Exercise 17

```haskell
-- implemetation // copy from the slide
instance Applicative ((->) r) where
  pure        = const
  (<*>) f g x = f x (g x)

(<*>) :: X (a -> b) -> X a -> X b
  where X = (->) r

(<*>) ::
  (r -> a -> b) -> (r -> a) -> (r -> b)
```