

**Problem 1.** (6pts total) Advertising executives drink coffee and then use the resulting energy boost to make money for their company. Let  $R(c)$  represent the amount of annual revenue (in thousands of dollars) generated by an advertising executive who drinks  $c$  milliliters of coffee in the mornings.

(a) (2pts) Suppose that  $R'(500) = 30$ . If an executive's daily coffee consumption increases from 500 mL to 505 mL, then approximately what happens to their revenue? Write a complete sentence in response.

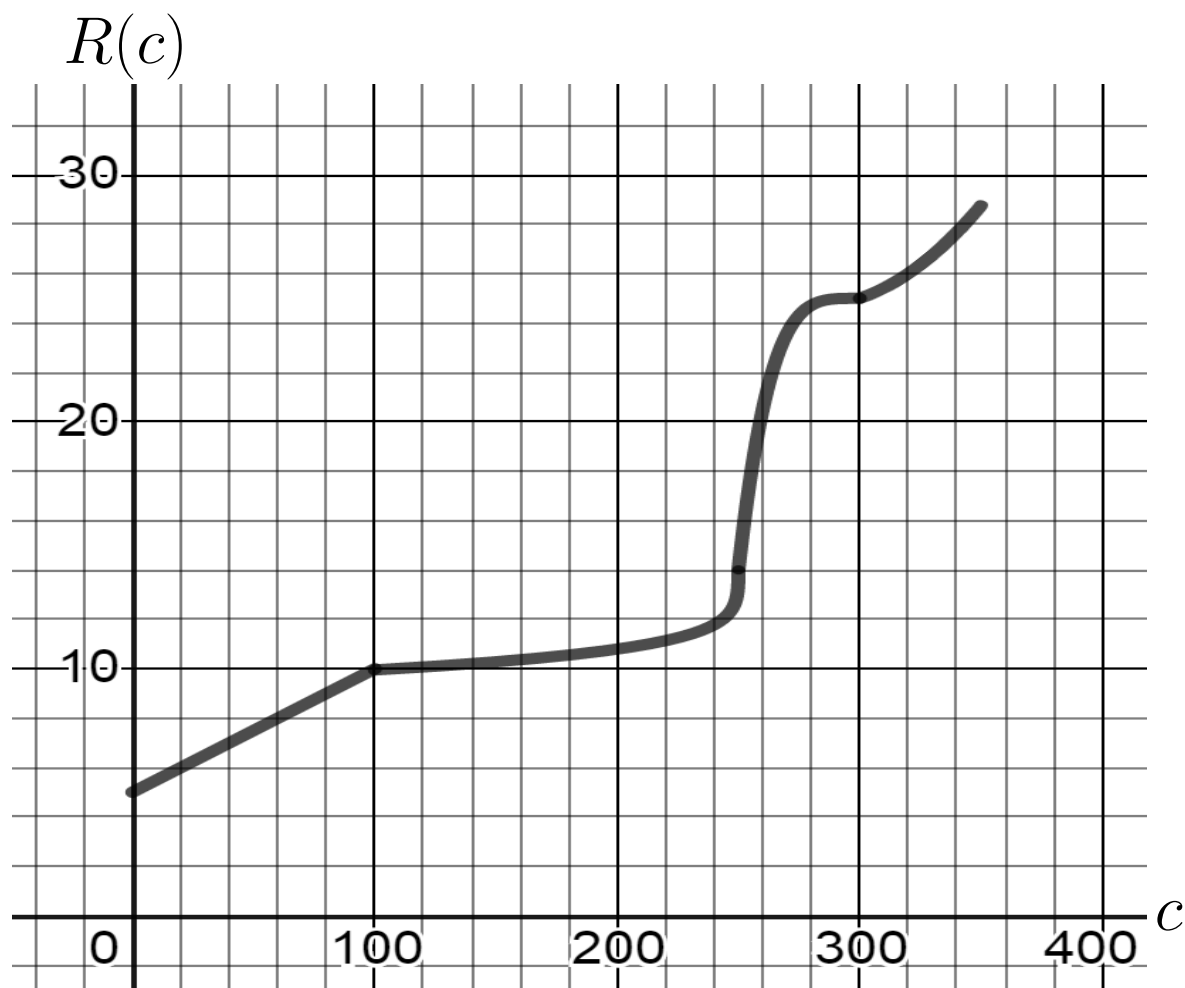
(b) (1pt) Write a single mathematical expression representing the following statement in terms of  $R(c)$  and/or its inverse:

**"An executive who produces 31,000 dollars of annual revenue drinks 50 mL more coffee in the mornings than an executive who produces 30,000 dollars of annual revenue."**

(c) (1pt) Write a single mathematical expression representing the following statement in terms of  $R(c)$ :

**"An executive who changes their amount of daily consumption from 460 mL to 560 mL would increase their revenue at an average rate of 25 dollars per each milliliter added."**

Below is a graph of  $R(c)$ , the amount of annual revenue (in thousands of dollars) generated by an advertising executive who drinks  $c$  milliliters of coffee in the mornings. The graph only shows information from  $c = 0$  to  $c = 350$ .



**Parts (d) and (e) require information from the graph.**

**(d)** (1pt) Estimate the average rate of change of  $R(c)$  between  $c = 200$  and  $c = 300$ . Include units and one sentence explaining how you found your estimate.

**(e)** (1pt) Estimate  $R'(200)$ . Include units and one sentence explaining how you found your estimate.