

2.

Solution

To find the p-intercept, we set r equal to 0, so :

$$r(p) = p^2 - 5p + 4 = (-4 + p)(-1 + p) = 0$$

$$-4 + p = 0 \text{ or } -1 + p = 0$$

$$p = 4 \text{ or } p = 1$$

So, the p-intercepts are at the points $(4, 0)$ and $(1, 0)$