

## 1.1: Functions

A Function is a way of assigning values in a domain to values in a range:

$$\text{Domain} \xrightarrow{\text{Function}} \text{Range}$$

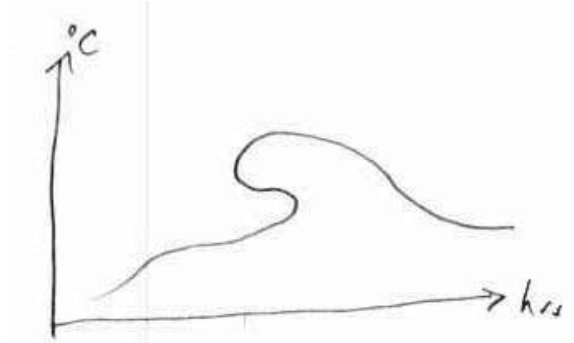
Ex: Domain is all real numbers, function is  $f(x) = x^2$ . Range is ...

Ex: Domain is day of the year (i.e. 1 ~ Jan 1), the function  $P$  is the price of JD (John Deere) stock at close of that day. Range is ...

❓ What does  $P(32) = 37.5$  mean?

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❓ Does this graph of temperature make sense? Why or why not?



Navigation icons: back, forward, search, etc.

Example:  $y = f(x) = x^2 - 4$ .

❓ Find  $y$  when  $x = 0$ .

❓ What is  $f(3)$ ?

❓ Find  $x$  when  $y = 0$ .

❓ When is  $f(x) = 21$ ?

❓ What is the range?



Typically represent a function in 4 different ways:

► In words

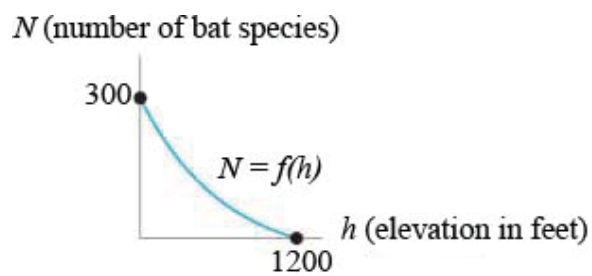
► Equation

► Table of Data

► Graph



Example:  $N$  = the number of bat species in Peru.  $h$  = the altitude (in feet) above sea level and  $N = f(h)$ .



ⓘ Interpret  $f(500) = 100$

ⓘ What is the meaning of the intercepts of the graph?

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## 1.2 Linear Functions

Ex: The height of a tree is given by:

year	2000	2002	2003	2006
height (ft)	6	10	12	18

Navigation icons: back, forward, search, etc.

Ex: A car manufacturer gives the amount of gas,  $g$ , in your tank as a function of the miles you've driven:

$$g(m) = 15 - 0.1m$$

- ❓ Sketch a graph
- ❓ What are and what are the meanings of the intercept and slope?
- ❓ What is the car's gas mileage?



Ex: Given the table of data:

$t$	0	3	6	9
$f(t)$	2	4	7	11

- ② Estimate  $f(8)$ .



## 1.3 Rate of Change

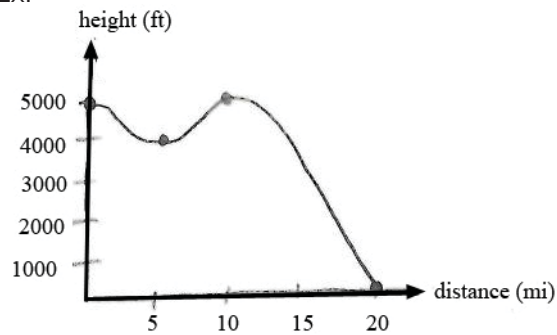
Ex: Crop production on a farm is given by:

year	2000	2001	2002	2003	2004	2006
tons	110	119	126	131	134	137

- ? Which is a function of the other?
- ? What was the average rate of growth from 2000 to 2002?
- ? What was the average rate of growth from 2003 to 2006?
- ? What is happening to the rate of growth?

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Ex:



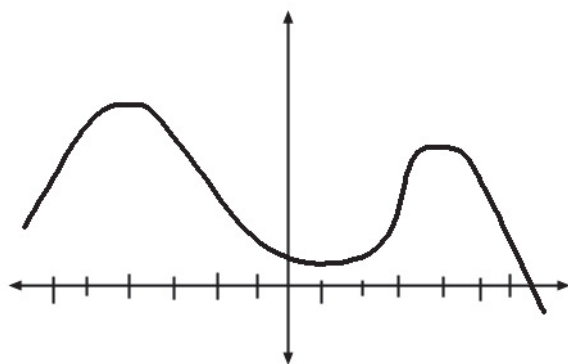
- ? What is the average rate of change between 0 and 20 miles?
- ? What is the average rate of change between 5 and 10 miles?

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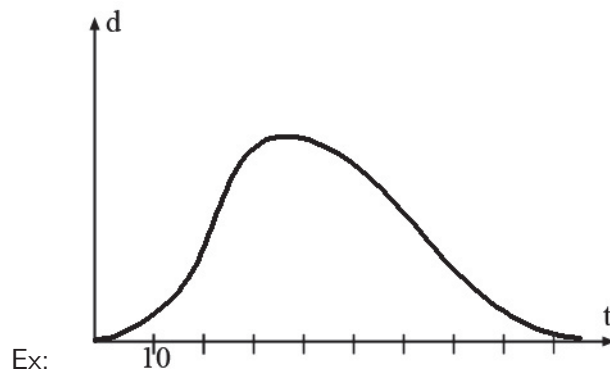
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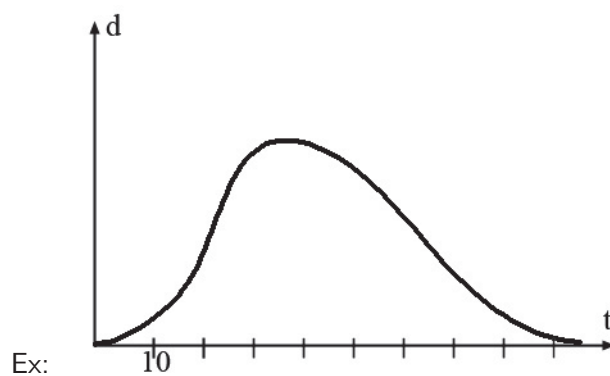


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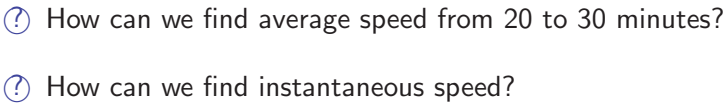
- ① When was she driving the fastest?
- ① When was she speeding up?
- ① When was she slowing down?

Navigation icons: back, forward, search, etc.



- ① What does a negative slope mean?
- ① What's happening when the slope is negative but concavity is positive?
- ① What's happening when the slope is negative but concavity is negative?

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Ex: A factory makes boxes. It costs \$3 in materials to make a box. The fixed costs are \$900. The factory charges \$7 per box.

- 1. Give and graph the cost function.
- 2. Give and graph the revenue function.
- 3. Determine the break-even point.
- 4. Give the profit function.



Ex:

$$C(q) = 0.02q + 10 \qquad R(q) = -\frac{q^2}{40000} + 0.105q$$

- ❓ What is profit at 1900 units?
- ❓ Should the company raise production from 1900 units to 2000 units?
- ❓ Should the company raise production to anything else?



## Marginal Cost and Marginal Revenue



## Supply and Demand Curves



Example: For a certain product:

$$E_1 : p = 240 - \frac{q}{500} \qquad E_2 : p = \frac{q}{1000}$$

- ❓ Which is supply and which is demand?
- ❓ At \$100, what quantity is going to be produced? demanded?  
What will/should happen?
- ❓ What is equilibrium price and quantity?



## Relationship between Revenue and Demand

- ❓ If revenue is given by  $R = 32q - 7q^2$ , give the demand equation.
- ❓ If demand is modeled by  $4p + 7q = 100$ , give the Revenue equation.



Ex: A company produces and sells shirts. Fixed costs are \$7000, variable costs are \$5 per shirt and demand is modeled by

$$D : q + 40p = 2000$$

- What is the cost function,  $C(q)$ ?
- What is the revenue function,  $R(q)$ ?
- What is the profit function,  $\pi(q)$ ?
- What is the profit function,  $\pi(p)$ ?
- What profit is realized at a price of \$12?



## 1.5 Exponential Functions

Ex: Consider the following data of bacteria growth

Time	# of Bact. L	Incr. in L.	# of Bact. E	Incr. in E
0	3		3	
1	6		6	
2	9		12	
3	12		24	
4	15		48	

- ④ Give a function for each.



## Exponential Functions



Ex: You have 5 kilograms of nitrogen isotope.

- ⌚ Give an equation for the amount  $A$  of nitrogen after  $t$  minutes if each minute .07kg of it radioactively decays.

- ⌚ Give an equation for the amount  $A$  of nitrogen after  $t$  minutes if each minute 7% of it radioactively decays.

- ⌚ Draw a rough graph of each.



Example #21: Cliff Notes started in 1958 with \$4,000 and it sold in 1998 for \$14,000,000.

- ① Assuming exponential growth, find the annual percentage increase over the 40 years.

- ① When was the company worth \$1,000,000?



Example #28: Niki invested \$10,000 in the stock market and lost 10% a year for a period of 10 years. She then switched strategies and started to gain 10% a year.

- ① How much is her investment worth at the end of the first 10 years?
- ① After switching, how long until she attains a value of \$10,000 again?



## Continuous Growth



Ex: A city's population is 1000 and growing at a 5% rate.

⌚ Give functions for the population if the rate is annual vs. continuous.

⌚ In both cases, what is the population after 18 years.

⌚ Give the continuous rate that corresponds to a 5% annual rate.



## 1.6 The Natural Logarithm

 Solve

$$7 \cdot 3^x = 5 \cdot 2^x$$



## Hierarchy of Functions





Ex: In a given scenario,

$$C(q) = \ln(q + 1) + q^{800} + 4000000$$

and

$$R(q) = \frac{q}{q^7 + 1} + \sqrt{q} + (1.000001)^q.$$

When producing a bazillion items, is there positive or negative profit?



## 1.7 Exponential Growth and Decay

Ex: Caffeine which leaves the body at a continuous rate of 17% per hour. An individual drinks a cup of coffee at noon. At 2pm a blood test shows they have approximately 50mg of caffeine in their body.

- Find a formula for  $A$ , the amount of caffeine in the body.
- How much caffeine will be in the body at 4pm?
- How much caffeine was in the cup of coffee?



Ex: Suppose an investment fund earns 7%.

- ❓ How long will it take for a \$1000 investment to grow to \$10,000?
- ❓ If you invest \$8000 now, how much will it be worth in 4 years?
- ❓ If you need \$11000 for your child's college in four years, how much should you invest now?



## Present Value and Future Value



Ex: If the present value of a bond is \$100 and it earns at a rate of 5%, what will be its future value in 10 years?

Ex: If you have a bond that matures at \$160 in ten years, how much is it worth right now (i.e. how much should you sell it for now) if you have access to a 5% rate.



Ex: A business partner in debt to you says he'll give you

Option A. \$5000 right now, or

Option B. \$6000 in three years.

You can invest at 7%.

- ① What is the future value of option A?
- ① What is the future value of option B?
- ① What is the present value of option A?
- ① What is the present value of option B?
- ① Which option is worth more?



## 1.8 New Functions from Old

Ex: Suppose

$$f(x) = x^2 + x$$

$$g(x) = 3\sqrt{x} - 1$$

①  $g(blarg) = ?$

⑦  $f(x+4) = ?$

⑦  $(g(x) + 1)^2 = ?$

⑦  $f(g(p)) = ?$

⑦  $g(f(p)) = ?$

⑦  $g(g(y)) = ?$



Consider the functions:

$x$	1	2	3	4	5	6
$f(x)$	3	5	2	1	6	4
$g(x)$	6	2	4	3	1	5
$h(x)$	6	4	1	2	5	3

Determine:

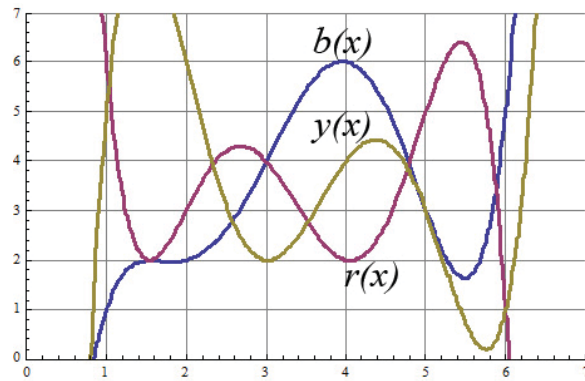
⑦  $f(g(4)) =$

⑦  $h(g(f(2))) =$

⑦  $g(h(4)^2 - 1) + 2 =$

⑦  $h(h(h(3))) =$





Determine:

?  $r(b(4)) =$

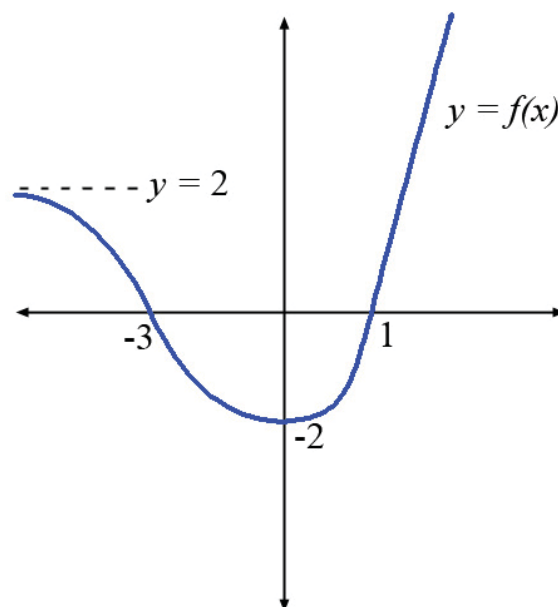
?  $b(y(5)^2 - 5) + 2 =$

?  $y(b(r(2))) =$

?  $r(r(4)) =$

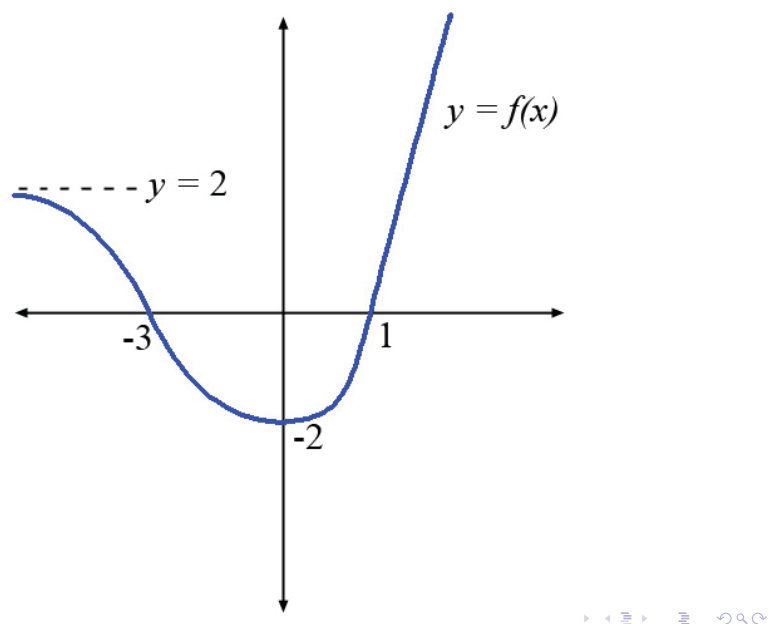
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## Transformations of Graphs : Changing Output



Navigation icons: back, forward, search, etc.

## Transformations of Graphs : Changing Input



## 1.9 Proportionality and Polynomials

Proportional:

Ex: The miles you drive are proportional to the gas you use to do so.

Ex: The area of a circle is proportional to the square of the radius.

Ex: The force on a spring is proportional to the length it is stretched beyond rest. Suppose a 5in spring exerts 12N when stretched to 7in.

① What is the constant of proportionality, also called the spring constant?

② What is the force when stretched to 10in.?



### Inversely Proportional

Ex: Your weight is inversely proportional to the square of your distance to the Earth's center.

## Power Function

## Polynomial



Ex:  $p(x) = 5x^2 + 3x - 1$  give:

degree:

⓪ coefficients:

① leading term:

① constant term:

Ex:  $q(x) = 4 + 9x - 7x^5 - 3x^2$  give:

degree:

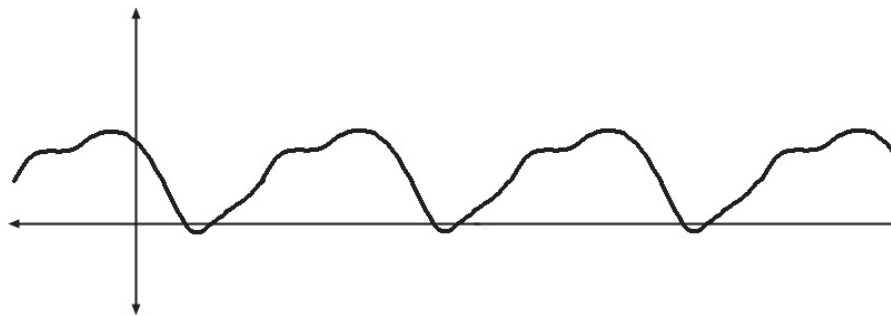
① coefficients:

leading term:

① constant term:



## 1.10 Periodic Functions





## Trig Functions

 $\sin(x)$  and  $\cos(x)$ 

- ▶ Don't "know" wrong stuff
  - ▶  $\sin x$  is **NOT**  $\sin \cdot x$ .
  - ▶  $\cos(3x)$  is **NOT**  $3 \cos(x)$ .
  - ▶  $\sin(x + 3)$  is **NOT**  $\sin x + \sin 3$ .
- ▶ Only need to know conventions
  - ▶  $\cos^2(x) = (\cos(x))^2$
  - ▶ Always work in Radians
  - ▶ Otherwise, treat  $\sin(x)$  and  $\cos(x)$  like you do  $f(x)$ ... as if you know nothing.



## 2.1 Instantaneous Rates of Change

### Average Rate of Change

### Instantaneous Rate of Change

► Graphical View



## IROC for equations

Ex: Find instantaneous rate of change in  $f(x) = 2x^3 + x$  near  $x = 1$ .



## Derivative at a point



Ex: For  $g(t) = 6 \cdot 3^t$ , approximate  $\frac{dg}{dt}|_{t=0}$  to 3 decimal places.



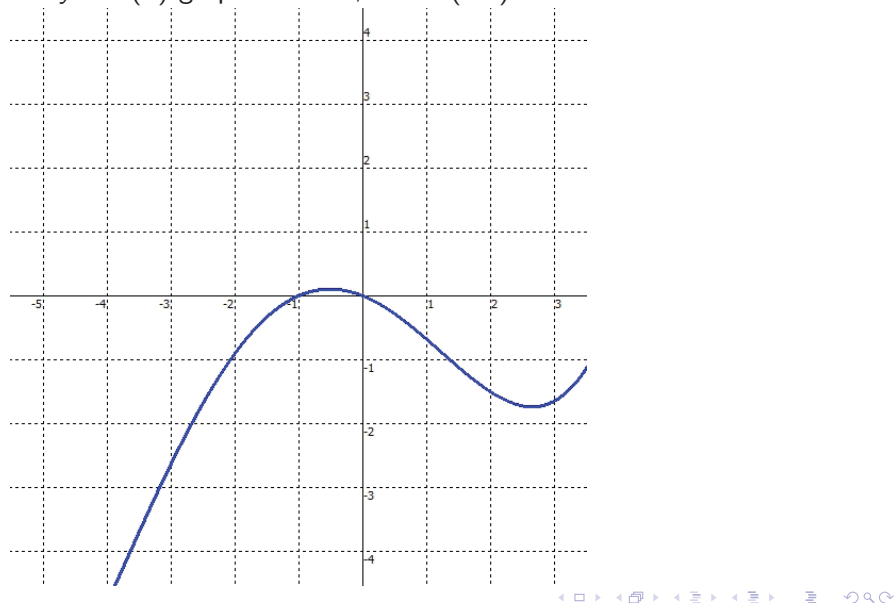
Ex: Consider the function  $k(t) = t \cdot \ln(t)$ .

- ① Determine the instantaneous rate of change at  $t = 1$ .
- ① Determine the instantaneous rate of change at  $t = 2$ .
- ① Sketch a rough graph of  $k(t)$  around the points  $t = 1$  and  $t = 2$ .
- ① what does this imply about the concavity on the interval  $1 < t < 2$ ?

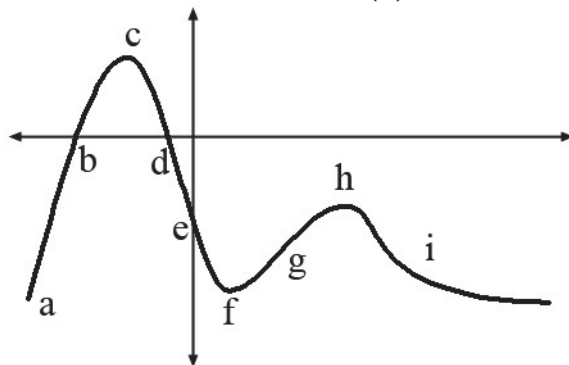


## Derivatives for Graphs

For  $y = f(x)$  graphed below, find  $f'(-1)$ .



Ex: Consider the graph  $y = f(x)$ :



Determine the positions where  $f'(x)$  is

- ▶ positive
- ▶ negative
- ▶ zero

## Derivatives for Tables

Ex: Use the following table of data:

$x$	0	6	10	17	20
$f(x)$	100	70	55	46	40

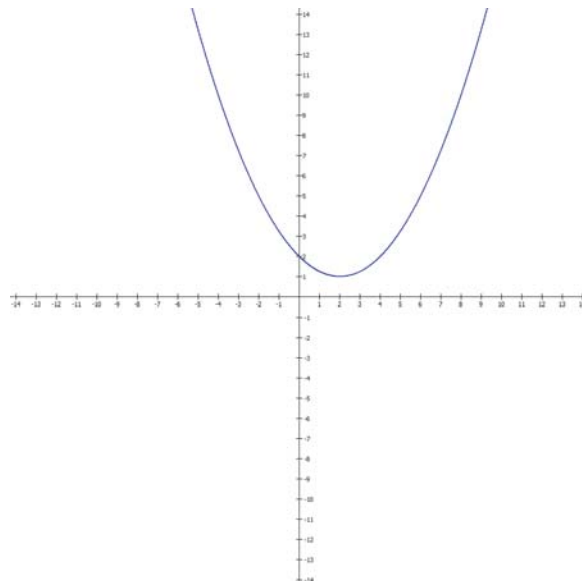
⑦ Approximate  $f'(5)$ .

⑦ Approximate  $f'(10)$ .

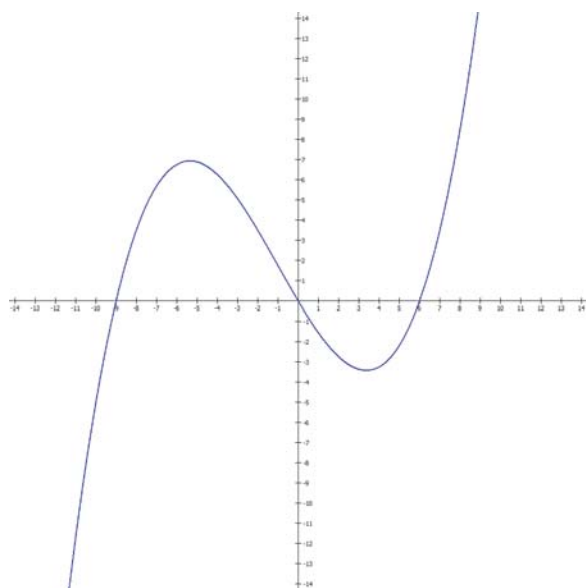


## 2.2 The Derivative as a Function

④ Given the following graph of  $f(x)$ , sketch the graph of  $f'(x)$ .



ⓘ Given the following graph of  $f(x)$ , sketch the graph of  $f'(x)$ .

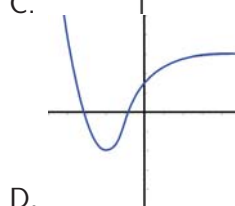
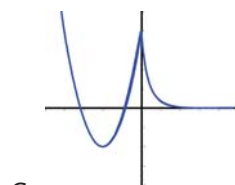
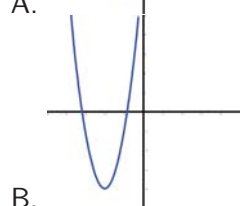
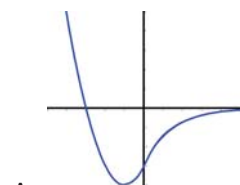
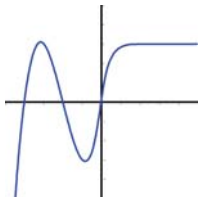


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## Graphical Information from the Derivative

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Give the following graph of  $f(x)$ , which is the graph of  $f'(x)$ ?



Navigation icons: back, forward, search, etc.

## 2.3 Interpretations of the Derivative

Navigation icons: back, forward, search, etc.

The cost  $C$  (in dollars) to produce  $g$  gallons of purified water is given by

$$C = f(g)$$

⑦ What are the units of  $f'(g)$ ?

❓ What does  $f'(g)$  measure?



The time for a chemical reaction  $T$  (in minutes) is a function of the amount,  $a$ , of catalyst present (in ml):

$$T = f(a).$$

⑦ Suppose  $f(5) = 18$ . What are the units on the 5?

⑦ What are the units on the 18?

⑦ Interpret  $f(5) = 18$  in the context of the problem.





The time for a chemical reaction  $T$  (in minutes) is a function of the amount,  $a$ , of catalyst present (in ml):

$$T = f(a).$$

ⓘ Suppose  $f'(5) = -3$ . What are the units on the 5?

ⓘ What are the units on the -3?

ⓘ Interpret  $f'(5) = -3$  in the context of the problem.



The time for a chemical reaction  $T$  (in minutes) is a function of the amount,  $a$ , of catalyst present (in ml):

$$T = f(a).$$

Suppose  $f(5) = 18$  and  $f'(5) = -3$ .

ⓘ Approximate  $f(7)$ .

ⓘ Approximate  $f(4.5)$ .



The size of a dose,  $D$ , in mg is a function of  $w$ , the weight in pounds of the patient:  $D = f(w)$ .

ⓘ Interpret  $f(140) = 120$  in the context of the problem.

ⓘ Interpret  $f'(140) = 7$  in the context of the problem.

ⓘ Approximate  $f(145)$ .



The quantity  $Q$  in mg of nicotine in the body  $t$  minutes after smoking is given by  $Q = f(t)$ .

ⓘ Interpret  $f(20) = 0.36$  in the context of the problem.

ⓘ Interpret  $f'(20) = -0.002$  in the context of the problem.

ⓘ Approximate  $f(21)$  and  $f(30)$ .



## Local Linear Approximation



Suppose you know that

$$f(2) = 1$$

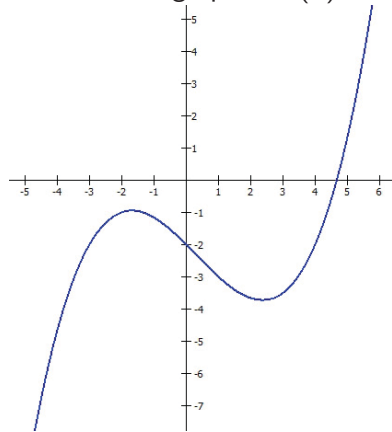
$$f'(2) = 3$$

- ① Give the equation of the tangent line to the graph of  $f(x)$  at  $x = 2$ .
- ① Approximate  $f(2.1)$ .
- ① Approximate  $f(1.8)$ .
- ① Approximate  $f(x)$  for  $x$  near 2.





Consider the graph of  $f(x)$ :



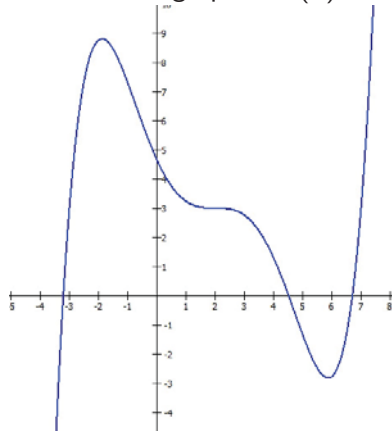
Where is  $f(x) > 0$ ?  
 $f(x) < 0$ ?

Where is  $f'(x) > 0$ ?  
 $f'(x) < 0$ ?

Where is  $f''(x) > 0$ ?  
 $f''(x) < 0$ ?

Navigation icons: back, forward, search, etc.

Consider the graph of  $f(x)$ :

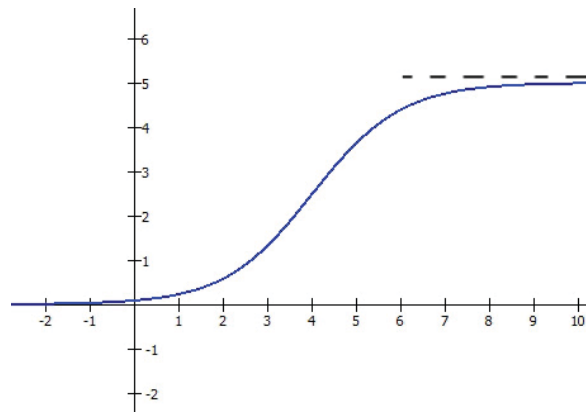


Where is  $f(x) > 0$ ?  
 $f(x) < 0$ ?

Where is  $f'(x) > 0$ ?  
 $f'(x) < 0$ ?

Where is  $f''(x) > 0$ ?  
 $f''(x) < 0$ ?

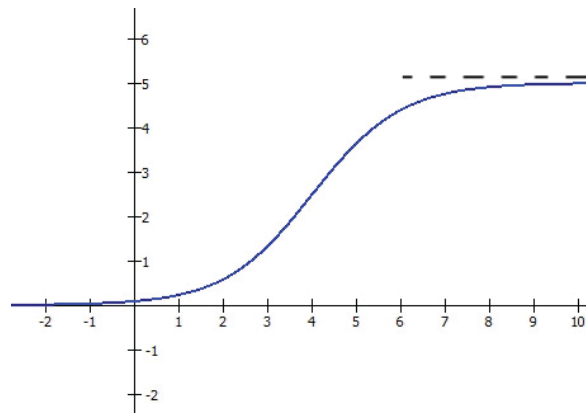
Navigation icons: back, forward, search, etc.



ⓘ Draw a sketch of  $f'(x)$ .

ⓘ Draw a sketch of  $f''(x)$ .

Navigation icons: back, forward, search, and other controls.



ⓘ What's special about  $x = 4$  on the graph of  $f(x)$ ?

ⓘ What's special about  $x = 4$  on the graph of  $f'(x)$ ?

ⓘ What's special about  $x = 4$  on the graph of  $f''(x)$ ?

Navigation icons: back, forward, search, and other controls.

Sketch a graph of a continuous function  $f$  such that

- ▶  $f'(x) > 0$  of all  $x$
- ▶  $f''(x) < 0$  for  $x < 2$  and  $f''(x) > 0$  for  $x > 2$



Sketch a graph of a function  $f$  such that

- ▶  $f(2) = 5$
- ▶  $f'(2) = \frac{1}{2}$ , and
- ▶  $f''(2) > 0$ .



Suppose

- ▶  $f(5) = 20$
- ▶  $f'(5) = 2$  and
- ▶  $f''(x) < 0$  for  $x > 5$ .

❓ Which values are possible for  $f(7)$ ?

20                  22                  24                  26                  28



Consider the table fo data

$t$	0	2	4	6	8	10
$p(t)$	-56	-98	-122	-137	-145	-150

❓ What is the sign of the first derivative?

⑦ What is the sign of the second derivative?

⑦ Approximate the second derivative at  $t = 4$ .





## Interpreting Second Derivative



## Higher Derivatives



## 2.5 Marginal Cost and Marginal Revenue



Ex: Suppose the cost of processing  $T$  tons of wheat is given by  $C(T)$ . And the revenue received is  $R(T)$ .

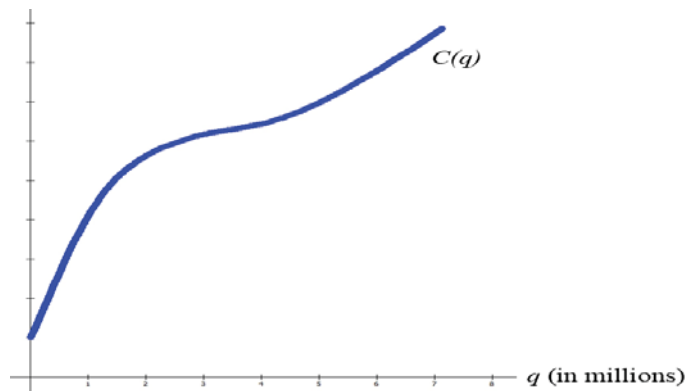
ⓘ Interpret  $C(4) = 350$ .

ⓘ Interpret  $MC(4) = 60$ .

ⓘ Interpret  $R(4) = 500$ .

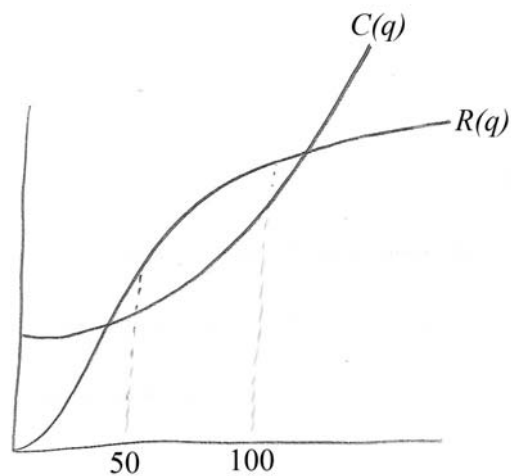
ⓘ Interpret  $MR(4) = 40$ .





- ① Which individual item costs the most to produce: the 1 millionth, 3 millionth, or 7 millionth item?
- ① Which costs the least?

Navigation icons: back, forward, search, etc.



- ① If currently producing and selling 50 items, should I try to produce more?
- ① If currently producing and selling 100 items, should I try to produce more?

Navigation icons: back, forward, search, etc.

Ex: A company produces and sells shirts. Fixed costs are \$7000, variable costs are \$6 per shirt and demand is modeled by

$$D : q + 40p = 2000$$

- ❓ What is the marginal cost at 800 shirts? At 900 shirts?
- ❓ What is the revenue function?
- ❓ What is the marginal revenue at 800 shirts? Should you produce more or less?
- ❓ What is the marginal revenue at 900 shirts? Should you produce more or less?
- ❓ Where is the optimal production level?



### 3.X Derivatives of Functions



Compute

►  $x^6 + 4x^3 - 2$

►  $\sqrt[3]{x^2 + 1}$

►  $\ln(t)$

►  $3^y$

►  $e^x$

►  $\sin(x)$



Compute the first six derivatives of:

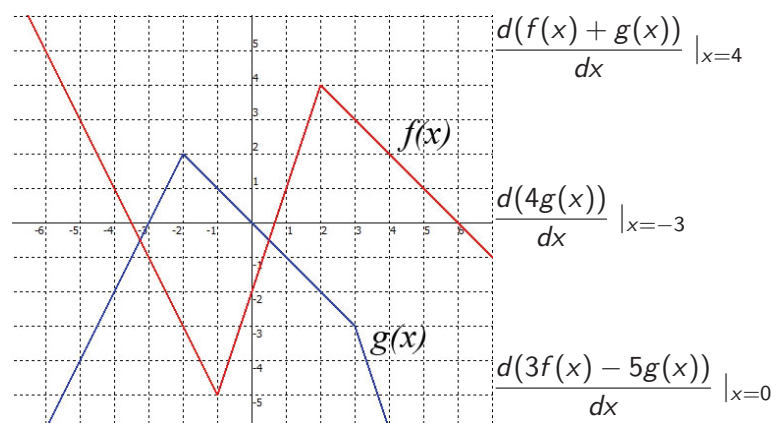
$$f(x) = 4 + x^3 + \frac{1}{x^3} + \sqrt[5]{x} + \ln(x) + \sin x + e^{2x}$$



## Linearity Rule

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Determine from the graph:



Navigation icons: back, forward, search, etc.

$x$	-2	1	4	7	10	13
$f(x)$	10	12	16	24	40	72
$g(x)$	11	8	2	-7	-19	-34

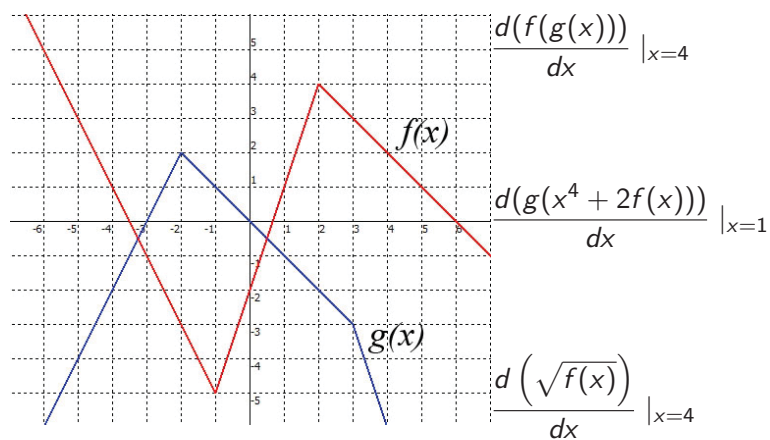
$$\triangleright \frac{d(3f(x))}{dx} \Big|_{x=7}$$

$$\triangleright \frac{d(2g(x) + 6f(x))}{dx} \Big|_{x=5}$$



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Determine from the graph:



Navigation icons: back, forward, search, etc.

Consider the table of data.

$x$	0	1	2	3	4	5
$f(x)$	0	3	4	1	5	2
$g(x)$	0	5	1	4	3	2

Compute the following

►  $\frac{d(g(f(x)))}{dx} \Big|_{x=3}$

►  $\frac{d(\ln(g(x)))}{dx} \Big|_{x=4}$

►  $\frac{d(f(x^3 - x^2))}{dx} \Big|_{x=2}$

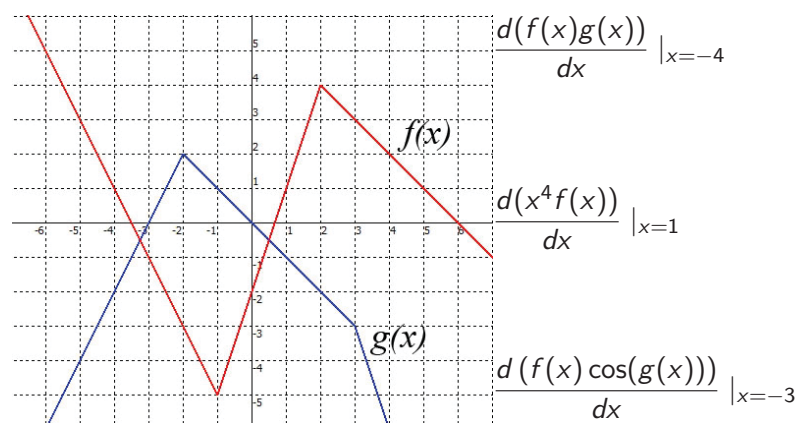
Navigation icons: back, forward, search, etc.



### 3.4 Product Rule

Navigation icons: back, forward, search, etc.

Determine from the graph:



Navigation icons: back, forward, search, etc.

Consider the table of data.

$x$	0	1	2	3	4	5
$f(x)$	0	3	4	1	5	2
$g(x)$	0	5	1	4	3	2

Compute the following

►  $\frac{d(g(x)f(x))}{dx} \Big|_{x=3}$

►  $\frac{d(g(x)e^{f(x)})}{dx} \Big|_{x=4}$

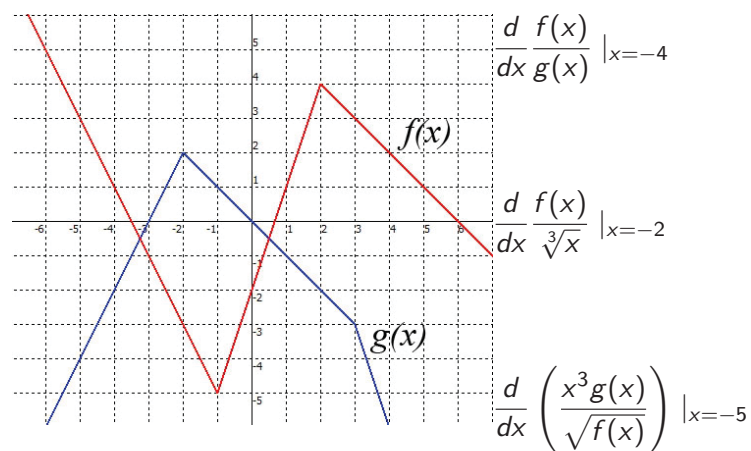
►  $\frac{d(f(x^2)g(\sqrt{x}))}{dx} \Big|_{x=2}$

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## Quotient Rule

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Determine from the graph:



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Mins and Maxes (4.1 and 4.3)

Navigation icons: back, forward, search, etc.



Ex: Find the global mins and maxes of

$$f(x) = 2x^3 + 3x^2 - 12x + 4 \quad \text{on } [-3, 3]$$



Ex: Find the global mins and maxes of

$$f(x) = e^x + e^{-x} \quad \text{on } [-1, 1]$$



Ex: Find the global mins and maxes of

$$f(x) = \frac{2x+1}{e^x} \quad \text{on } [0, \infty]$$



Ex: Find the global mins and maxes of

$$f(x) = x \ln x \quad \text{on } [0, \infty]$$



Ex: Find the global mins and maxes of

$$f(x) = \frac{3x^2 + 6x + 12}{2x^2 + 15} \quad \text{on } [0, \infty]$$



## 4.1: Local Mins and Maxes



## First Derivative Test for Local Extrema



Ex: Find the local mins and/or maxes of

$$f(x) = xe^x.$$





Ex: Find the local mins and/or maxes of

$$f(x) = \ln(x + 1) - x^2.$$



Ex: Find the local mins and/or maxes of

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



## Second Derivative Test for Local Extrema



Ex: Find the local mins and/or maxes of

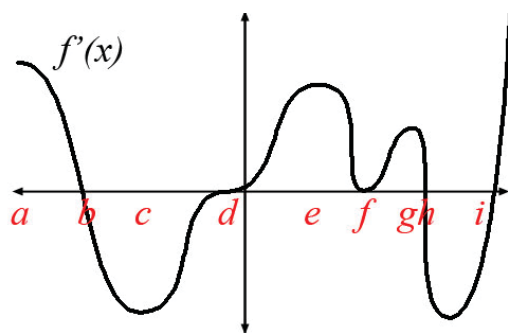
$$f(x) = 2x^3 - 9x^2 + 12x + 2.$$



Ex: Find the local mins and/or maxes of

$$f(x) = x^6 - 3x^4 + 7.$$

Navigation icons: back, forward, search, etc.



Where are the critical points of  $f(x)$ ?

Local maxes of  $f(x)$ ?

Local mins of  $f(x)$ ?

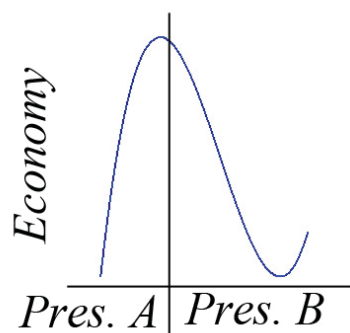
Places where the 2nd derivative test fails?

Places where the 1st derivative test fails?

Navigation icons: back, forward, search, etc.



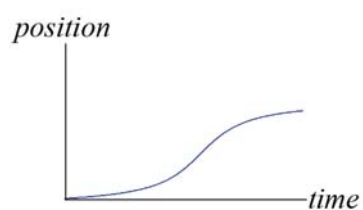
Consider the hypothetical economic graph during the period of two presidents from opposing parties.



- ⓘ What would supporters of Pres. A say?
- ⓘ What would supporters of Pres. B say?

Navigation icons: back, forward, search, etc.

Consider a drag racing car with the following position vs. time graph.



Locate and describe what happened at the inflection point.

Navigation icons: back, forward, search, etc.

## Finding and Testing Inflection Points



Ex: Find the local mins and/or maxes and inflection points of

$$f(x) = x^4 - 2x^2.$$



Ex: Find the local mins and/or maxes and inflection points of

$$f(x) = \frac{1}{12}x^4 - x^3 + \frac{9}{2}x^2 - 1.$$



#### 4.4: Profit, Cost , Revenue



Suppose

$$R(q) = 12q - 0.01q^2$$

$$C(q) = 10 + 0.9q$$

Maximize profit for  $100 \leq q \leq 1000$ .



Suppose

$$R(q) = q^3 - 12q^2 + 48q$$

$$C(q) = 4q^2 + 20$$

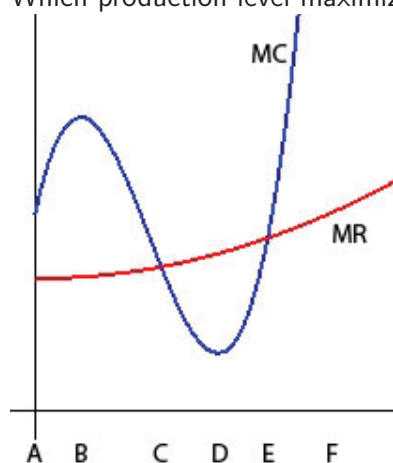
ⓘ Maximize profit on  $0 \leq q \leq 10$

ⓘ Maximize profit on  $0 \leq q$





Which production level maximizes profit?



Navigation icons: back, forward, search, etc.

Marginal revenue and marginal cost are given in the following table. Estimate the production levels that maximize profit.

$q$	1000	2000	3000	4000	5000	6000
$MR$	78	76	74	72	70	68
$MC$	100	80	70	65	75	90

Navigation icons: back, forward, search, etc.

Suppose demand is given by

$$p + 5q = 4000$$

and the cost function is

$$C(q) = 6q + 5$$

Find the quantity that maximizes profit and the profit at that level.



The city bus costs \$200 to run for a day. At a price of \$0.75 per ride, the bus gets 250 people to ride. Every \$0.05 decrease in price results in 20 more riders. What price maximizes profit?



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A company has cost

$$C(q) = 500 + 30q.$$

- ❓ What is the marginal cost at 100 items? At 1000 items?
- ❓ What is the average cost at 100 items? At 1000 items?
- ❓ As  $q$  gets really large, what happens to marginal cost? To average cost?



## Visualizing Average Cost and Finding Its Minimum



Suppose a non-profit organization is going to make medicine kits to sell to low-income citizens. The cost function for making the kits is

$$C(q) = .01q^3 - .06q^2 + 13q + 120,$$

for  $q$  in thousands of units. What is the production level that allows you to charge the minimum price? What is that price?



Consider the table of data:

$q$	0	10	20	30	40	50
$C(q)$	40	45	55	70	85	115
$MC$	0.5	0.75	1.25	1.5	2.25	3
$a(q)$	$\infty$	4.5	2.75	2.333	2.125	2.3

Where is the average cost minimized?



## 4.6: Elasticity of Demand



Suppose demand curve is given by  $q = 14e^{-(p/100)^2}$ .

- ⌚ Find and interpret the elasticity of demand at  $p = 10$  and  $p = 200$ .

- ⌚ How is revenue affected by raising the price at  $p = 10$  and  $p = 200$ ?



## Relationship to Revenue



## Netflix Example

From October 15, 2014:

“Netflix Says a \$1 Price Increase Crushed Its Subscriber Growth”

[http://www.slate.com/blogs/moneybox/2014/10/15/netflix\\_earnings\\_the\\_company\\_says\\_price\\_hikes\\_crushed\\_its\\_subscriber\\_growth.html](http://www.slate.com/blogs/moneybox/2014/10/15/netflix_earnings_the_company_says_price_hikes_crushed_its_subscriber_growth.html)



Which do you think are inelastic and which are elastic over their typical range of prices?

- ▶ Campbell's soup
- ▶ Gas
- ▶ Honda CRV
- ▶ Salt
- ▶ Packers vs. Vikings ticket
- ▶ Diamonds
- ▶ Hershey's chocolate bar
- ▶ Airline tickets on Thanksgiving weekend
- ▶ Cigarettes
- ▶ Star Tribune subscription



## 5.1: Distance and Accumulated Change

- ① Travelled 60 mph for 3 hours. How far did you go? Draw a picture to illustrate the concept...





If your velocity is given by

$$v(t) = 3t$$

- ⓘ How far do you go between  $t = 0$  and  $t = 4$ ?
- ⓘ How far do you go between  $t = 0$  and  $t = T$ ?



A water tank accumulates water at a rate of 200 L/s for the first 3 seconds. Then the rate increases linearly to 400 L/s for the last 5 seconds.

- ⓘ How much water enters the tank?
- ⓘ How much water is in the tank after the 8 seconds?



Consider the table of data for a filter:

🔗 Estimate the total amount of pollution that entered the lake.

The velocity of a car is given by:

❓ Estimate the total distance traveled?

❓ How can you make your estimate better?

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The velocity of a car is given by:

time	0	1	2	3	4	5	6	7	8	9	10
vel.	0	1	4	9	16	25	36	49	64	81	100

❓ Estimate the total distance traveled?



## 5.2

## Left/Right Handed Sums



Let

$$f(x) = 3x^2 + 2x$$

ⓘ Find LHS on  $[3, 4]$  with  $n = 10$ .

ⓘ Find LHS on  $[3, 4]$  with  $n = 100$ .

ⓘ Find LHS on  $[3, 4]$  with  $n = 1000$ .

ⓘ Find LHS on  $[3, 4]$  with  $n = \infty$ .



## Definite Integral



Compute

$$\int_1^3 e^x dx$$



### 5.3: The Integral as Signed Area



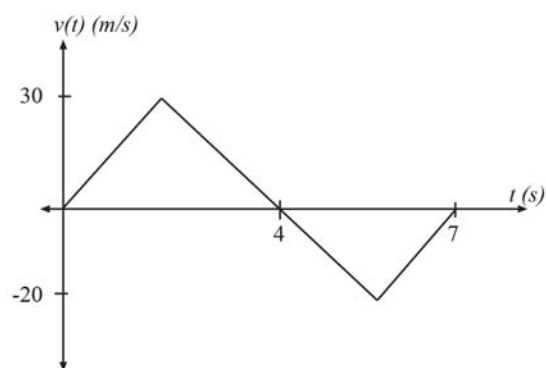
Find the area under the curve

$$f(x) = 1/x$$

on the interval  $[\frac{1}{2}, 2]$ .

Navigation icons: back, forward, search, etc.

Suppose velocity as a function of time has the following graph:



- ? How many meters did it travel?
- ? How far from the initial position is the object?

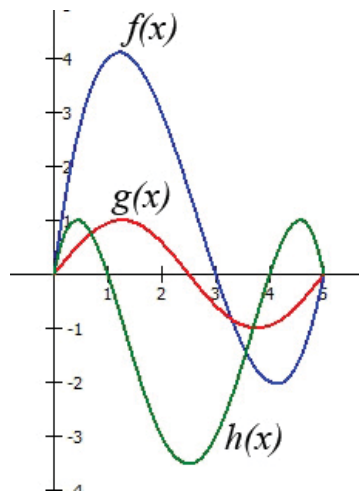
Navigation icons: back, forward, search, etc.

Determine if the following are positive, negative, or approximately zero:

$$\int_0^5 f(x) \, dx$$

$$\int_0^5 g(x) \, dx$$

$$\int_0^5 h(x) \, dx$$

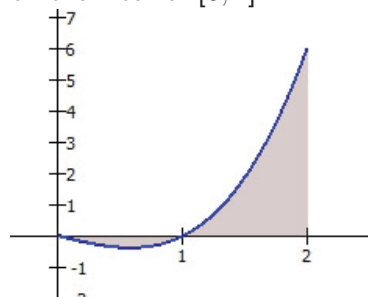


Navigation icons: back, forward, search, etc.

Suppose

$$f(x) = x(x^2 - 1)$$

on the interval  $[0, 2]$ .



? What is the value of  $\int_0^2 f(x) \, dx$ ?

? What is the area of the shaded region?

Navigation icons: back, forward, search, etc.

Find the geometrical area between the curves

$$f(x) = x^2 - 2x + 1 \qquad g(x) = -x^2 + 4x - 3$$



Find the geometrical area between the curves

$$f(x) = x^3 - 8x^2 + 19x \qquad g(x) = 4x$$





Two cars start off together at time  $t = 0$  minutes. Car  $A$  travels with velocity (in meters/minute)

$$A(t) = t^3 - 8t^2 + 19t$$

and Car  $B$  travels with velocity

$$B(t) = 4t.$$

How far ahead is Car  $A$  after 5 minutes?



## 5.4: Interpreting the Definite Integral



$$\int_3^7 v(t) \, dt = 134.$$

$$\int_3^7 v(t) \, dt = 134.$$

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$$\int_0^{11} h(x) \, dx = 72.$$

$$\int_0^{11} h(x) \, dx = 72.$$

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Suppose money is getting deposited into a bank account at a rate of  $D(t)$  (in \$/min) where  $t$  is minutes after midnight. Consider the statement

$$\int_{120}^{480} D(t) \, dt = 157.$$

- ⓘ What are the units on 157?
- ⓘ What is the meaning of the integral statement?

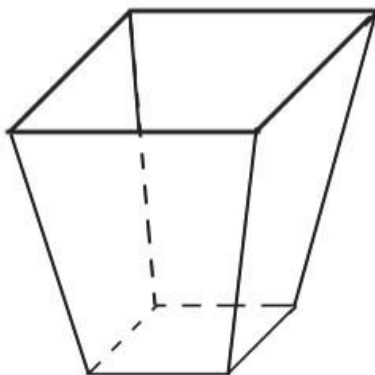
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- ⓘ A rocket is accelerating at a constant rate of  $a = 14 \text{ m/s}^2$ . How fast is it going after 10 seconds?

- ⓘ A rocket is accelerating at  $a(t) = 3t + 14 \text{ m/s}^2$  at  $t$  seconds after launch. How fast is it going after 10 seconds?

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A 15-inch tall wastebasket has a  $8 \times 8$  inch square bottom and a  $13 \times 13$  inch square opening at the top. What is the volume of the wastebasket?



## 5.5: Fundamental Theorem of Calculus



## Marginal Cost and Revenue

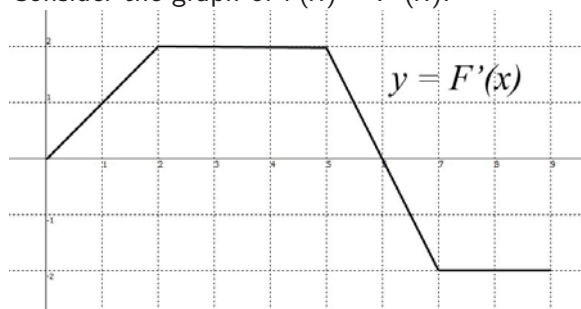


Ex: Suppose  $MC(q) = 6q^2 - 16q + 70$  and fixed costs are \$500.  
Find cost of producing at  $q = 20$ .

Ex: Suppose  $MR(q) = 200 - 12\sqrt{q}$  and the revenue at  $q = 16$  is \$2688. Find  $R(49)$ .



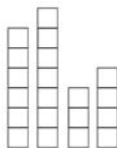
Consider the graph of  $f(x) = F'(x)$ :



- ⓘ Determine  $F(7) - F(0)$ .
- ⓘ Determine  $F(9) - F(5)$ .
- ⓘ If  $F(3) = -3$ , find  $F(0)$ .
- ⓘ If  $F(3) = -3$ , find  $F(8)$ .

Navigation icons: back, forward, search, etc.

## 5.6: Average Value



Navigation icons: back, forward, search, etc.

Ex: Compute the average value of  $f(x) = x^2 + 1$  on the interval  $[-1, 2]$ .

Ex: Compute the average value of  $g(t) = \sin t$  on the interval  $[\pi, 3\pi/2]$ .



Suppose the temperature (in  $^{\circ}\text{F}$ ) over a given day was given by

$$T(t) = \frac{-15}{128}t^2 + \frac{39}{16}t + 52$$

at  $t$  hours past midnight.

- ❓ What was the high temperature?
- ❓ What was the low temperature?
- ❓ What was the average temperature?



Consider the function  $f(x) = x^2 + 4x - 5$  on the interval  $[1, 3]$ .  
Compute the average rate of change.



## 6.1: Antiderivatives





## Numerical Antiderivatives

Given the following data about  $f(x)$ , approximate the values for the antiderivative  $F(x)$ .

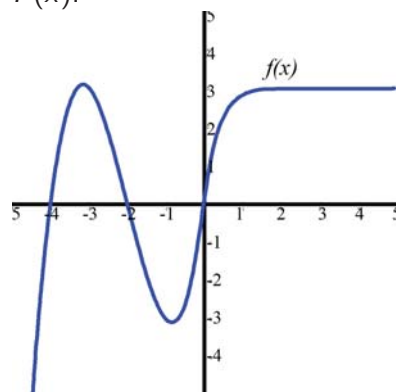
$x$	0.0	0.4	0.8	1.2	1.6	2.0
$f(x)$	2	3	1	-2	-3	-5
$F(x)$	7					



## Derivative/Antiderivative Graphical Relationships



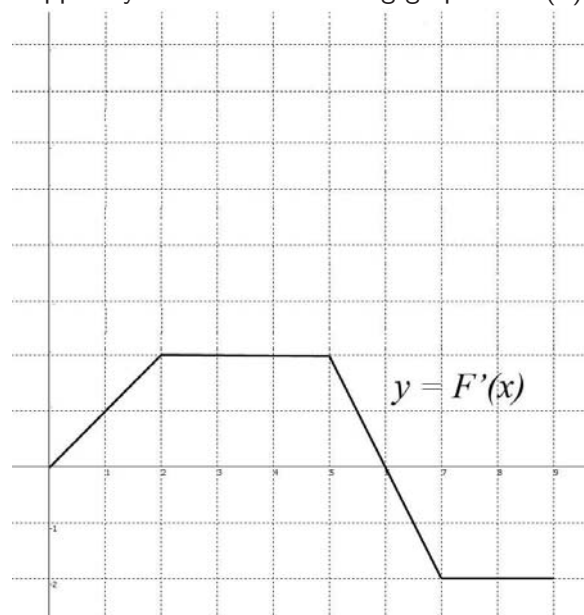
Suppose you have the following graph of  $f(x)$  with antiderivative  $F(x)$ .



- ? Where is  $F(x)$  increasing?
- ? Where is  $F(x)$  concave down?
- ? Where is  $F(x)$  positive?
- ? Describe  $F(x)$  as it heads to infinity?

Navigation icons: back, forward, search, etc.

Suppose you have the following graph of  $F'(x)$ .



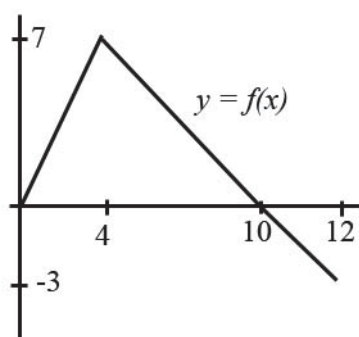
Sketch a rough graph of  $F(x)$  assuming  $F(0) = -2$ .

Navigation icons: back, forward, search, etc.

## 6.2: Antiderivatives and the Indefinite Integral

Navigation icons: back, forward, search, etc.

Given the graph of  $f(x)$ :



Let  $F(x) = \int f(x) \, dx$  with  $F(0) = 9$ .

ⓘ What is  $F(4)$ ?

ⓘ  $F(10)$ ?

ⓘ  $F(12)$ ?

Navigation icons: back, forward, search, etc.

## Definite vs. Indefinite Integral



## Linearity Rule of Antiderivatives



## Antiderivatives on the TI-89



Suppose  $F'(y) = \frac{1}{y} + y + 1$

⑦ Give the general form of  $F(y)$ .

⑦ Give the specific  $F(y)$  such that  $F(1) = 2$ .



Suppose velocity (in mph) of a car at time  $t$  (in hr) is given by

$$v(t) = e^{-t} + 3t^2.$$

If the car starts 4 miles west of home, how far away is the car at time  $t$ .



## 6.3: Using the Fundamental Theorem of Calculus



Ex: Suppose the velocity of a car is

$$v(t) = \sqrt{t}$$

at time  $t$  hours past noon. At 4pm the car is at mile marker 25.

- ⓘ Where was it at noon?
- ⓘ When does it reach mile marker 50?



Ex: Suppose  $MC = \frac{q+2}{q^2+4q+8}$  and fixed costs are \$20. Give the cost function,  $C(q)$ .



Ex: Consider the function  $y = 8x^3$ . Find a value of  $b$  such that the area under the curve from 1 to  $b$  is exactly 17.



Ex: Inventory in a warehouse is modeled by

$$I(t) = \frac{400}{t+1}$$

at  $t$  days into the year. Determine when one could say that the average amount of inventory for the year to date was 100 units.





Ex: A 100 million barrel oil reserve is discovered and extraction begins at time  $t = 0$  years. The rate of extraction is given by

$$r(t) = 10 - \frac{t}{10}$$

in millions of barrels/year. How long until the reserve is empty?



## 6.4: Consumer and Producer Surplus



Ex: You have an autographed picture of Justin Bieber...



### Graphical View



Ex: Suppose

$$D : \ln(p/30) + .003q = 0$$

$$S : p - .02q = 5.$$

Find the surpluses and total gain from trade.



Ex: Find consumer surplus if demand is given by  $p + 4q = 100$  and 10 units are sold.



## Effect of Price Controls



Ex: Suppose  $D : p = 400 - 3q$  and  $S : p = 50 + 4q$ .

- ⌚ Determine the surpluses and total gain from trade.
- ⌚ Suppose regulation adds an additional \$5 to the equilibrium price. Determine the surpluses and total gain from trade.



## 6.5: Present and Future Values of Income Streams



### Future Value: Integral Point of View



Ex: Farm income throughout a year varies with the seasons.  
Suppose a farmer anticipates an income stream given by

$$S(t) = 300 + 150 \sin(2\pi t)$$

( $t$  measured in years) for the next 7 years. If he can invest at 4% determine the value accrued after 7 years.



## Future Value: Differential Equation Point of View



Ex: Farm income throughout a year varies with the seasons.  
Suppose a farmer anticipates an income stream given by

$$S(t) = 300 + 150 \sin(2\pi t)$$

( $t$  measured in years) for the next 7 years. If he can invest at 4% determine the value accrued after 7 years.



## Present Value



Ex: A wealthy investor has access to a 6% rate. A dying company is projected to produce income at  $S(t) = 2500 - 100t^2$ . Should she buy the company for \$6500?



Ex: Your company will need renovations valued at \$500,000 in 4 years and wants to start saving at a constant rate now in anticipation.

- ① If the company gets 3% on investments, at what constant rate should they save to achieve the required amount?
  
  
  
  
  
  
  
  
  
- ① If the company is only able to save at a rate of \$110,000 per year, what rate do they need to get on investments to achieve the required amount?

