

l'Hopital's rule states that if $\lim_{x \rightarrow a} f(x) = \pm \lim_{x \rightarrow a} g(x) = L$, and $g'(a) \neq 0$, then

$$L = 0 \text{ or } L = \infty \quad \implies \quad \lim_{x \rightarrow a} \frac{f(x)}{g(x)} = \lim_{x \rightarrow a} \frac{f'(x)}{g'(x)}.$$

Both functions have to be differentiable in a neighborhood of a (but not necessarily at a).

1. **Warm up:** Answer the following questions.

- What is the slope of the line perpendicular to the tangent line of $y = x^2$?
- Explain in what cases can l'Hopital's rule be applied to $\lim_{x \rightarrow a} f(x)^{g(x)}$.
- True or False: The closer a linear approximation of f is taken to a particular value, the better estimate it will have of f of that value.

2. Let L_0 be the linear approximation of x^2 at 0, and L_k the linear approximation of x^2 at (k, k^2) . Find the point (x, y) where L_0 intersects L_k .

3. Evaluate the following limits using l'Hôpital's rule and other differentiation rules you know.

(a) $\lim_{x \rightarrow 1} \frac{x^n - 1}{x - 1}$

(e) $\lim_{x \rightarrow 0^+} \frac{\sin(x) - x}{x^3}$

(b) $\lim_{z \rightarrow 0} \frac{\tan(4z)}{\tan(7z)}$

(f) $\lim_{x \rightarrow 0^+} (\cos(x) - 1)^x$

(c) $\lim_{x \rightarrow 2^+} \frac{1}{x - 2} - \frac{1}{\ln(x - 1)}$

(g) $\lim_{x \rightarrow \pi/2^+} \frac{\sec(x)}{1 + \tan(x)}$

(d) $\lim_{x \rightarrow 0^+} (e^x + x)^{\frac{1}{4x}}$

(h) $\lim_{x \rightarrow 0^+} \frac{2 \ln(e^x - 1)}{\ln(3x)}$

4. Suppose that at price p , for $p \in (0, 10)$, the demand for a product is $f(p)$ kilograms, where $f(p) = 120 - 2p - p^2$.

- What is the price elasticity of demand when $p = 5$?
- What is the average elasticity of demand in the price interval $[5, 7]$?
- Is demand for this product elastic or inelastic on the domain $(0, 10)$? Why?