10. $P(P/M) = \dfrac{P(M \cap P)}{P(M)}$

$P(M) = 0.7, \; P(P) = 0.5, \; P(M \cap P) = 0.3$

$P(P/M) = \dfrac{0.3}{0.7} = \boxed{0.4286.}$