

and R is called the **revenue function**. The derivative R' of the revenue function is called the **marginal revenue function** and is the rate of change of revenue with respect to the number of units sold.

If x units are sold, then the total profit is

$$P(x) = R(x) - C(x)$$

and P is called the **profit function**. The **marginal profit function** is P' , the derivative of the profit function. In Exercises 57–62 you are asked to use the marginal cost, revenue, and profit functions to minimize costs and maximize revenues and profits.

V EXAMPLE 6 A store has been selling 200 Blu-ray disc players a week at \$350 each. A market survey indicates that for each \$10 rebate offered to buyers, the number of units sold will increase by 20 a week. Find the demand function and the revenue function. How large a rebate should the store offer to maximize its revenue?

SOLUTION If x is the number of Blu-ray players sold per week, then the weekly increase in sales is $x - 200$. For each increase of 20 units sold, the price is decreased by \$10. So for each additional unit sold, the decrease in price will be $\frac{1}{20} \times 10$ and the demand function is

$$p(x) = 350 - \frac{10}{20}(x - 200) = 450 - \frac{1}{2}x$$

The revenue function is

$$R(x) = xp(x) = 450x - \frac{1}{2}x^2$$

Since $R'(x) = 450 - x$, we see that $R'(x) = 0$ when $x = 450$. This value of x gives an absolute maximum by the First Derivative Test (or simply by observing that the graph of R is a parabola that opens downward). The corresponding price is

$$p(450) = 450 - \frac{1}{2}(450) = 225$$

and the rebate is $350 - 225 = 125$. Therefore, to maximize revenue, the store should offer a rebate of \$125. ■

3.7 Exercises

1. Consider the following problem: Find two numbers whose sum is 23 and whose product is a maximum.

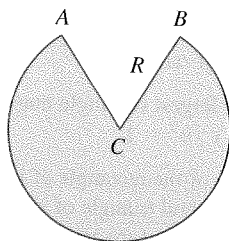
(a) Make a table of values, like the following one, so that the sum of the numbers in the first two columns is always 23. On the basis of the evidence in your table, estimate the answer to the problem.

First number	Second number	Product
1	22	22
2	21	42
3	20	60
⋮	⋮	⋮
⋮	⋮	⋮

(b) Use calculus to solve the problem and compare with your answer to part (a).

- Find two numbers whose difference is 100 and whose product is a minimum.
- Find two positive numbers whose product is 100 and whose sum is a minimum.
- The sum of two positive numbers is 16. What is the smallest possible value of the sum of their squares?
- What is the maximum vertical distance between the line $y = x + 2$ and the parabola $y = x^2$ for $-1 \leq x \leq 2$?
- What is the minimum vertical distance between the parabolas $y = x^2 + 1$ and $y = x - x^2$?

32. A Norman window has the shape of a rectangle surmounted by a semicircle. (Thus the diameter of the semicircle is equal to the width of the rectangle. See Exercise 62 on page 22.) If the perimeter of the window is 10 m, find the dimensions of the window so that the greatest possible amount of light is admitted.
33. The top and bottom margins of a poster are each 6 cm and the side margins are each 4 cm. If the area of printed material on the poster is fixed at 384 cm^2 , find the dimensions of the poster with the smallest area.
34. A poster is to have an area of 900 cm^2 with 3-cm margins at the bottom and sides and a 5-cm margin at the top. What dimensions will give the largest printed area?
35. A piece of wire 10 m long is cut into two pieces. One piece is bent into a square and the other is bent into an equilateral triangle. How should the wire be cut so that the total area enclosed is (a) a maximum? (b) A minimum?
36. Answer Exercise 35 if one piece is bent into a square and the other into a circle.
37. A cylindrical can without a top is made to contain $V \text{ cm}^3$ of liquid. Find the dimensions that will minimize the cost of the metal to make the can.
38. A fence 2 m tall runs parallel to a tall building at a distance of 1 m from the building. What is the length of the shortest ladder that will reach from the ground over the fence to the wall of the building?
39. A cone-shaped drinking cup is made from a circular piece of paper of radius R by cutting out a sector and joining the edges CA and CB . Find the maximum capacity of such a cup.



40. A cone-shaped paper drinking cup is to be made to hold 27 cm^3 of water. Find the height and radius of the cup that will use the smallest amount of paper.
41. A cone with height h is inscribed in a larger cone with height H so that its vertex is at the center of the base of the larger cone. Show that the inner cone has maximum volume when $h = \frac{1}{3}H$.
42. An object with mass m is dragged along a horizontal plane by a force acting along a rope attached to the object. If the rope makes an angle θ with a plane, then the magnitude of the force is

$$F = \frac{\mu mg}{\mu \sin \theta + \cos \theta}$$

where μ is a constant called the coefficient of friction. For what value of θ is F smallest?

43. If a resistor of R ohms is connected across a battery of E volts with internal resistance r ohms, then the power (in watts) in the external resistor is

$$P = \frac{E^2 R}{(R + r)^2}$$

If E and r are fixed but R varies, what is the maximum value of the power?

44. For a fish swimming at a speed v relative to the water, the energy expenditure per unit time is proportional to v^3 . It is believed that migrating fish try to minimize the total energy required to swim a fixed distance. If the fish are swimming against a current u ($u < v$), then the time required to swim a distance L is $L/(v - u)$ and the total energy E required to swim the distance is given by

$$E(v) = av^3 \cdot \frac{L}{v - u}$$

where a is the proportionality constant.

(a) Determine the value of v that minimizes E .

(b) Sketch the graph of E .

Note: This result has been verified experimentally; migrating fish swim against a current at a speed 50% greater than the current speed.

45. In a beehive, each cell is a regular hexagonal prism, open at one end with a trihedral angle at the other end as in the figure. It is believed that bees form their cells in such a way as to minimize the surface area, thus using the least amount of wax in cell construction. Examination of these cells has shown that the measure of the apex angle θ is amazingly consistent. Based on the geometry of the cell, it can be shown that the surface area S is given by

$$S = 6sh - \frac{3}{2}s^2 \cot \theta + (3s^2 \sqrt{3}/2) \csc \theta$$

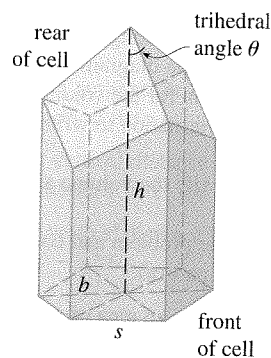
where s , the length of the sides of the hexagon, and h , the height, are constants.

(a) Calculate $dS/d\theta$.

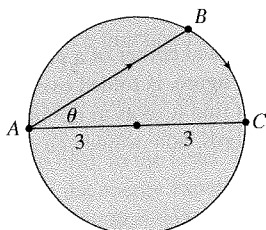
(b) What angle should the bees prefer?

(c) Determine the minimum surface area of the cell (in terms of s and h).

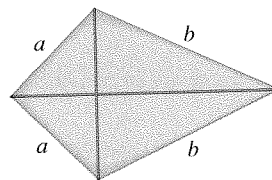
Note: Actual measurements of the angle θ in beehives have been made, and the measures of these angles seldom differ from the calculated value by more than 2° .



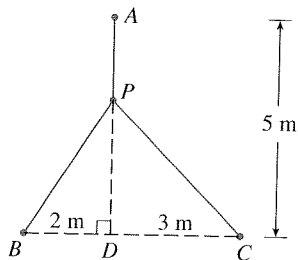
46. A boat leaves a dock at 2:00 PM and travels due south at a speed of 20 km/h. Another boat has been heading due east at 15 km/h and reaches the same dock at 3:00 PM. At what time were the two boats closest together?
47. Solve the problem in Example 4 if the river is 5 km wide and point B is only 5 km downstream from A .
48. A woman at a point A on the shore of a circular lake with radius 3 km wants to arrive at the point C diametrically opposite A on the other side of the lake in the shortest possible time. She can walk at the rate of 6 km/h and row a boat at 3 km/h. How should she proceed?



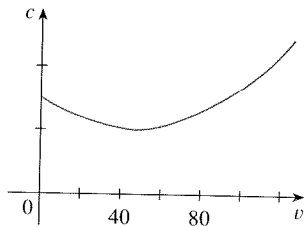
49. An oil refinery is located on the north bank of a straight river that is 2 km wide. A pipeline is to be constructed from the refinery to storage tanks located on the south bank of the river 6 km east of the refinery. The cost of laying pipe is \$400,000/km over land to a point P on the north bank and \$800,000/km under the river to the tanks. To minimize the cost of the pipeline, where should P be located?
50. Suppose the refinery in Exercise 49 is located 1 km north of the river. Where should P be located?
51. The illumination of an object by a light source is directly proportional to the strength of the source and inversely proportional to the square of the distance from the source. If two light sources, one three times as strong as the other, are placed 4 m apart, where should an object be placed on the line between the sources so as to receive the least illumination?
52. Find an equation of the line through the point $(3, 5)$ that cuts off the least area from the first quadrant.
53. Let a and b be positive numbers. Find the length of the shortest line segment that is cut off by the first quadrant and passes through the point (a, b) .
54. At which points on the curve $y = 1 + 40x^3 - 3x^5$ does the tangent line have the largest slope?
55. What is the shortest possible length of the line segment that is cut off by the first quadrant and is tangent to the curve $y = 3/x$ at some point?
56. What is the smallest possible area of the triangle that is cut off by the first quadrant and whose hypotenuse is tangent to the parabola $y = 4 - x^2$ at some point?
57. (a) If $C(x)$ is the cost of producing x units of a commodity, then the **average cost** per unit is $c(x) = C(x)/x$. Show that if the average cost is a minimum, then the marginal cost equals the average cost.
- (b) If $C(x) = 16,000 + 200x + 4x^{3/2}$, in dollars, find (i) the cost, average cost, and marginal cost at a production level of 1000 units; (ii) the production level that will minimize the average cost; and (iii) the minimum average cost.
58. (a) Show that if the profit $P(x)$ is a maximum, then the marginal revenue equals the marginal cost.
- (b) If $C(x) = 16,000 + 500x - 1.6x^2 + 0.004x^3$ is the cost function and $p(x) = 1700 - 7x$ is the demand function, find the production level that will maximize profit.
59. A baseball team plays in a stadium that holds 55,000 spectators. With ticket prices at \$10, the average attendance had been 27,000. When ticket prices were lowered to \$8, the average attendance rose to 33,000.
- (a) Find the demand function, assuming that it is linear.
- (b) How should ticket prices be set to maximize revenue?
60. During the summer months Terry makes and sells necklaces on the beach. Last summer he sold the necklaces for \$10 each and his sales averaged 20 per day. When he increased the price by \$1, he found that the average decreased by two sales per day.
- (a) Find the demand function, assuming that it is linear.
- (b) If the material for each necklace costs Terry \$6, what should the selling price be to maximize his profit?
61. A manufacturer has been selling 1000 flat-screen TVs a week at \$450 each. A market survey indicates that for each \$10 rebate offered to the buyer, the number of TVs sold will increase by 100 per week.
- (a) Find the demand function.
- (b) How large a rebate should the company offer the buyer in order to maximize its revenue?
- (c) If its weekly cost function is $C(x) = 68,000 + 150x$, how should the manufacturer set the size of the rebate in order to maximize its profit?
62. The manager of a 100-unit apartment complex knows from experience that all units will be occupied if the rent is \$800 per month. A market survey suggests that, on average, one additional unit will remain vacant for each \$10 increase in rent. What rent should the manager charge to maximize revenue?
63. Show that of all the isosceles triangles with a given perimeter, the one with the greatest area is equilateral.
- CAS 64. The frame for a kite is to be made from six pieces of wood. The four exterior pieces have been cut with the lengths indicated in the figure. To maximize the area of the kite, how long should the diagonal pieces be?



65. A point P needs to be located somewhere on the line AD so that the total length L of cables linking P to the points A , B , and C is minimized (see the figure). Express L as a function of $x = |AP|$ and use the graphs of L and dL/dx to estimate the minimum value of L .



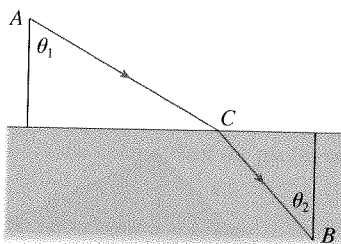
66. The graph shows the fuel consumption c of a car (measured in liters per hour) as a function of the speed v of the car. At very low speeds the engine runs inefficiently, so initially c decreases as the speed increases. But at high speeds the fuel consumption increases. You can see that $c(v)$ is minimized for this car when $v \approx 48$ km/h. However, for fuel efficiency, what must be minimized is not the consumption in gallons per hour but rather the fuel consumption in liters *per kilometer*. Let's call this consumption G . Using the graph, estimate the speed at which G has its minimum value.



67. Let v_1 be the velocity of light in air and v_2 the velocity of light in water. According to Fermat's Principle, a ray of light will travel from a point A in the air to a point B in the water by a path ACB that minimizes the time taken. Show that

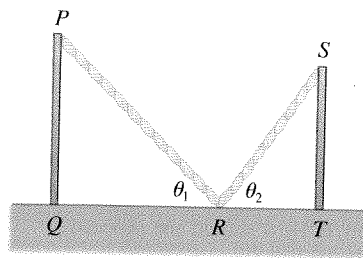
$$\frac{\sin \theta_1}{\sin \theta_2} = \frac{v_1}{v_2}$$

where θ_1 (the angle of incidence) and θ_2 (the angle of refraction) are as shown. This equation is known as Snell's Law.

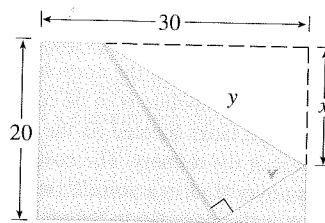


68. Two vertical poles PQ and ST are secured by a rope PRS going from the top of the first pole to a point R on the ground

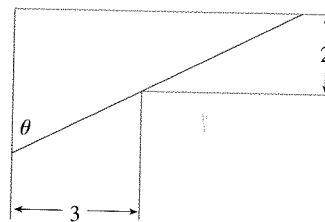
between the poles and then to the top of the second pole as in the figure. Show that the shortest length of such a rope occurs when $\theta_1 = \theta_2$.



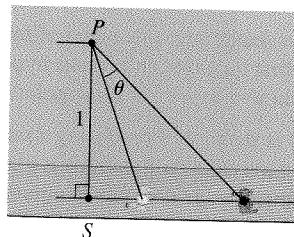
69. The upper right-hand corner of a piece of paper, 30 cm by 20 cm, as in the figure, is folded over to the bottom edge. How would you fold it so as to minimize the length of the fold? In other words, how would you choose x to minimize y ?



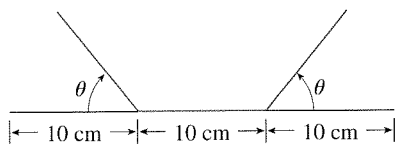
70. A steel pipe is being carried down a hallway 3 m wide. At the end of the hall there is a right-angled turn into a narrower hallway 2 m wide. What is the length of the longest pipe that can be carried horizontally around the corner?



71. An observer stands at a point P , one unit away from a track. Two runners start at the point S in the figure and run along the track. One runner runs three times as fast as the other. Find the maximum value of the observer's angle of sight θ between the runners. [Hint: Maximize $\tan \theta$.]



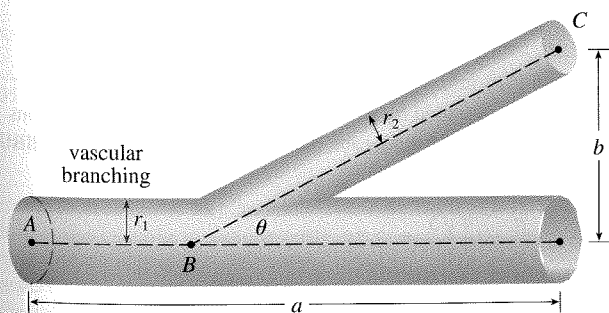
72. A rain gutter is to be constructed from a metal sheet of width 30 cm by bending up one-third of the sheet on each side through an angle θ . How should θ be chosen so that the gutter will carry the maximum amount of water?



73. Find the maximum area of a rectangle that can be circumscribed about a given rectangle with length L and width W . [Hint: Express the area as a function of an angle θ .]
74. The blood vascular system consists of blood vessels (arteries, arterioles, capillaries, and veins) that convey blood from the heart to the organs and back to the heart. This system should work so as to minimize the energy expended by the heart in pumping the blood. In particular, this energy is reduced when the resistance of the blood is lowered. One of Poiseuille's Laws gives the resistance R of the blood as

$$R = C \frac{L}{r^4}$$

where L is the length of the blood vessel, r is the radius, and C is a positive constant determined by the viscosity of the blood. (Poiseuille established this law experimentally, but it also follows from Equation 8.4.2.) The figure shows a main blood vessel with radius r_1 branching at an angle θ into a smaller vessel with radius r_2 .



- (a) Use Poiseuille's Law to show that the total resistance of the blood along the path ABC is

$$R = C \left(\frac{a - b \cot \theta}{r_1^4} + \frac{b \csc \theta}{r_2^4} \right)$$

where a and b are the distances shown in the figure.

- (b) Prove that this resistance is minimized when

$$\cos \theta = \frac{r_2^4}{r_1^4}$$

- (c) Find the optimal branching angle (correct to the nearest degree) when the radius of the smaller blood vessel is two-thirds the radius of the larger vessel.



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75. Ornithologists have determined that some species of birds tend to avoid flights over large bodies of water during daylight hours. It is believed that more energy is required to fly over water than over land because air generally rises over land and falls over water during the day. A bird with these tendencies is released from an island that is 5 km from the nearest point B on a straight shoreline, flies to a point C on the shoreline, and then flies along the shoreline to its nesting area D . Assume that the bird instinctively chooses a path that will minimize its energy expenditure. Points B and D are 13 km apart.
- (a) In general, if it takes 1.4 times as much energy to fly over water as it does over land, to what point C should the bird fly in order to minimize the total energy expended in returning to its nesting area?
- (b) Let W and L denote the energy (in joules) per kilometer flown over water and land, respectively. What would a large value of the ratio W/L mean in terms of the bird's flight? What would a small value mean? Determine the ratio W/L corresponding to the minimum expenditure of energy.
- (c) What should the value of W/L be in order for the bird to fly directly to its nesting area D ? What should the value of W/L be for the bird to fly to B and then along the shore to D ?
- (d) If the ornithologists observe that birds of a certain species reach the shore at a point 4 km from B , how many times more energy does it take a bird to fly over water than over land?

