

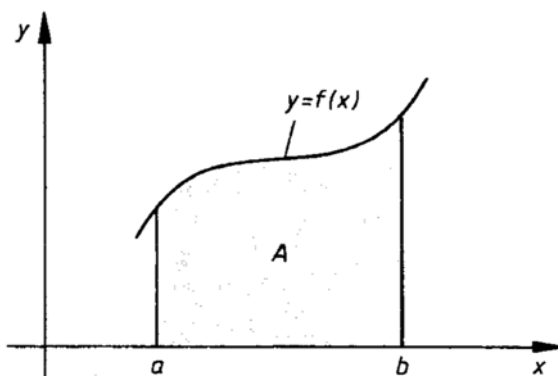
Definite integral

Area under a curve

$$f: D \rightarrow \mathbb{R} \quad (D \subseteq \mathbb{R})$$

$$x \mapsto y = f(x)$$

Suppose that $f(x) \geq 0$ on the interval $a \leq x \leq b$



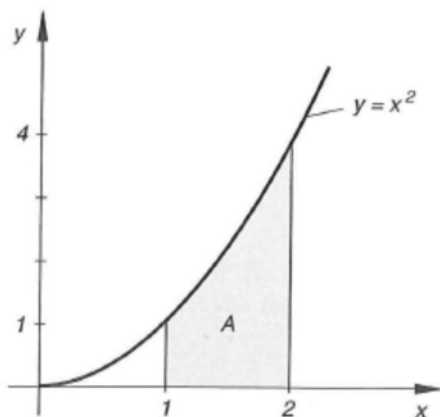
A = area between the graph of f and the x -axis on the interval $a \leq x \leq b$

Definition

The area A between the graph of f and the x -axis on the interval $a \leq x \leq b$ is the **definite integral** of f from a to b , denoted $\int_a^b f(x) dx$.

$$A = \int_a^b f(x) dx$$

Ex.: $f(x) = x^2$



$$A = \int_1^2 x^2 dx$$

Fundamental theorem of calculus

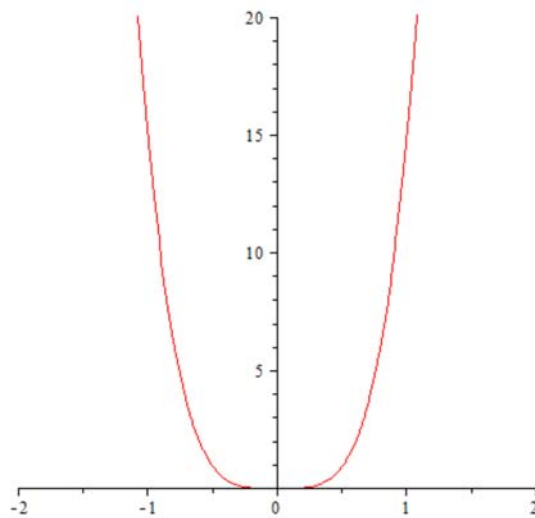
$$\int_a^b f(x) dx = [F(x)]_a^b = F(b) - F(a) \quad \text{where } F \text{ is any antiderivative of } f$$

Ex.: 1. $f(x) = x^2, a = 1, b = 2$

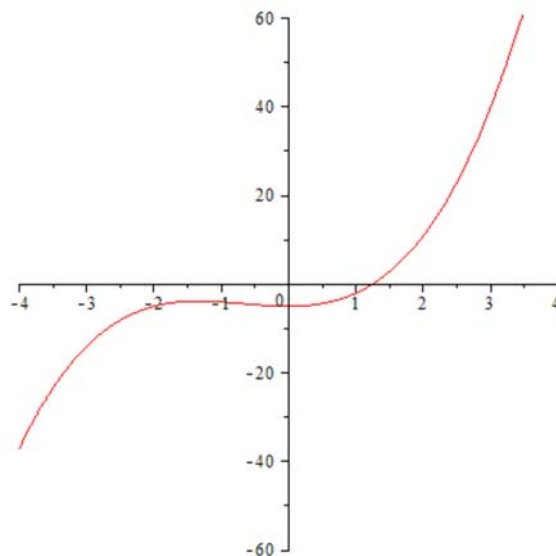
$$\int_1^2 x^2 dx = \left[\frac{x^3}{3} \right]_1^2 = \frac{2^3}{3} - \frac{1^3}{3} = \frac{7}{3} = 2.\bar{3}$$

2. $\int_0^2 x^3 dx = \left[\frac{x^4}{4} \right]_0^2 = \frac{2^4}{4} - \frac{0^4}{4} = \frac{16}{4} = 4$

3. $\int_{-1}^1 15x^4 dx = [3x^5]_{-1}^1 = 3 \cdot 1^5 - 3 \cdot (-1)^5 = 3 - (-3) = 6$



4. $\int_2^3 (x^3 + 2x^2 - 5) dx = \left[\frac{x^4}{4} + \frac{2x^3}{3} - 5x \right]_2^3 = \left(\frac{3^4}{4} + \frac{2 \cdot 3^3}{3} - 5 \cdot 3 \right) - \left(\frac{2^4}{4} + \frac{2 \cdot 2^3}{3} - 5 \cdot 2 \right) = \frac{287}{12} = 23.91\bar{6}$



Consumer's Surplus

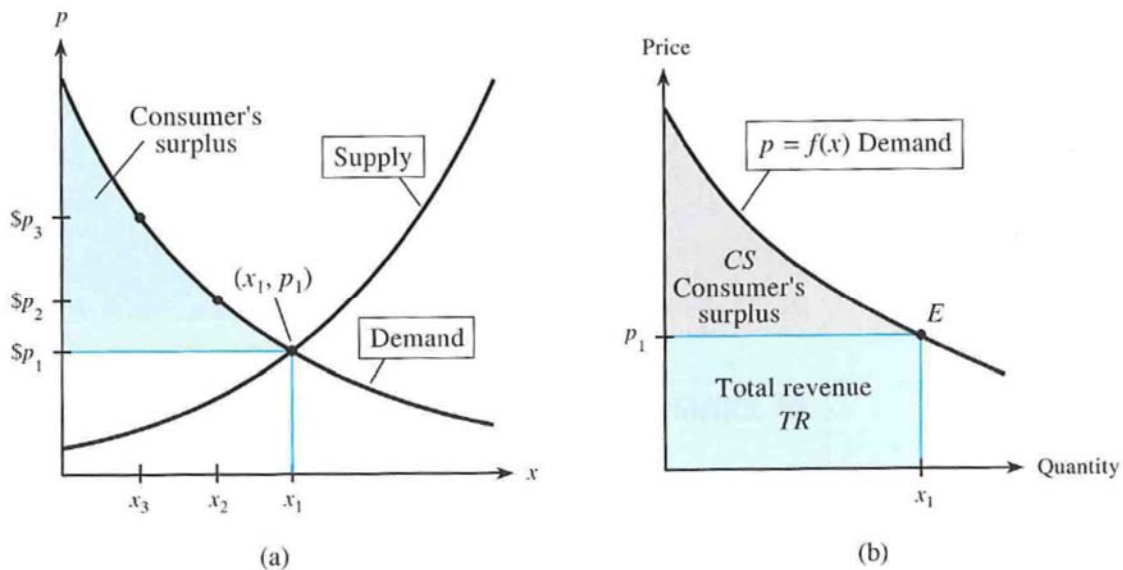
Suppose that the demand for a product is given by $p = f(x)$ and that the supply of the product is described by $p = g(x)$. The price p_1 where the graphs of these functions intersect is the **equilibrium price** (see Figure 13.21(a)). As the demand curve shows, some consumers (but not all) would be willing to pay more than $\$p_1$ for the product.

For example, some consumers would be willing to buy x_3 units if the price were $\$p_3$. Those consumers willing to pay more than $\$p_1$ are benefiting from the lower price. The total gain for all those consumers willing to pay more than $\$p_1$ is called the **consumer's surplus**, and under proper assumptions the area of the shaded region in Figure 13.21(a) represents this consumer's surplus.

Looking at Figure 13.21(b), we see that if the demand curve has equation $p = f(x)$, the consumer's surplus is given by the area between $f(x)$ and the x -axis from 0 to x_1 , *minus* the area of the rectangle denoted TR :

$$CS = \int_0^{x_1} f(x) dx - p_1 x_1$$

Note that with equilibrium price p_1 and equilibrium quantity x_1 , the product $p_1 x_1$ is the area of the rectangle that represents the total dollars spent by consumers and received as revenue by producers (see Figure 13.21(b)).



from: Harshbarger/Reynolds: Mathematical applications for the management, life, and social sciences
 Houghton Mifflin Company 2007, ISBN 978-0-618-73162-6
 p. 904

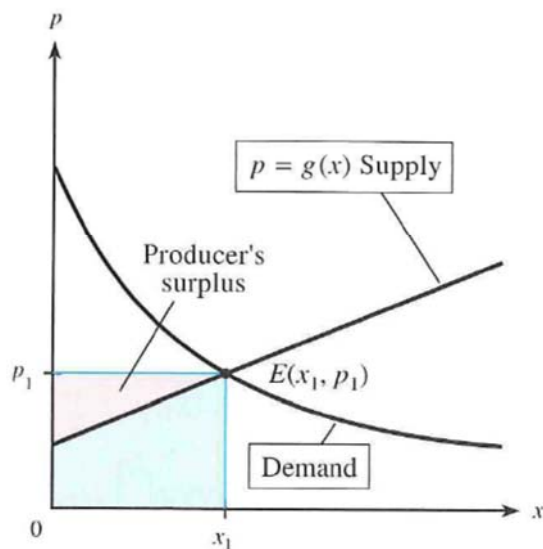
Producer's Surplus

When a product is sold at the equilibrium price, some producers will also benefit, for they would have sold the product at a lower price. The area between the line $p = p_1$ and the supply curve (from $x = 0$ to $x = x_1$) gives the producer's surplus (see Figure 13.23).

If the supply function is $p = g(x)$, the **producer's surplus** is given by the area between the graph of $p = g(x)$ and the x -axis from 0 to x_1 *subtracted from* the area of the rectangle $0x_1Ep_1$.

$$PS = p_1x_1 - \int_0^{x_1} g(x) dx$$

Note that p_1x_1 represents the total revenue at the equilibrium point.



from: Harshbarger/Reynolds: Mathematical applications for the management, life, and social sciences
Houghton Mifflin Company 2007, ISBN 978-0-618-73162-6
p. 906, 907