

PROBLEM SOLVING

EXAMPLE 5
on p. 239
for Exs. 55–58

55. **ONLINE MUSIC** An online music store sells about 4000 songs each day when it charges \$1 per song. For each \$.05 increase in price, about 80 fewer songs per day are sold. Use the verbal model and quadratic function to find how the store can maximize daily revenue.

$$\begin{array}{rcc}
 \text{Revenue} & = & \text{Price} \cdot \text{Sales} \\
 \text{(dollars)} & & \text{(dollars/song)} \cdot \text{(songs)} \\
 \downarrow & & \downarrow \quad \downarrow \\
 R(x) & = & (1 + 0.05x) \cdot (4000 - 80x)
 \end{array}$$

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56. **DIGITAL CAMERAS** An electronics store sells about 70 of a new model of digital camera per month at a price of \$320 each. For each \$20 decrease in price, about 5 more cameras per month are sold. Write a function that models the situation. Then tell how the store can maximize monthly revenue from sales of the camera.

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57. **GOLDEN GATE BRIDGE** Each cable joining the two towers on the Golden Gate Bridge can be modeled by the function

$$y = \frac{1}{9000}x^2 - \frac{7}{15}x + 500$$

where x and y are measured in feet. What is the height h above the road of a cable at its lowest point?



58. **TAKS REASONING** A woodland jumping mouse hops along a parabolic path given by $y = -0.2x^2 + 1.3x$ where x is the mouse's horizontal position (in feet) and y is the corresponding height (in feet). Can the mouse jump over a fence that is 3 feet high? *Explain.*
59. **MULTIPLE REPRESENTATIONS** A community theater sells about 150 tickets to a play each week when it charges \$20 per ticket. For each \$1 decrease in price, about 10 more tickets per week are sold. The theater has fixed expenses of \$1500 per week.
- Writing a Model** Write a verbal model and a quadratic function to represent the theater's weekly profit.
 - Making a Table** Make a table of values for the quadratic function.
 - Drawing a Graph** Use the table to graph the quadratic function. Then use the graph to find how the theater can maximize weekly profit.