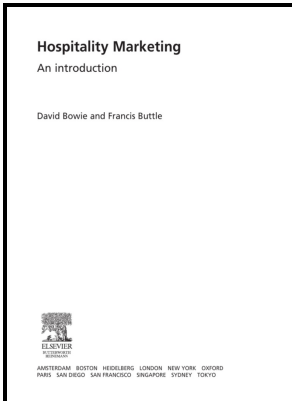


Basic Marketing/Applications in Basic Marketing 96-97

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Basic Marketing Applications Manual

Solving will require replacing the output variable in the formula with the value provided, and solving for the input s that would produce that output.

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This means and , or when the input is -1 or 3, the output is 4.

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The domain represents the set of input values and so the reasonable domain for this function is. What is a reasonable domain and range? Find the average rate of change of on the interval. Most calculators and computer software will also provide you with the correlation coefficient, a measure of how closely the line fits the data.

Basic Marketing Applications Manual

Vertical Line Test The vertical line test is a handy way to think about whether a graph defines the vertical output as a function of the horizontal input. The rate of change will relate the change in population to the change in time.

Functions and Lines

Given the function a Evaluate b Solve Solution: a To evaluate , we plug in the input value 2 into the formula wherever we see the input variable , then simplify So b To solve , we set the formula for equal to 1, and solve for the input value that will produce that output substitute the original formula subtract 2 from each side take the cube root of each side When solving an equation using formulas, you can check your answer by using your solution in the original equation to see if your calculated answer is correct.

Functions and Lines

In inequalities, we would write. If desired we could also write this as. It appears the cost of gas decreased from to , so the function appears to be decreasing on the interval.

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Identify changing quantities, and then carefully and clearly define descriptive variables to represent those quantities.

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The vertical intercept of the function is , giving us a point on the graph of the line. Most graphing calculators and graphing utilities can estimate the location of maxima and minima.

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