$$\alpha$$
. $\overrightarrow{AB} = (x_B - x_A, y_B - y_A) = (4 - (-3), -1 - 2) = (7, -1)$

β.
$$\overrightarrow{AI'} = (x_{\Gamma} - x_A, y_{\Gamma} - y_A) = (0 - (-3), 7 - 2) = (3, 5)$$

$$\vec{r} \cdot \vec{B} = (x_B - x_\Gamma, y_B - y_\Gamma) = (4 - 0, 1 - 7) = (4, -6).$$