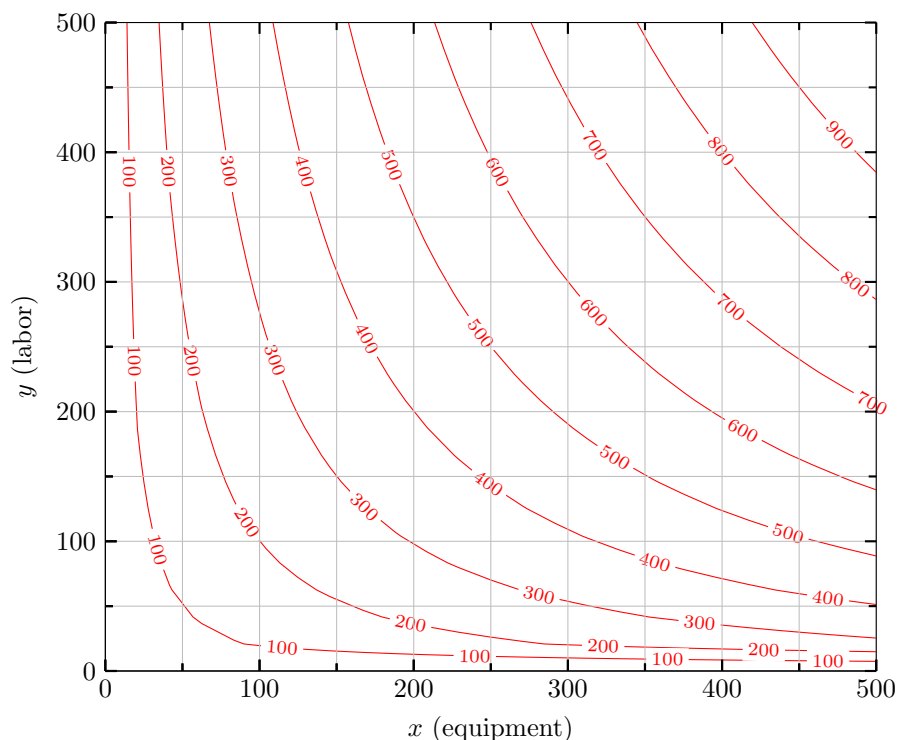
this parabola opens upward, so its minimum occurs at the vertex:

$$q = \frac{-(-12)}{2(1)} = 6.$$

Therefore the average cost is minimized when

$$q = 6 \text{ tons}.$$

11. A firm produces a single product with two inputs: equipment and labor. The contour plot below shows values of  $f(x, y)$ , the production level with  $x$  dollars in equipment and  $y$  dollars in labor.



- (a) (6 points) Estimate  $f(350, 100)$  and  $f_y(350, 100)$ .

**Solution:** From the contour plot, the point  $(350, 100)$  lies very close to the contour labeled 400, so

$$f(350, 100) \approx 400.$$

To estimate  $f_y(350, 100)$ , look vertically near  $x = 350$ : the contours 400 and 500 occur at about  $y \approx 100$  and  $y \approx 160$ , respectively. Thus increasing  $y$  by about 60 increases  $f$  by about 100, so

$$f_y(350, 100) \approx \frac{100}{60} \approx 1.7.$$

Hence

$$f_y(350, 100) \approx 1.7 \text{ units of output per labor dollar.}$$

- (b) (4 points) Explain the meaning of  $f(350, 100)$  and  $f_y(350, 100)$  in a sentence with correct units.

**Solution:**  $f(350, 100) \approx 400$  means that investing \$350 in equipment and \$100 in labor gives a production level of about 400 units. The value  $f_y(350, 100) \approx 1.7$  means that, near that point, increasing labor spending by \$1 while keeping equipment fixed increases production by about 1.7 units.

- (c) (6 points) Mark the **greater** quantity in each pair below.

12. Let  $f(x, y) = (x + xy)^{10}$ , and compute the following partial derivatives.

(a) (6 points)  $f_x(x, y)$

**Solution:** Let  $u = x + xy = x(1 + y)$ . Then  $f = u^{10}$ , so by the chain rule,

$$f_x = 10u^9 u_x = 10(x + xy)^9(1 + y).$$

Thus,

$$f_x(x, y) = 10(x + xy)^9(1 + y).$$

(b) (6 points)  $f_{xx}(x, y)$

**Solution:** Differentiate  $f_x = 10(x + xy)^9(1 + y)$  with respect to  $x$ :

$$f_{xx} = 10(1 + y) \cdot 9(x + xy)^8(1 + y).$$

So

$$f_{xx}(x, y) = 90(x + xy)^8(1 + y)^2.$$

(c) (6 points)  $f_{xy}(x, y)$

**Solution:** Differentiate  $f_x = 10(x + xy)^9(1 + y)$  with respect to  $y$ :

$$f_{xy} = 10 [9(x + xy)^8(x)(1 + y) + (x + xy)^9].$$

Factoring gives

$$f_{xy} = 10(x + xy)^8(9x(1 + y) + (x + xy)).$$

Since  $x + xy = x(1 + y)$ ,

$$9x(1 + y) + (x + xy) = 10x(1 + y).$$

Therefore,

$$f_{xy}(x, y) = 100x(1 + y)(x + xy)^8.$$

13. A firm manufactures two products with one priced at  $x$  dollars and one at  $y$  dollars. At prices  $x$  and  $y$ , the firm's combined revenue for the two products is

$$R = f(x, y) = -4x^2 - 4xy - 3y^2 + 100x + 130y$$

- (a) (8 points) Find the first- and second-order partial derivatives  $f_x$ ,  $f_y$ ,  $f_{xx}$ ,  $f_{yy}$  and  $f_{xy}$  of the revenue function.

**Solution:**

$$f_x = -8x - 4y + 100, \quad f_y = -4x - 6y + 130.$$

Also,

$$f_{xx} = -8, \quad f_{yy} = -6, \quad f_{xy} = -4.$$

- (b) (6 points) Use your partial derivatives to find any critical points for the revenue function. Show your work.

**Solution:** Set the first partial derivatives equal to zero:

$$-8x - 4y + 100 = 0, \quad -4x - 6y + 130 = 0.$$

Simplifying,

$$2x + y = 25, \quad 2x + 3y = 65.$$

Subtract the first equation from the second:

$$2y = 40 \implies y = 20.$$

Then

$$2x + 20 = 25 \implies x = \frac{5}{2}.$$

So the only critical point is

$$\left( \frac{5}{2}, 20 \right).$$

- (c) (6 points) Find prices  $x$  and  $y$  that give the largest possible revenue. Include some computations that show that the revenue is maximized at these prices.

**Solution:** Use the second derivative test:

$$D = f_{xx}f_{yy} - (f_{xy})^2 = (-8)(-6) - (-4)^2 = 48 - 16 = 32 > 0.$$

Since  $f_{xx} = -8 < 0$ , the critical point is a local maximum. Because  $f$  is a quadratic function with negative definite Hessian, this is also the global maximum. Thus the revenue is maximized at

$$x = \frac{5}{2} \text{ dollars,} \quad y = 20 \text{ dollars.}$$

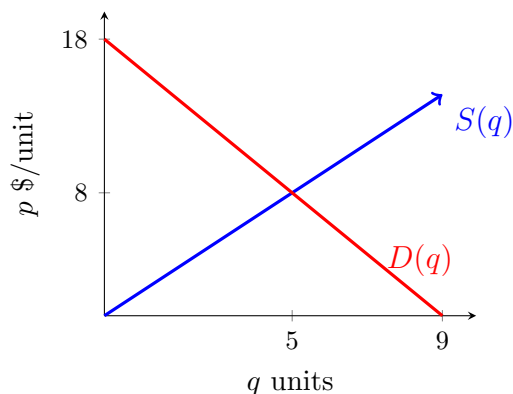
The maximum revenue is

$$f\left(\frac{5}{2}, 20\right) = -4\left(\frac{5}{2}\right)^2 - 4\left(\frac{5}{2}\right)(20) - 3(20)^2 + 100\left(\frac{5}{2}\right) + 130(20) = 1325.$$

So the largest possible revenue is

1425.

14. The graph below shows supply and demand graphs for a good.



- (a) (6 points) Use geometry to find exact values for  $\int_0^5 S(q) dq$  and  $\int_0^5 D(q) dq$ .

**Solution:** For  $S(q) = \frac{8}{5}q$ , the region under the graph from 0 to 5 is a triangle with base 5 and height 8, so

$$\int_0^5 S(q) dq = \frac{1}{2}(5)(8) = 20.$$

For  $D(q) = 18 - 2q$ , the region under the graph from 0 to 5 is a trapezoid with bases 18 and 8 and width 5, so

$$\int_0^5 D(q) dq = \frac{1}{2}(18 + 8)(5) = 65.$$

Therefore,

$$\int_0^5 S(q) dq = 20, \quad \int_0^5 D(q) dq = 65.$$

- (b) (4 points) What is the equilibrium price and quantity for this market?

$$(p^*, q^*) = (8, 5)$$

- (c) (6 points) Compute the value of the consumer surplus.

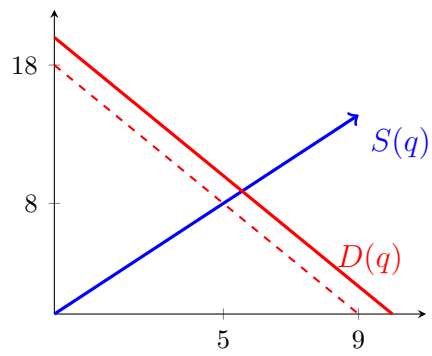
**Solution:** Consumer surplus is the area between the demand curve and the equilibrium price from  $q = 0$  to  $q = 5$ :

$$CS = \int_0^5 D(q) dq - p^*q^* = 65 - (8)(5) = 25.$$

Thus,

$$\text{consumer surplus} = 25.$$

- (d) (6 points) Suppose the demand curve moves from the position shown above to a new position below.



Mark all of the following statements that are correct.  
Compared the to original demand curve ...

- $p^*$  will increase.
- $q^*$  will increase.
- the consumer surplus will increase.

# Formulas

## Derivatives:

- $\frac{d}{dx}(cf(x)) = cf'(x)$
- $\frac{d}{dx}(f(x) \pm g(x)) = f'(x) \pm g'(x)$
- $\frac{d}{dx}(f(x) \cdot g(x)) = f'(x)g(x) + f(x)g'(x)$
- $\frac{d}{dx}\left(\frac{f(x)}{g(x)}\right) = \frac{f'(x)g(x) - f(x)g'(x)}{(g(x))^2}$
- $\frac{d}{dx}f(g(x)) = f'(g(x)) \cdot g'(x)$
- $\frac{d}{dx}(c) = 0$ , if  $c$  is a constant
- $\frac{d}{dx}(mx + b) = m$ ,  
where  $m, b$  are constants
- $\frac{d}{dx}(x) = 1$
- $\frac{d}{dx}(x^n) = nx^{n-1}$
- $\frac{d}{dx}(a^x) = a^x \cdot \ln(a)$
- $\frac{d}{dx}(e^x) = e^x$
- $\frac{d}{dx}(e^{kx}) = k \cdot e^{kx}$ , if  $k$  is a constant
- $\frac{d}{dx}(\ln(x)) = \frac{1}{x}$

## Other things:

- Quadratic formula:  $ax^2 + bx + c = 0 \Rightarrow$   
 $x = \frac{-b \pm \sqrt{b^2 - 4ac}}{2a}$
- Future and present value, yearly compounding:  $FV = PV \cdot (1 + r)^t$
- Future and present value, continuously compounding:  $FV = PV \cdot e^{rt}$
- Elasticity:  $E = \left| \frac{p}{q} \cdot \frac{dq}{dp} \right|$
- Consumer surplus:  $\int_0^{q^*} D(q) dq - p^*q^*$
- Producer surplus:  $p^*q^* - \int_0^{q^*} S(q) dq$
- Present value of income stream  $S(t)$ :

$$PV = \int_0^M S(t)e^{-rt} dt$$

- Future value of income stream  $S(t)$ :

$$FV = e^{rM} \cdot PV = \int_0^M S(t)e^{r(M-t)} dt$$

- Second derivative test:
  - Compute discriminant at critical points  $(a, b)$ :

$$D(a, b) = f_{xx}(a, b)f_{yy}(a, b) - (f_{xy}(a, b))^2$$

- $D(a, b) > 0$  and  $f_{xx}(a, b) > 0 \Rightarrow$   
local min
- $D(a, b) > 0$  and  $f_{xx}(a, b) < 0 \Rightarrow$   
local max
- $D(a, b) < 0$  no local max/min (Saddle Point)
- $D(a, b) = 0$  inconclusive test