

Mathématiques pour SHS  
Master Sciences des données et histoire

Fabien Navarro

E-mail: fabien.navarro@univ-paris1.fr



3. Limits and the Derivative

How do algebra and calculus differ? The two words *static* and *dynamic* can express the distinction between the two disciplines. In algebra, we solve equations for a particular value of a variable, a static notion. Calculus examines how a change in one variable affects another variable, a dynamic notion.

Calculus emerged in the 17th century during the Scientific Revolution, when Isaac Newton (1642–1727) and Gottfried Wilhelm Leibniz (1646–1716), working independently in England and Germany, respectively, formulated its principles to address questions of motion (but many of its ideas can be traced back to the early days of ancient Greek mathematics 📺).

Over time, its applications have broadened considerably, proving essential not only in physics but also across a wide spectrum of fields including business, economics, biology, and sociology,...—anywhere the study of change is relevant.

Chap3 introduce the *derivative*, one of the two key concepts of calculus. The second, the *integral*, is the subject of Chap6. Both concepts depend on the notion of *limit*.

3. Limits and the Derivative

- 1 3-1 Introduction to Limits
- 2 3-2 Infinite Limits and Limits at Infinity
- 3 3-3 Continuity
- 4 3-4 The Derivative
- 5 3-5 Basic Differentiation Properties
- 6 3-6 Differentials
- 7 3-7 Marginal Analysis in Business and Economics

3. Limits and the Derivative

3-1 Introduction to Limits

Learning Objectives

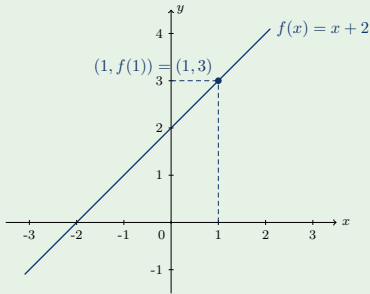
- Evaluate limits of function from graphs.
- Evaluate limits of functions algebraically.

3. Limits and the Derivative

3-1 Introduction to Limits

EXAMPLE 1

The graph of the function  $f(x) = x + 2$  is a visual representation of all the ordered pairs  $(x, f(x))$ . For instance, if  $x = 2$ ,  $(1, f(1)) = (1, 3)$ , is a point on the graph of  $f$ .



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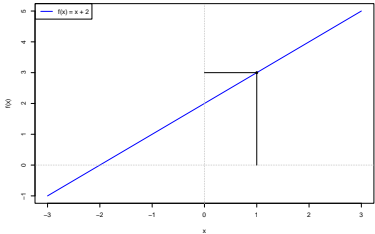
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3. Limits and the Derivative

3-1 Introduction to Limits

```
f <- function(x) {x+2}
curve(f, from = -3, to = 3, col="blue")
abline(h=0, v=0, col="gray", lty=3)
segments(x0 = 1, y0 = 0, x1 = 1, y1 = f(1))
segments(x0 = 1, y0 = f(1), x1 = 0, y1 = f(1))
points(1, f(1), pch=16)
legend("topleft", legend="f(x) = x + 2", col="blue", lty=1)
```



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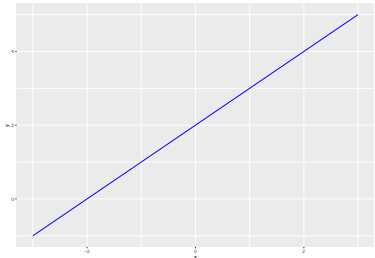
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3. Limits and the Derivative

3-1 Introduction to Limits

```
data_func <- data.frame(x = seq(-3, 3, by = 0.1))
data_func$y <- f(data_func$x)

p <- ggplot(data_func, aes(x = x, y = y)) +
  geom_line(color = "blue")
print(p)
```



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3. Limits and the derivative

3-1 Introduction to limits

DEFINITION limit

•Symbol:

$$\lim_{x \rightarrow c} f(x) = L$$

•Spoken: "The limit as  $x$  approaches  $c$  of  $f(x)$  is  $L$ "

•Symbol:

$$f(x) \rightarrow L \text{ as } x \rightarrow c$$

•Spoken: " $f(x)$  approaches  $L$  as  $x$  approaches  $c$ "

•Usage:

- $x$  is a variable
- $f$  is a function
- $c$  is a real number
- $L$  is a real number

•Meaning: As  $x$  gets closer to  $c$ , but not equal to  $c$ , the values of  $f(x)$  get closer and closer to  $L$ .

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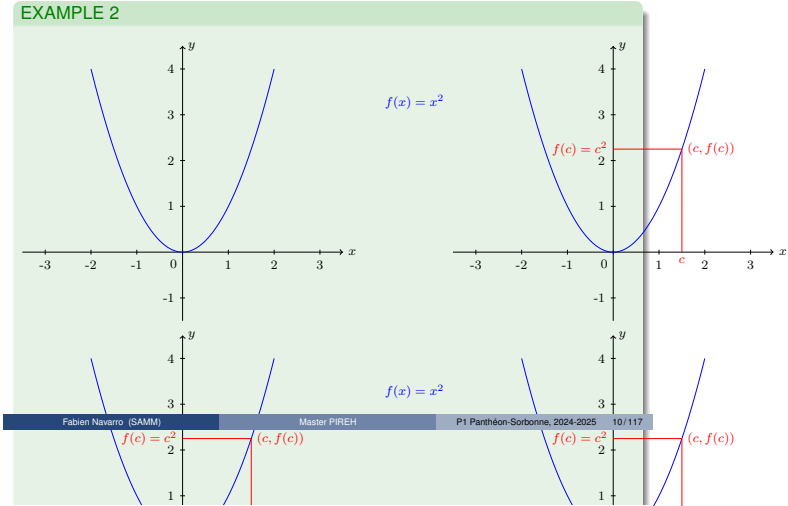
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3. Limits and the Derivative

3-1 Introduction to Limits

EXAMPLE 2



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$f(x) = x^2$

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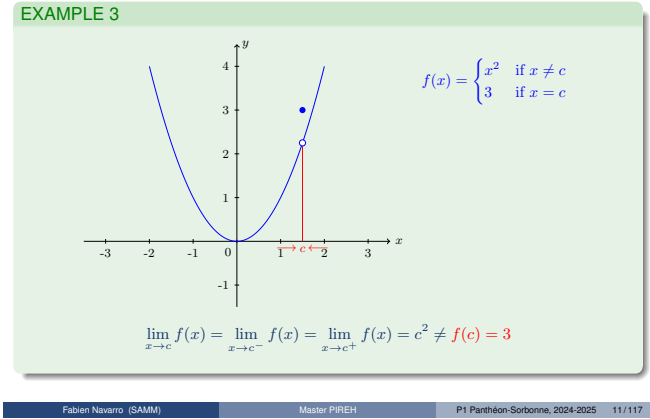
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$f(x) = x^2$

3. Limits and the Derivative

3-1 Introduction to Limits

EXAMPLE 3



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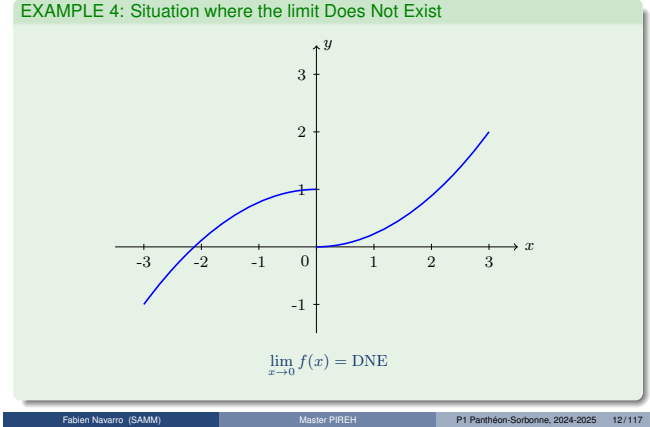
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3. Limits and the Derivative

3-1 Introduction to Limits

EXAMPLE 4: Situation where the limit Does Not Exist



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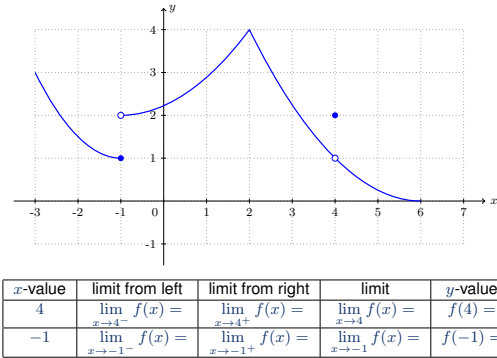
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3. Limits and the Derivative

3-1 Introduction to Limits

EXERCISE: Use the graph to fill in the table



$x$ -value	limit from left	limit from right	limit	$y$ -value
4	$\lim_{x \rightarrow 4^-} f(x) =$	$\lim_{x \rightarrow 4^+} f(x) =$	$\lim_{x \rightarrow 4} f(x) =$	$f(4) =$
-1	$\lim_{x \rightarrow -1^-} f(x) =$	$\lim_{x \rightarrow -1^+} f(x) =$	$\lim_{x \rightarrow -1} f(x) =$	$f(-1) =$

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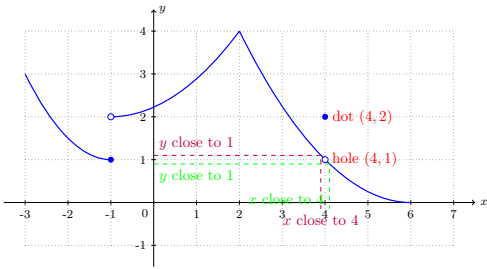
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3. Limits and the Derivative

3-1 Introduction to Limits

EXERCISE: Use the graph to fill in the table



x-value	limit from left	limit from right	limit	y-value
4	$\lim_{x \rightarrow 4^-} f(x) = 1$	$\lim_{x \rightarrow 4^+} f(x) = 1$	$\lim_{x \rightarrow 4} f(x) = 1$	$f(4) = 2$
-1	$\lim_{x \rightarrow -1^-} f(x) = 2$	$\lim_{x \rightarrow -1^+} f(x) = 1$	$\lim_{x \rightarrow -1} f(x) = \text{DNE}$	$f(-1) = 1$

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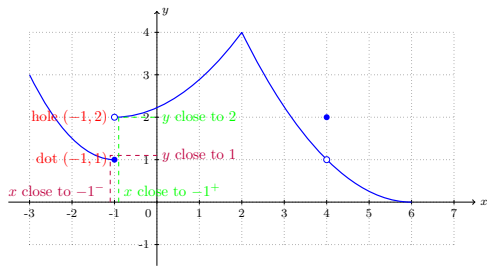
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3. Limits and the Derivative

3-1 Introduction to Limits

EXERCISE: Use the graph to fill in the table



x-value	limit from left	limit from right	limit	y-value
4	$\lim_{x \rightarrow 4^-} f(x) = 1$	$\lim_{x \rightarrow 4^+} f(x) = 1$	$\lim_{x \rightarrow 4} f(x) = 1$	$f(4) = 2$
-1	$\lim_{x \rightarrow -1^-} f(x) = 2$	$\lim_{x \rightarrow -1^+} f(x) = 1$	$\lim_{x \rightarrow -1} f(x) = \text{DNE}$	$f(-1) = 1$

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3. Limits and the Derivative

3-1 Introduction to Limits

DEFINITION One-Sided Limits

If the function passes these three tests:

1  $\lim_{x \rightarrow c^-} f(x)$  exists,

2  $\lim_{x \rightarrow c^+} f(x)$  exists,

3 Those two limits match.

Then we say that

$$\lim_{x \rightarrow c} f(x),$$

exists.

The value of the limit is whatever was the common value of the left and right limits.

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3. Limits and the Derivative

3-1 Introduction to Limits

THEOREM 2 Properties of Limits

Let  $f$  and  $g$  be two functions, and assume that the following two limits exist and are finite:

$$\lim_{x \rightarrow c} f(x) = L, \quad \lim_{x \rightarrow c} g(x) = M$$

Then

- 1 the limit of a constant is the constant
- 2 the limit of  $x$  as  $x$  approaches  $c$  is  $c$
- 3 the limit of the sum of the functions is equal to the sum of the limits
- 4 the limit of the difference of the functions is equal to the difference of the limits
- 5 the limit of a constant times a function is equal to the constant times the limit of the function
- 6 the limit of the product of the functions is the product of the limits of the functions
- 7 the limit of the quotient of the functions is the quotient of the limits of the functions, provided  $M \neq 0$ .
- 8 the limit of the  $n^{\text{th}}$  root of a function is the  $n^{\text{th}}$  root of the limit of that function

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3. Limits and the Derivative

3-1 Introduction to Limits

EXAMPLE 5

Let  $f(x) = -7x^2 + 13x - 29$ , find  $\lim_{x \rightarrow 2} f(x)$

$$\begin{aligned}\lim_{x \rightarrow 2} f(x) &= \lim_{x \rightarrow 2} -7x^2 + 13x - 29 \\ &= \lim_{x \rightarrow 2} (-7x^2) + \lim_{x \rightarrow 2} (13x) + \lim_{x \rightarrow 2} (-29) \quad \text{Th 2.3} \\ &= -7 \lim_{x \rightarrow 2} (x^2) + 13 \lim_{x \rightarrow 2} (x) - 29 \quad \text{Th2.5 \& Th2.1} \\ &= -7 \lim_{x \rightarrow 2} (x \times x) + 13 \times 2 - 29 \quad \text{Th2.2} \\ &= -7 \left( \lim_{x \rightarrow 2} (x) \right) \left( \lim_{x \rightarrow 2} (x) \right) + 26 - 29 \quad \text{Th2.6} \\ &= -7(2)(2) + 26 - 29 \quad \text{Th2.1 again} \\ &= -28 + 26 - 29 \\ &= -31\end{aligned}$$

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3. Limits and the Derivative

3-1 Introduction to Limits

EXAMPLE 5

Let  $f(x) = -7x^2 + 13x - 29$ , find  $\lim_{x \rightarrow 2} f(x)$

Alternate solution

$$\begin{aligned}\lim_{x \rightarrow 2} f(x) &= \lim_{x \rightarrow 2} -7x^2 + 13x - 29 \quad \text{notice: } f \text{ is a polynomial} \\ &= -7(2)^2 + 13(2) - 29 \quad \text{can just substitute in } x = 2 \text{ by using Th3} \\ &= -31\end{aligned}$$

From this example, we conclude that

THEOREM 3 Limits of Polynomial and Rational Functions

$$\lim_{x \rightarrow c} f(x) = f(c) \quad \text{for } f \text{ any polynomial function}$$

To find the limit of a polynomial, just plug-in the value!

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3. Limits and the Derivative

3-1 Introduction to Limits

EXAMPLE 6

Let  $r(x) = \frac{2x}{3x+1}$ , find  $\lim_{x \rightarrow 4} r(x)$

$$\begin{aligned}\lim_{x \rightarrow 4} r(x) &= \lim_{x \rightarrow 4} \frac{2x}{3x+1} \\ &= \frac{\lim_{x \rightarrow 4} 2x}{\lim_{x \rightarrow 4} 3x+1} \quad \text{Th2.7} \\ &= \frac{2 \times 4}{3 \times 4 + 1} \\ &= \frac{8}{13}\end{aligned}$$

From this example, we conclude that

THEOREM 3 Limits of Polynomial and Rational Functions

$$\lim_{x \rightarrow c} r(x) = r(c) \quad r \text{ any rational function with a nonzero denominator at } x = c$$

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3. Limits and the Derivative

3-1 Introduction to Limits

Indeterminate Forms

It is important to note that there are restrictions on some of the limit properties. In particular if

$$\lim_{x \rightarrow c} f(x) = 0,$$

and

$$\lim_{x \rightarrow c} g(x) = 0.$$

Then finding

$$\lim_{x \rightarrow c} \frac{f(x)}{g(x)}$$

may present difficulties, since the denominator is 0 (limit property 7 does not apply). In this case,  $\lim_{x \rightarrow c} \frac{f(x)}{g(x)}$  is said to be **indeterminate**. The term "indeterminate" is used because the limit may or may not exist.

Does this tell us that the limit does not exist ? **NO!**

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3. Limits and the Derivative

3-1 Introduction to Limits

EXAMPLE 7:  $\frac{0}{0}$

This example illustrates some techniques that can be useful for indeterminate forms. Evaluate the following limit:

$$\begin{aligned}\lim_{x \rightarrow 2} \frac{x^2 - 4}{x - 2} &= \lim_{x \rightarrow 2} \frac{(x - 2)(x + 2)}{x - 2} \\ &= \lim_{x \rightarrow 2} \frac{\cancel{(x - 2)}(x + 2)}{\cancel{x - 2}} \quad (x \neq 2 \text{ see conceptual insight p135}) \\ &= \lim_{x \rightarrow 2} (x + 2) \\ &= 4\end{aligned}$$

Algebraic simplification is often useful when the numerator and denominator are both approaching 0

Notes

3. Limits and the Derivative

3-1 Introduction to Limits

THEOREM 4 Limit of a Quotient

If  $\lim_{x \rightarrow c} f(x) = L$ ,  $L \neq 0$ , and  $\lim_{x \rightarrow c} g(x) = 0$ , then

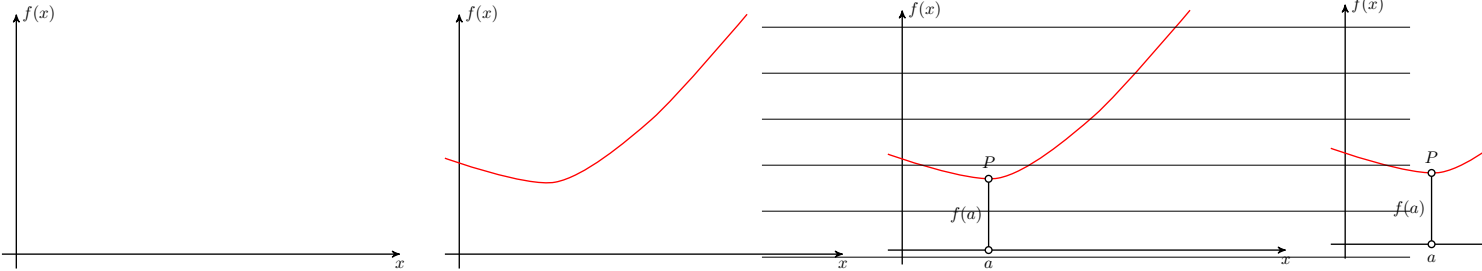
$$\lim_{x \rightarrow c} \frac{f(x)}{g(x)} \text{ does not exist}$$

Notes

3. Limits and the Derivative

3-1 Introduction to Limits

Difference Quotient



$$\text{Slope of } PQ = \frac{QD}{PD} = \frac{f(a+h) - f(a)}{(a+h) - a} = \frac{f(a+h) - f(a)}{h}$$

Notes

3. Limits and the Derivative

3-1 Introduction to Limits

EXAMPLE 8

Let  $f(x) = 3x - 1$ , find  $\lim_{h \rightarrow 0} \frac{f(a+h) - f(a)}{h}$

$$\begin{aligned}f(a+h) &= 3(a+h) - 1 \\ f(a) &= 3a - 1 \\ f(a+h) - f(a) &= 3h \\ \lim_{h \rightarrow 0} \frac{f(a+h) - f(a)}{h} &= \lim_{h \rightarrow 0} \frac{3h}{h} = 3\end{aligned}$$

Notes

3. Limits and the Derivative

3-1 Introduction to Limits

EXERCISES

1. Evaluate the following limits.

a

$$\lim_{x \rightarrow 3} \frac{x-2}{x-3}$$

b

$$\lim_{x \rightarrow -3} \frac{x^2-9}{x-3}$$

c

$$\lim_{x \rightarrow 1} \frac{x^2+6x-7}{x-1}$$

2. Compute the following limits for each function:  $\lim_{h \rightarrow 0} \frac{f(1+h)-f(1)}{h}$

a  $f(x) = 4x + 3$

b  $f(x) = x^2 - 2x - 5$

c  $f(x) = \sqrt{x+3}$

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3. Limits and the Derivative

3-1 Introduction to Limits

EXERCICE: Carbon Tax I

France applies a carbon tax to incentivize the reduction of greenhouse gas emissions. The tax rate in 2021 was approximately EUR 44 per ton of CO<sub>2</sub>. Assume for this exercise that the tax applies to all emissions without a cap, reflecting a policy aimed at full-cost internalization.

- 1 Write a piecewise definition of the fees  $F(x)$  charged for the emission of  $x$  tons of CO<sub>2</sub> in a year. Consider a scenario where after a certain threshold, say 5,000 tons, the tax rate increases to encourage industrial-scale emitters to invest in cleaner technologies.
- 2 What is the limit of  $F(x)$  as  $x$  approaches the threshold?
- 3 And as  $x$  approaches a much higher value, indicating the practical ceiling for emissions for the largest polluters?

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3. Limits and the Derivative

3-1 Introduction to Limits

EXERCICE: Carbon Tax II

Referring to the pollution tax policy from the previous exercise, consider that the French government is contemplating a new tiered fee system to further penalize higher emissions. Under this system, a company is charged a base rate for emissions up to a specified limit and a higher rate beyond that limit, to an upper limit after which the rate does not increase.

- 1 Write a piecewise function for the tiered tax rate  $A(x)$  that reflects the following hypothetical structure:
  - 1 EUR 44 per ton up to 2,000 tons of CO<sub>2</sub> emissions.
  - 2 EUR 55 per ton for emissions between 2,000 and 5,000 tons.
  - 3 A fixed fee for emissions above 5,000 tons, reflecting the maximum tax cap applied.
- 2 Determine the behavior of  $A(x)$  as  $x$  approaches the first and second limits. What happens as  $x$  greatly exceeds the second limit?

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3. Limits and the Derivative

3-2 Infinite Limits and Limits at Infinity

Learning Objectives

- Determine infinite limits.
- Locate vertical asymptotes.
- Locate horizontal asymptotes.

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### 3-2 Infinite Limits and Limits at Infinity

$$\lim_{x \rightarrow c} f(x) = L$$

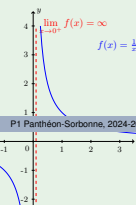
Meaning: The graph of  $f$  appears to be heading for the location  $(x, y) = (c, L)$ .

### DEFINITION Infinite Limits and Vertical Asymptotes

$$f(x) \rightarrow \infty \quad \text{or} \quad f(x) \rightarrow -\infty \quad \text{as} \quad x \rightarrow a^+ \quad \text{or} \quad x \rightarrow a^-$$

Infinite limits and vertical asymptotes are used to describe the behavior of functions that are unbounded near  $x = a$ .

### 3-2 Infinite Limits and Limits at Infinity



### 3-2 Infinite Limits and Limits at Infinity

$x$ -value	limit from left	limit from right	limit
-3	$\lim_{x \rightarrow -3^-} f(x) =$	$\lim_{x \rightarrow -3^+} f(x) =$	$\lim_{x \rightarrow -3} f(x) =$
2	$\lim_{x \rightarrow 2^-} f(x) =$	$\lim_{x \rightarrow 2^+} f(x) =$	$\lim_{x \rightarrow 2} f(x) =$

### 3-2 Infinite Limits and Limits at Infinity

$x$ -value	limit from left	limit from right	limit
-3	$\lim_{x \rightarrow -3^-} f(x) = \infty$	$\lim_{x \rightarrow -3^+} f(x) = \infty$	$\lim_{x \rightarrow -3} f(x) = \infty$
2	$\lim_{x \rightarrow 2^-} f(x) =$	$\lim_{x \rightarrow 2^+} f(x) =$	$\lim_{x \rightarrow 2} f(x) =$

## Notes

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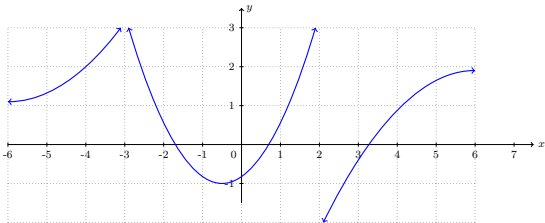
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3. Limits and the Derivative

3-2 Infinite Limits and Limits at Infinity

EXERCISE: Use the graph to fill in the table



$x$ -value	limit from left	limit from right	limit
-3	$\lim_{x \rightarrow -3^-} f(x) = \infty$	$\lim_{x \rightarrow -3^+} f(x) = \infty$	$\lim_{x \rightarrow -3} f(x) = \infty$
2	$\lim_{x \rightarrow 2^-} f(x) = \infty$	$\lim_{x \rightarrow 2^+} f(x) = -\infty$	$\lim_{x \rightarrow 2} f(x) = DNE$

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3. Limits and the Derivative

3-2 Infinite Limits and Limits at Infinity

THEOREM1 Locating Vertical Asymptotes of Rational Functions

If  $f(x) = \frac{n(x)}{d(x)}$  is a rational function,  $d(c) = 0$  and  $n(c) \neq 0$ , then the line  $x = c$  is a vertical asymptote of the graph of  $f$ .

In other words

Vertical asymptotes occur for those value of  $x$  that produce 0 in the denominator BUT NOT in the numerator. (If  $\frac{0}{0}$  occurs, you simply have a hole in the graph).

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3. Limits and the Derivative

3-2 Infinite Limits and Limits at Infinity

EXERCISE:

Find any vertical asymptotes :

a)  $f(x) = \frac{5}{x^2 - 9}$ ,    b)  $g(x) = \frac{x - 1}{x - 4}$ ,    c)  $h(x) = \frac{x - 2}{x^2 + x - 6}$

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3. Limits and the Derivative

3-2 Infinite Limits and Limits at Infinity

Limits at Infinity

Limits at infinity and horizontal asymptotes are used to describe the behavior of functions as  $x$  assumes arbitrarily large positive values or arbitrarily large negative values.

We begin by considering power functions of the form  $x^p$  and  $\frac{1}{x^p}$ . If  $p$  is a positive real number, then  $x^p$  increases as  $x$  increases. There is no upper bound on the values of  $x^p$ . We indicate this behavior by writing

$$\lim_{x \rightarrow \infty} x^p = \infty.$$

Since the reciprocals of very large numbers are very small numbers, it follows that  $\frac{1}{x^p}$  approaches 0 as  $x$  increases without bound. We indicate this behavior by writing

$$\lim_{x \rightarrow \infty} \frac{1}{x^p} = 0$$

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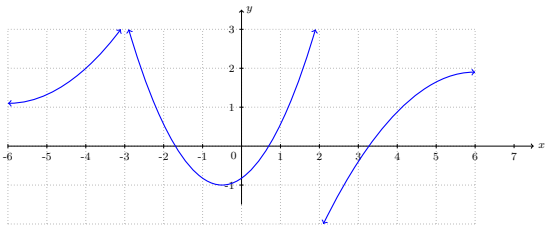
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EXERCISE: Use the graph to fill in the table



<i>x</i> -value	limit
$\infty$	$\lim_{x \rightarrow \infty} f(x) =$
$-\infty$	$\lim_{x \rightarrow -\infty} f(x) =$

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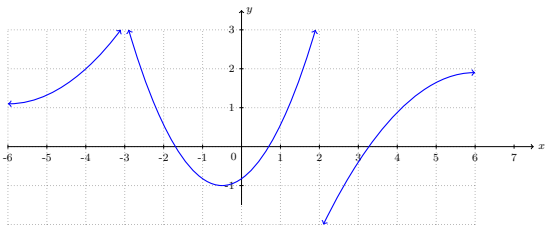
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EXERCISE: Use the graph to fill in the table



<i>x</i> -value	limit
$\infty$	$\lim_{x \rightarrow \infty} f(x) = 2$
$-\infty$	$\lim_{x \rightarrow -\infty} f(x) = 1$

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THEOREM 2 Limits of Power Functions at Infinity

If  $p$  is a positive real number and  $k$  is any real number except 0, then

1  $\lim_{x \rightarrow -\infty} \frac{k}{x^p} = 0$

2  $\lim_{x \rightarrow \infty} \frac{k}{x^p} = 0$

3  $\lim_{x \rightarrow -\infty} kx^p = \pm\infty$

4  $\lim_{x \rightarrow \infty} kx^p = \pm\infty$

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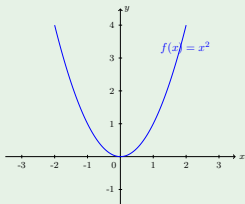
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EXAMPLE 2:  $f(x) = x^2$



$k = 1 > 0, p = 2$  (even)

$$\lim_{x \rightarrow +\infty} x^2 = \infty, \quad \lim_{x \rightarrow -\infty} x^2 = \infty$$

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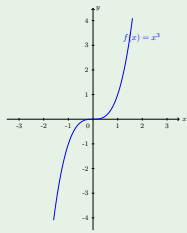
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3. Limits and the Derivative

3-2 Infinite Limits and Limits at Infinity

EXAMPLE 3:  $f(x) = x^3$



$k = 1 > 0, p = 3$  (odd)

$$\lim_{x \rightarrow +\infty} x^3 = \infty, \quad \lim_{x \rightarrow -\infty} x^3 = -\infty$$

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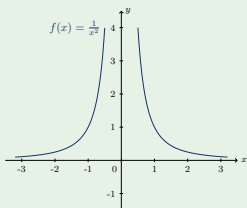
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3. Limits and the Derivative

3-2 Infinite Limits and Limits at Infinity

EXAMPLE 4:  $f(x) = x^{-2}$



$k = 1 > 0, p = 2$  (even)

$$\lim_{x \rightarrow +\infty} \frac{1}{x^2} = 0, \quad \lim_{x \rightarrow -\infty} \frac{1}{x^2} = 0$$

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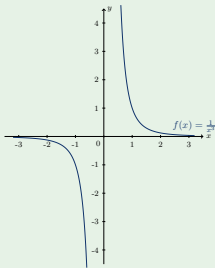
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3. Limits and the Derivative

3-2 Infinite Limits and Limits at Infinity

EXAMPLE 5:  $f(x) = x^{-3}$



$k = 1 > 0, p = 3$  (odd)

$$\lim_{x \rightarrow +\infty} \frac{1}{x^3} = 0, \quad \lim_{x \rightarrow -\infty} \frac{1}{x^3} = 0$$

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3. Limits and the Derivative

3-2 Infinite Limits and Limits at Infinity

THEOREM 3 Limits of Polynomial Functions at Infinity

If

$$p(x) = a_n x^n + a_{n-1} x^{n-1} + \dots + a_1 x + a_0, \quad a_n \neq 0, n \geq 1,$$

then

$$\lim_{x \rightarrow \infty} p(x) = \lim_{x \rightarrow \infty} a_n x^n = \pm \infty$$

and

$$\lim_{x \rightarrow -\infty} p(x) = \lim_{x \rightarrow -\infty} a_n x^n = \pm \infty$$

Each limit will be either  $-\infty$  or  $\infty$ , depending on  $a_n$  and  $n$ .

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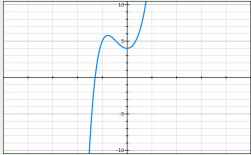
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3. Limits and the Derivative

3-2 Infinite Limits and Limits at Infinity

EXAMPLE 6:  $p(x) = 2x^5 + 4x^3 + 7x^2 + 4$



$$\lim_{x \rightarrow +\infty} p(x) = \lim_{x \rightarrow +\infty} 2x^5 + 4x^3 + 7x^2 + 4 = \infty$$

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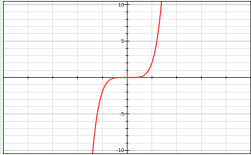
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3. Limits and the Derivative

3-2 Infinite Limits and Limits at Infinity

EXAMPLE 7:  $q(x) = 2x^5$



$$\lim_{x \rightarrow +\infty} q(x) = \lim_{x \rightarrow +\infty} 2x^5 = \infty$$

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3. Limits and the Derivative

3-2 Infinite Limits and Limits at Infinity

THEOREM 4 Limits of Rational Functions at Infinity and Horizontal Asymptotes of Rational Functions

1 If  $f(x) = \frac{a_m x^m + a_{m-1} x^{m-1} + \dots + a_1 x^1 + a_0}{b_n x^n + b_{n-1} x^{n-1} + \dots + b_1 x^1 + b_0}$ ,  $a_m \neq 0, b_n \neq 0$

then 
$$\lim_{x \rightarrow +\infty} f(x) = \frac{a_m x^m}{b_n x^n}, \text{ and } \lim_{x \rightarrow -\infty} f(x) = \frac{a_m x^m}{b_n x^n}$$

- 2 There are three possible cases for these limits:
- a) if  $m < n$ , then  $\lim_{x \rightarrow \pm\infty} f(x) = \lim_{x \rightarrow \pm\infty} f(x) = 0$  and the line  $y = 0$  (the  $x$  axis) is a horizontal asymptote of  $f(x)$ .
  - b) if  $m = n$ , then  $\lim_{x \rightarrow \pm\infty} f(x) = \lim_{x \rightarrow \pm\infty} f(x) = \frac{a_m}{b_n}$  and the line  $y = \frac{a_m}{b_n}$  is a horizontal asymptote of  $f(x)$ .
  - c) if  $m > n$ , then each limit will be  $\pm\infty$ , depending on  $m, n, a_m$  and  $b_n$ , and  $f(x)$  does not have a horizontal asymptote

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3. Limits and the Derivative

3-2 Infinite Limits and Limits at Infinity

EXERCISES:

1. Find each limit for  $f(x) = \frac{x-1}{x+2}$ .
- a  $\lim_{x \rightarrow -2^+} f(x)$
  - b  $\lim_{x \rightarrow -2^-} f(x)$
  - c  $\lim_{x \rightarrow -2} f(x)$
2. Evaluate the indicated limit
- a  $\lim_{x \rightarrow \infty} \frac{x+3}{2x-1}$
  - b  $\lim_{x \rightarrow \infty} \frac{4x^3+2x}{x^2+1}$
3. Discuss three different functions  $f, g, h$
- a)  $f(x) = \frac{9x^2 - 90x + 189}{2x^2 - 24x + 70}$ , b)  $g(x) = \frac{9x^2 - 90x + 189}{2x^3 - 24x^2 + 70x}$ , c)  $h(x) = \frac{9x^3 - 90x^2 + 189x}{2x^2 - 24x + 70}$
- a Would the graph of  $f, g, h$  have horizontal asymptotes?
  - b How can we find out without drawing the graph?
  - c Answer by taking the limits as  $x \rightarrow \infty$  or  $x \rightarrow -\infty$ .

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### 3-3 Continuity

- Use the definition of continuity to determine if a function is continuous.
- Use continuity properties to determine intervals of continuity for symbolic functions.
- Construct sign charts to solve inequalities.

### 3-3 Continuity

**1**  $\lim_{x \rightarrow c} f(x)$  exists

2  $f(c)$  exists

$$\blacksquare \lim_{x \rightarrow c} f(x) = f(c)$$

A function is continuous on the open interval  $(a, b)$  if it is continuous at each point on the interval.

### 3-3 Continuity

A graph of the function  $f(x) = x^2$  is shown on a Cartesian coordinate system. The parabola opens upwards with its vertex at the origin  $(0,0)$ . The x-axis is labeled from -3 to 3, and the y-axis is labeled from -1 to 4. The function is labeled  $f(x) = x^2$  in blue.

### 3-3 Continuity

A graph of a piecewise function  $f(x)$  on a Cartesian coordinate system. The function is defined as:

$$f(x) = \begin{cases} x^2 & \text{if } x \neq c \\ 3 & \text{if } x = c \end{cases}$$

The graph shows a parabola  $y = x^2$  with an open circle at  $(c, c^2)$  and a solid dot at  $(c, 3)$ . The x-axis is labeled from -3 to 3, and the y-axis is labeled from -1 to 4. The value  $c$  is approximately 1.5.

## Notes

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## Notes

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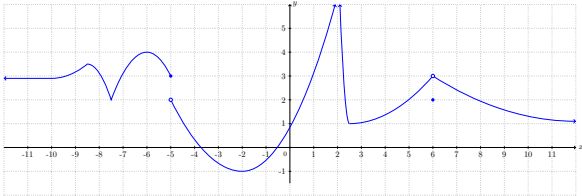
## Notes

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3. Limits and the Derivative

3-3 Continuity

EXERCISE: Use the graph to answer the questions that follow



- 1 For each asymptote, give the line equation and say whether it is horizontal/vertical.
- 2  $\lim_{x \rightarrow -\infty} f(x)$ ,  $\lim_{x \rightarrow -5} f(x)$ ,  $\lim_{x \rightarrow -2} f(x)$ ,  $\lim_{x \rightarrow 6} f(x)$ ,  $\lim_{x \rightarrow \infty} f(x)$
- 3 If  $f$  continuous at  $a = -5$ ? If not, explain why not.
- 4 If  $f$  continuous at  $a = -2$ ? If not, explain why not.
- 5 If  $f$  continuous at  $a = 2$ ? If not, explain why not.
- 6 If  $f$  continuous at  $a = 6$ ? If not, explain why not.

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3. Limits and the Derivative

3-3 Continuity

EXERCISE: Discuss the continuity of each function at the indicated point

- 1  $f(x) = x + 1$ , at  $x = 10$
- 2  $g(x) = \frac{x^2 - 9}{x - 3}$ , at  $x = 3$
- 3  $h(x) = \frac{|x - 1|}{x - 1}$ , at  $x = 1$ , and  $x = 0$

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3. Limits and the Derivative

3-3 Continuity

If two fun are continuous on the same interval, then their  $\oplus$ ,  $\ominus$ ,  $\otimes$ , and  $\oslash$  are continuous on the same interval except for values of  $x$  that make a denominator 0.

THEOREM 1 Continuity Properties of Some Specific Functions

- 1 A constant function  $f(x) = k$ , where  $k$  is a constant, is continuous for all  $x$ .  
 $f(x) = 2$  is continuous for all  $x$ .
- 2 For  $n$  a positive integer,  $f(x) = x^n$  is continuous for all  $x$ .  
 $f(x) = x^{22}$  is continuous for all  $x$ .
- 3 A polynomial function is continuous for all  $x$ .  
 $f(x) = 3x^3 + 2x^2 - 2$  is continuous for all  $x$ .
- 4 A rational function is continuous for all  $x$  except those values that make a denominator 0.  
 $\frac{x^2 + 1}{x - 4}$  is continuous for all  $x$  except  $x = 4$ , a value that makes the denominator 0.
- 5 For  $n$  an odd positive integer greater than 1,  $\sqrt[n]{f(x)}$  is continuous wherever  $f(x)$  is continuous.  
 $\sqrt[3]{x^2}$  is continuous for all  $x$ .
- 6 For  $n$  an even positive integer,  $\sqrt[n]{f(x)}$  is continuous wherever  $f(x)$  is continuous and non negative.  
 $\sqrt{x}$  is continuous on the interval  $[0, \infty)$ .

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3. Limits and the Derivative

3-3 Continuity

EXERCISE: Determine where each function is continuous

- 1  $f(x) = x^{1024} + 3x^2 + 1$
- 2  $g(x) = \frac{x^2}{(x + 1)(x - 8)(x + 3)}$
- 3  $h(x) = \sqrt[5]{x^2 - 1}$
- 4  $l(x) = \sqrt{x - 4}$

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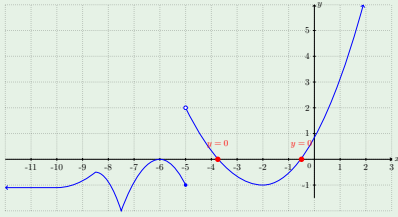
3. Limits and the Derivative

3-3 Continuity

Remark : Notice important behavior of functions

- Common question: for some function  $f(x)$ ,
- which  $x$ -values will have positive  $y$ -values?
  - which  $x$ -values will have negative  $y$ -values?
  - which  $x$ -values will have  $y = 0$ ?

Observation: The sign of a function  $f$  can only change at  $x$ -values such that  $f(x) = 0$  or  $f$  is discontinuous at  $x$ .



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3. Limits and the Derivative

3-3 Continuity

In general, if  $f$  is continuous and  $f(x) \neq 0$  on the interval  $(a, b)$ , then  $f(x)$  cannot change sign on  $(a, b)$ .

THEOREM 2 Sign Properties on an Interval  $(a, b)$

If  $f$  is continuous on  $(a, b)$  and  $f(x) \neq 0$  for all  $x$  in  $(a, b)$ , then,

- 1 either  $f(x) > 0$  for all  $x$  in  $(a, b)$
- 2 or  $f(x) < 0$  for all  $x$  in  $(a, b)$ .

Th 2 provides the basis for an effective method of solving many types of inequalities.

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3. Limits and the Derivative

3-3 Continuity

PROCEDURE Constructing Sign Charts

Given a function  $f$ ,

- Step 1 Find all partition numbers:
- 1 Find all numbers such that  $f$  is discontinuous.
  - 2 Find all numbers such that  $f(x) = 0$ .
- Step 2 Plot the numbers found in step 1 on a real-number line, dividing the number line into intervals.
- Step 3 Select a test number in each open interval determined in step 2 and evaluate  $f(x)$  at each test number to determine whether  $f(x)$  is positive or negative in each interval.
- Step 4 Construct a sign chart, using the real-number line in step 2. This will show the sign of  $f(x)$  on each open interval.

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3. Limits and the Derivative

3-3 Continuity

EXERCISE (see EXAMPLE 4 p 159)

1. Solve  $\frac{x+1}{x-2} > 0$ .

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Learning Objectives

- Interpret the meaning of rate of change in the context of applications.
- Find the derivative using the difference quotient.
- Identify locations of nonexistence of the derivative.

Notes

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DEFINITION Average Rate of Change

For y = f(x), the average rate of change from x = a to x = a + h is

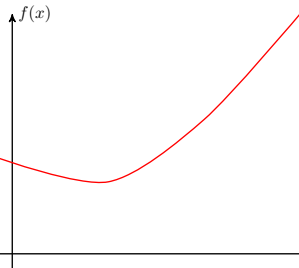
f(a+h)-f(a) / (a+h)-a = f(a+h)-f(a) / h, h != 0

The above expression is also called a difference quotient.
It can be interpreted as the slope of a secant.
See the picture on the next slide for illustration.

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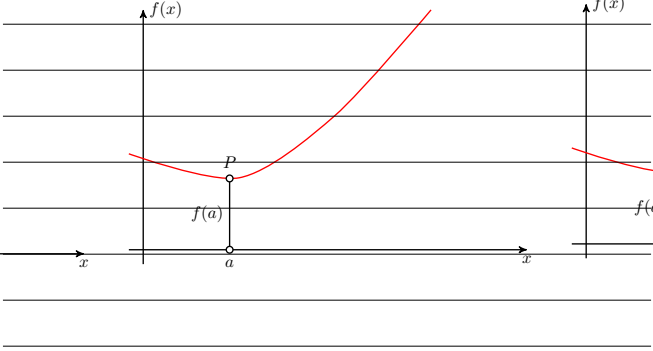
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Average Rate of Change, difference quotient, slope of a secant



Slope of PQ = QD / PD = (f(a+h)-f(a)) / (a+h)-a = (f(a+h)-f(a)) / h

Notes



EXAMPLE 1

The revenue generated by producing and selling widgets is given by

R(x) = x(75 - 3x) for 0 ≤ x ≤ 20

What is the change in revenue if production changes from 9 to 12?

R(12) - R(9) = 12(75 - 3 · 12) - 9(75 - 3 · 9) = \$468 - \$432 = \$36

Increasing production from 9 to 12 will increase revenue by \$36.
What is the average rate of change in revenue (per unit change in x) if production changes from 9 to 12?

To find the average rate of change we divide the change in revenue by the change in production:

(R(12) - R(9)) / (12 - 9) = 36 / 3 = 12

Thus the average change in revenue is \$12 when production is increased from 9 to 12.

Notes

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3. Limits and the Derivative

3-4 The Derivative

DEFINITION The instantaneous Rate of Change

Consider the function  $y = f(x)$  only near the point  $P = (a, f(a))$ .  
The difference quotient

$$\frac{f(a+h) - f(a)}{h}$$

gives the average rate of change of  $f$  over the interval  $[a, a+h]$ .

If we make  $h$  smaller and smaller, in the limit we obtain the **instantaneous rate of change** of the function at the point  $P$  (at  $x = a$ ):

$$\lim_{h \rightarrow 0} \frac{f(a+h) - f(a)}{h}$$

(provides that the limit exists)

It can be interpreted as the **slope of the tangent** at the point  $P(a, f(a))$ .

See illustration on the next slide.

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3. Limits and the Derivative

3-4 The Derivative

3. Limits and the Derivative

3-4 The Derivative

DEFINITION Derivative

For  $y = f(x)$ , we define the derivative of  $f$  at  $x$ , denoted  $f'(x)$  to be

$$f'(x) = \lim_{h \rightarrow 0} \frac{f(x+h) - f(x)}{h},$$

if the limit exists.

- If  $f'(a)$  exists, we call  $f$  **differentiable** at  $a$ .
- If  $f'(x)$  exists for each  $x$  in the open interval  $(a, b)$ , then  $f$  is said to be **differentiable over**  $(a, b)$ .

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3. Limits and the Derivative

3-4 The Derivative

Interpretation of Derivative

If  $f$  is a function, then  $f'$  is a new function with the following interpretations:

- 1 For each  $x$  in the domain of  $f'$ ,  $f'(x)$  is the **slope of the line tangent** to the graph of  $f$  at the point  $(x, f(x))$ .
- 2 For each  $x$  in the domain of  $f'$ ,  $f'(x)$  is the **instantaneous Rate of Change** of  $y = f(x)$  with respect to  $x$ .
- 3 If  $f(x)$  is the position of a moving object at time  $x$ , then  $v = f'(x)$  is the **velocity** of the object at that time.

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### 3-4 The Derivative

$$f'(a) = \lim_{h \rightarrow 0} \frac{f(a+h) - f(a)}{h}$$

- The graph of  $f$  has a hole or break at  $x = a$ , or
- The graph of  $f$  has a sharp corner at  $x = a$ , or
- The graph of  $f$  has a vertical tangent at  $x = a$ .

### 3-4 The Derivative

- Find the average rate of change of profit if production is changed from 100 bags of fertilizer monthly to 500 bags of fertilizer monthly.
- Explain the meaning of the value obtained in part a in the context of the problem.
- Find the instantaneous rate of change of profit when 200 bags of fertilizer are sold. Explain the meaning of this value in the context of the problem.

- Use the four-step process to find  $f'(x)$  for  $f(x) = x + 3x^2$ .

### 3-5 Basic Differentiation Properties

- Calculate the derivative of a constant function.
- Apply the power rule.
- Apply the constant multiple and sum and difference properties.

### 3-5 Basic Differentiation Properties

with variable  $f'(x), \frac{d}{dx}f(x)$

All represent the derivative of  $f$  at  $x$ .

## Fabien Navarro (SMM)

## Notes

## Notes

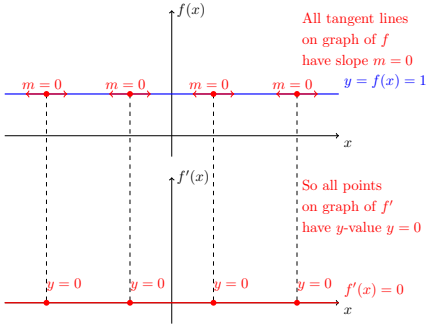
## Notes

## Notes

3. Limits and the Derivative

3-5 Basic Differentiation Properties

What is the slope of a constant function?  
Consider graph of  $f(x) = 1$  and consider slopes of tangent lines.



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3. Limits and the Derivative

3-5 Basic Differentiation Properties

THEOREM 1 Constant Function Rule

Let  $y = f(x) = C$  be a constant function, then

$$y' = f'(x) = 0$$

Power function

A power function is a function of the form

$$f(x) = x^n, \quad n \in \mathbb{R}$$

THEOREM 2 The Power Rule (IT WILL BE USED A LOT!)

If  $f(x) = x^n$ , then

$$f'(x) = nx^{n-1}$$

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3. Limits and the Derivative

3-5 Basic Differentiation Properties

EXAMPLE 1

$f(x) = x^3$ , find  $f'(x)$ .

By the power rule, the derivative of  $x^n$  is  $nx^{n-1}$ . In our case  $n = 3$ , so we get  $f'(x) = 3x^2$ .

EXAMPLE 2

$f(x) = \frac{1}{x^3}$ , find  $f'(x)$ .

If  $f(x) = \frac{1}{x^3}$ , then  $f'(x) = \frac{1}{3x^2}$  Invalid!  $\frac{1}{x^3}$  is not written in the form  $x^n$

Rewrite  $f(x) = \frac{1}{x^3} = x^{-3}$ , so  $f'(x) = -3x^{-3-1} = -3x^{-4} = -\frac{3}{x^4}$

EXAMPLE 3

$f(x) = x^\pi$ , find  $f'(x)$ .

By the power rule, the derivative of  $x^n$  is  $nx^{n-1}$ . In our case  $n = \pi$ , so we get  $f'(x) = \pi x^{\pi-1}$ .

EXAMPLE 4

$f(x) = 3^x$ , find  $f'(x)$ .

Not a power function. Power rule does not apply!! Can't do it (this week)

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3. Limits and the Derivative

3-5 Basic Differentiation Properties

EXAMPLE 5

$f(x) = 3^5$ , find  $f'(x)$ .

Constant function,  $f'(x) = 0$  (not  $5 \cdot 3^4$ )

EXAMPLE 6

$f(x) = \sqrt[5]{x}$ , find  $f'(x)$ .

Must rewrite  $f$  as a power function  $f(x) = \sqrt[5]{x} = x^{\frac{1}{5}}$ .

$$f'(x) = \left(\frac{1}{5}\right) x^{\frac{1}{5}-1} = \left(\frac{1}{5}\right) x^{-\frac{4}{5}} = \frac{-1}{5x^{\frac{4}{5}}}$$

EXAMPLE 7

$f(x) = x$ , find  $f'(x)$ .

Write  $f$  as a power function  $f(x) = x^1$ .

$$f'(x) = 1x^{1-1} = 1 \cdot x^0 = 1 \cdot 1 = 1 \quad \left(\frac{dx}{dx} = 1\right)$$

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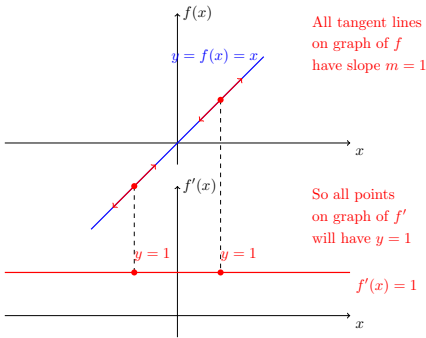
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3. Limits and the Derivative

3-5 Basic Differentiation Properties

Does this make sense graphically?

Consider graph of  $f(x) = x$  and find  $f'(x)$  graphically.



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3. Limits and the Derivative

3-5 Basic Differentiation Properties

THEOREM 3 Constant Multiple Property

If  $y = f(x) = ku(x)$ , then

$$f'(x) = ku'(x)$$

$$(y' = ku', \quad \frac{dy}{dx} = k \frac{du}{dx})$$

The derivative of a constant  $\times$  a differentiable function is the constant  $\times$  the derivative of the function.

THEOREM 3 Sum and Difference Property

If  $y = f(x) = u(x) \pm v(x)$ , then

$$f'(x) = u'(x) \pm v'(x)$$

The derivative of the  $\pm$  of two differentiable functions is the  $\pm$  of the derivatives of the functions.

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3. Limits and the Derivative

3-5 Basic Differentiation Properties

Remark: The Sum and Constant Multiple Rule

$$\frac{d}{dx} (af(x) + bg(x)) = a \frac{d}{dx} f(x) + b \frac{d}{dx} g(x) = af'(x) + bg'(x)$$

EXAMPLE 8

$f(x) = -3x^2 + 5x - 7$ , find  $f'(x)$

$$\begin{aligned} f'(x) &= \frac{d}{dx} (-3x^2 + 5x - 7(1)) && \text{Identify multiplicative constants} \\ &= -3 \frac{d}{dx} x^2 + 5 \frac{d}{dx} x - 7 \frac{d}{dx} 1 && \text{Sum and Constant Multiple Rule} \\ &= -3(2x^{2-1}) + 5(1) - 7(0) && \text{Power Rule} \\ &= -6x + 5 \end{aligned}$$

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3. Limits and the Derivative

3-5 Basic Differentiation Properties

EXAMPLE 9

$f(x) = 3 - \frac{5}{x}$ , find  $f'(x)$

Rewrite  $f$  as constants: power function

$$f(x) = 3 - \frac{5}{x} = 3 - 5 \left( \frac{1}{x} \right) = 3 - x^{-1}$$

Now take the derivative

$$\begin{aligned} f'(x) &= \frac{d}{dx} (3 - x^{-1}) \\ &= \frac{d}{dx} 3 - 5 \frac{d}{dx} x^{-1} && \text{Sum and Constant Multiple Rule} \\ &= 0 - 5(-1 \cdot x^{-1-1}) \\ &= 5x^{-2} = \frac{5}{x^2} \end{aligned}$$

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### 3-5 Basic Differentiation Properties

a.  $f(x) = 3 - 5\sqrt{5}$ , find  $f'(x)$ .

b.  $f(x) = \frac{23x^3}{19} - \frac{7}{35x^5}$ , find  $f'(x)$ .

c.  $f(x) = \frac{2\sqrt[3]{x}}{13} - \frac{3}{17x^{\frac{2}{5}}}$ , find  $f'(x)$ .

Fabien Navarro (SMM)

Master PIREH

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### 3-5 Basic Differentiation Properties

Remember that the derivative gives the **instantaneous rate of change** of the function with respect to  $x$ . That might be:

- If  $C(x)$  is the cost function, that is, the total cost of producing  $x$  items, then  $C'(x)$  approximates the cost of producing one more item at a production level of  $x$  items.  $C'(x)$  is called the **marginal cost**.

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### 3-5 Basic Differentiation Properties

**Goal:** Given formula for a function  $f(x)$ , find the line equation for the line that is tangent to graph of  $f(x)$  at  $x = a$ .

**Graphical interpretation:**

- Analytical definition:**

- The tangent line passes through the point  $(x, y) = (a, f(a))$
- The tangent line has slope  $m = f'(a)$

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### 3-5 Basic Differentiation Properties

If we know that a line

- Then the point slope form of the equation for the line is:

$$y - b = m(x - a)$$

- passes through the point  $(x, y) = (a, f(a))$
- has slope  $m = f'(a)$

$$y - f(a) = f'(a)(x - a) \quad \text{equation of the tangent line}$$

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## Notes

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## Notes

3. Limits and the Derivative

3-5 Basic Differentiation Properties

EXAMPLE 10

$f(x) = x^3 - 9x^2 + 15x + 25$ , find the equation of the line that is tangent to  $f$  at  $x = 2$ .  
We need to build this equation

$y - f(a) = f'(a)(x - a)$

$a = 2$  (x-coord of point of tangency)  
 $f(2) = 2^3 - 9 \cdot 2^2 + 15 \cdot 2 + 25 = 8 - 36 + 30 + 25 = 27$  (y-coord of point of tangency)  
 $f'(x) = \frac{d}{dx}(x^3 - 9x^2 + 15x + 25) = 3x^2 - 18x + 15$   
 $f'(a) = f'(2) = 3(2)^2 - 18(2) + 15 = -9$  (slope of the tangent line) Substitute the parts into the equation:

$y - 27 = (-9)(x - 2)$  point slope form of the equation

Convert to slope intercept form

$y - 27 = (-9)(x - 2)$   
 $y = -9x + 18 + 27$   
 $y = -9x + 45$  slope intercept form of the equation

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3. Limits and the Derivative

3-5 Basic Differentiation Properties

Application Example: Marginal Cost

The total cost of producing  $x$  laptop per day is

$C(x) = 1000 + 100x - 0.5x^2$ , for  $0 \leq x \leq 100$

- 1 Find the marginal cost of production at a production level of  $x$  laptops.
- 2 Find the marginal cost of production at a production level of 80 laptops.
- 3 Find the actual cost of producing the 81<sup>st</sup> laptop and compare this with the marginal cost.
- 1 The marginal cost will be:  $C'(x) = 100 - x$
- 2  $C'(80) = 100 - 80 = 20$  It will cost approximately \$20 to produce the 81st laptop ( $C'(x)$  approximates the cost of producing 1 more item at a production level of  $x$  items)
- 3 The actual cost of the 81st laptop will be  $C(81) - C(80) = \$5819.50 - \$5800 = \$19.50$ . This is approximately equal to the marginal cost.

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3. Limits and the Derivative

3-5 Basic Differentiation Properties

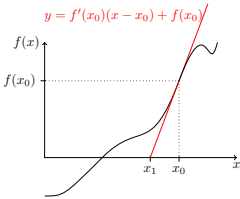
The Newton method is one of the most powerful and well-known numerical methods for solving  $f(x) = 0$ .

Newton's Method

To go from  $x_n$  to  $x_{n+1}$ , we write the equation of the tangent at the point  $(x_n, f(x_n))$

$y = f'(x_n)(x - x_n) + f(x_n)$ ,

$x_{n+1}$  is such that  $y = 0$ ,  $\Rightarrow f'(x_n)(x_{n+1} - x_n) + f(x_n) = 0 \Rightarrow x_{n+1} = x_n - \frac{f(x_n)}{f'(x_n)}$ .



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3. Limits and the Derivative

3-6 Differentials

Learning Objectives

- Evaluate increments.
- Evaluate differentials.
- Use differentials to approximate increments.

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EXAMPLE 1

Let  $y = f(x) = x^2$ .  
If  $x$  changes from 2 to 2.5, then  $y$  will change from  $y = f(2) = 4$  to  $y = f(2.5) = 6.5$ .  
We can write this using **increment** notation.

- The change in  $x$  is called the **increment in  $x$**  and is denoted by  $\Delta x$ .
- The change in  $y$  is called the **increment in  $y$**  and is denoted by  $\Delta y$ .

In this example,

$$\Delta x = 2.5 - 2 = 0.5$$
$$\Delta y = f(2.5) - f(2) = 6.5 - 4 = 1.5$$

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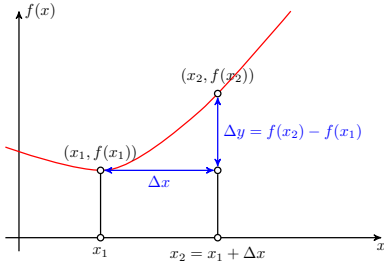
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DEFINITION Increments

For  $y = f(x)$ ,  $\Delta x = x_2 - x_1$ , so  $x_2 = x_1 + \Delta x$  and  $\Delta y = y_2 - y_1 = f(x_2) - f(x_1)$

- $\Delta y$  represents the change in  $y$  corresponding to a  $\Delta x$  change in  $x$ .
- $\Delta x$  can be either positive or negative.



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Differentials

Assume that the limit

$$\lim_{\Delta x \rightarrow 0} \frac{\Delta y}{\Delta x}$$

exists.

For small  $\Delta x$ ,

$$f'(x) \approx \frac{\Delta y}{\Delta x}$$

Multiplying both sides of this equation by  $\Delta x$  gives us

$$\Delta x \cdot f'(x) \approx \Delta x \cdot \frac{\Delta y}{\Delta x}$$

$$\Delta y \approx f'(x) \Delta x$$

Here the increments  $\Delta x$  and  $\Delta y$  represent the actual changes in  $x$  and  $y$ .

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Differentials (continued)

One of the notation for the derivative is:  $f'(x) = \frac{dy}{dx}$ .  
Multiplying both sides of this equation by  $dx$  gives us

$$dy = f'(x)dx$$

We treat this equation as a definition, and call  $dx$  and  $dy$  **differentials**.

- $\Delta x$  and  $dx$  are the same, and represent the change in  $x$ .
- $\Delta y$  stands for the **actual change** in  $y$  resulting from the change in  $x$ .
- $dy$  stands for the **approximate change** in  $y$  estimated by using derivatives

$$\Delta y \approx dy = f'(x)dx$$

In application, we use  $dy$  (which is easy to calculate) to estimate  $\Delta y$  (which is what we want).

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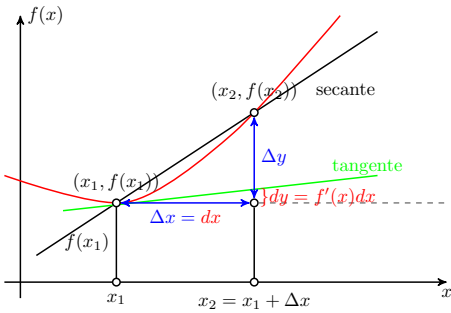
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Notes

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EXAMPLE 2

Find dy for f(x) = x^2 + 6x and evaluate dy for x = 2 and dx = 0.1.
Using the definition of the differential, we have

dy = f'(x)dx = (2x + 6)dx

When x = 2 and dx = 0.1, dy = (2(2) + 6)1/10 = 1

Notes

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EXAMPLE 3

A company manufactures and sells x laptops per week. If the weekly cost and revenue equations are

{ C(x) = 5000 + 2x
R(x) = 10x - x^2/1000
0 <= x <= 8000 (1)

Find the approximate changes in revenue and profit if production is increased from 1000 to 1010 units/week.

The profit is

P(x) = R(x) - C(x) = 10x - x^2/1000 - 5000 - 2x = 8x - x^2/1000 - 5000

We'll approx Delta R and Delta P with dR and dP.

dR(x) = R'(x)dx = d/dx (10x - x^2/1000) dx = (10 - x/500)dx
dP(x) = P'(x)dx = (8 - x/500)dx

Here x = 1000 and dx = 10, dR = (10 - 2)10 = \$80/week dP = (8 - 2)10 = \$60/week.

Notes

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EXERCISE

- 1. Find the indicated quantities for f(x) = 2x^2
a. Delta y, Delta x and Delta y/Delta x; given x1 = 2 and x2 = 6.
b. f(x1+Delta x) - f(x1)/Delta x; given x1 = 2.
2. Evaluate dy and Delta y for f(x) = x^2 - 5, where x = 5 and dx = Delta x = 0.01.
3. Find Delta y and dy for y = x - x^2 when x = 1.
4. The total monthly profit (in dollars) that Mandy's Painted Murals earns when the company is contracted to paint x murals in a month can be modelled by P(x) = -5x^2 + 500x, where 0 <= x <= 100. Use dP to approximate the change in profit if production increased from 40 to 50 murals per month. Compare this value with the actual change in profit Delta P.

Notes

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Learning Objectives

- Solve applications involving marginal cost/revenue/profit.
- Solve applications involving marginal average cost/revenue/profit.

Notes

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Remember that marginal refers to an instantaneous rate of change, that is, a derivative.

DEFINITION Marginal Cost

If x is the number of units of a product produced in some time interval, then

Total cost = C(x)
Marginal cost = C'(x)

DEFINITION Marginal Revenue

If x is the number of units of a product sold in some time interval, then

Total revenue = R(x)
Marginal revenue = R'(x)

Notes

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DEFINITION Marginal Profit

If x is the number of units of a product produced and sold in some time interval, then

Total profit = P(x) = R(x) - C(x)
Marginal profit = P'(x) = R'(x) - C'(x)

Marginal Cost & Exact Cost

Assume that C(x) is the total cost of producing x items. Then the exact cost of producing the (x + 1) item is

C(x + 1) - C(x).

The marginal cost is an approximation of the exact cost.

C'(x) ≈ C(x + 1) - C(x).

Note that similar statement are true for revenue and profit

Notes

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EXAMPLE 1

The total cost of producing x guitar is

C(x) = 1000 + 100x - 0.25x^2

- 1 Find the exact cost of producing the 51st guitar
- 2 Use the marginal cost to approximate the cost of producing the 51st guitar
- 1 The exact cost is

C(x + 1) - C(x) = 1000 + 100(x + 1) - 0.25(x + 1)^2 - 1000 - 100x + 0.25x^2
= 100 - 0.5x - 0.25 = 99.75 - 0.5x

So C(51) - C(50) = 99.75 - 0.5 · 50 = \$74.75

- 2 The marginal cost is C'(x) = 100 - 0.5x.
- So C'(50) = 100 - 25 = \$75

Notes

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DEFINITION Marginal Average Cost

If  $x$  is the number of units of a product produced in some time interval, then

Average cost per unit  $= \overline{C}(x) = \frac{C(x)}{x}$

Marginal average cost  $= \overline{C}'(x) = \frac{d}{dx} \overline{C}(x)$

DEFINITION Marginal Average Revenue

If  $x$  is the number of units of a product sold in some time interval, then

Average revenue per unit  $= \overline{R}(x) = \frac{R(x)}{x}$

Marginal average revenue  $= \overline{R}'(x) = \frac{d}{dx} \overline{R}(x)$

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DEFINITION Marginal Average Profit

If  $x$  is the number of units of a product produced and sold in some time interval, then

Average profit per unit  $= \overline{P}(x) = \frac{P(x)}{x}$

Marginal average profit  $= \overline{P}'(x) = \frac{d}{dx} \overline{P}(x)$

WARNING!

To calculate the marginal average, you must calculate the average first and then the derivative.

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EXERCISE

The total cost of printing  $x$  dictionaries is

$C(x) = 20000 + 10x$

- 1 Find the average cost per unit if 1000 dictionaries are produced.
- 2 Find the marginal average cost at a production level of 1000 dictionaries.
- 3 Use the results from above to estimate the average cost per dictionary if 1001 dictionaries are produced.

1

$$\overline{C}(x) = \frac{C(x)}{x} = \frac{20000 + 10x}{x}$$
$$\overline{C}(1000) = \frac{20000 + 10000}{1000} = \$30$$

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EXERCISE

The total cost of printing  $x$  dictionaries is

$C(x) = 20000 + 10x$

- 1 Find the average cost per unit if 1000 dictionaries are produced.
- 2 Find the marginal average cost at a production level of 1000 dictionaries.
- 3 Use the results from above to estimate the average cost per dictionary if 1001 dictionaries are produced.

2 The marginal average cost is

$$\overline{C}'(x) = \frac{d}{dx} \left( \frac{C(x)}{x} \right) = \frac{d}{dx} \left( \frac{20000 + 10x}{x} \right) = \frac{-2000}{x^2}$$
$$\overline{C}'(1000) = \frac{-20000}{1000^2} = -0.02$$

This mean that is you raise production from 1000 to 1001 dictionaries, the price per book will fall approximately 2 cents.

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EXERCISE

The total cost of printing  $x$  dictionaries is

$$C(x) = 20000 + 10x$$

- 1 Find the average cost per unit if 1000 dictionaries are produced.
- 2 Find the marginal average cost at a production level of 1000 dictionaries.
- 3 Use the results from above to estimate the average cost per dictionary if 1001 dictionaries are produced.
- 3 Average cost for 1000 dictionaries = \$30  
Marginal average cost =  $-0.02$   
The average cost per dictionary for 1001 dictionaries would be the average for 1000, plus the marginal average cost, or

$$\$30 + \$(-0.02) = \$29.98$$

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EXERCISE

The price-demand equation and the cost function for production of television sets are given by

$$p(x) = 300 - \frac{x}{30}, \quad \text{and} \quad C(x) = 150000 + 30x$$

where  $x$  is the number of sets that can be sold at a price  $\$p$  per set, and  $C(x)$  is the total cost of producing  $x$  sets.

- 1 Find marginal cost.
- 2 Find the revenue function in terms of  $x$ .
- 3 Find the marginal revenue.
- 4 Find  $R'(1500)$ .
- 5 Find the profit function in terms of  $x$ .
- 6 Find the marginal profit.
- 7 Find  $P'(1500)$ .

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