

$$\text{MAX } y = 1,2x - 45$$

$$0 \leq x \leq 70$$

$$U(x) = 1,2x - 45$$

$\uparrow$
 $P - CV \leftarrow$ MARG. d. CONTR. $\circ$ M.V.

$$y' = 1,2$$

$$1,2 = 0 \quad ? \quad \emptyset$$

$$A (0, -45) \quad \text{min dss}$$

$$B (70, 39) \quad \text{max dss} \quad \leftarrow$$

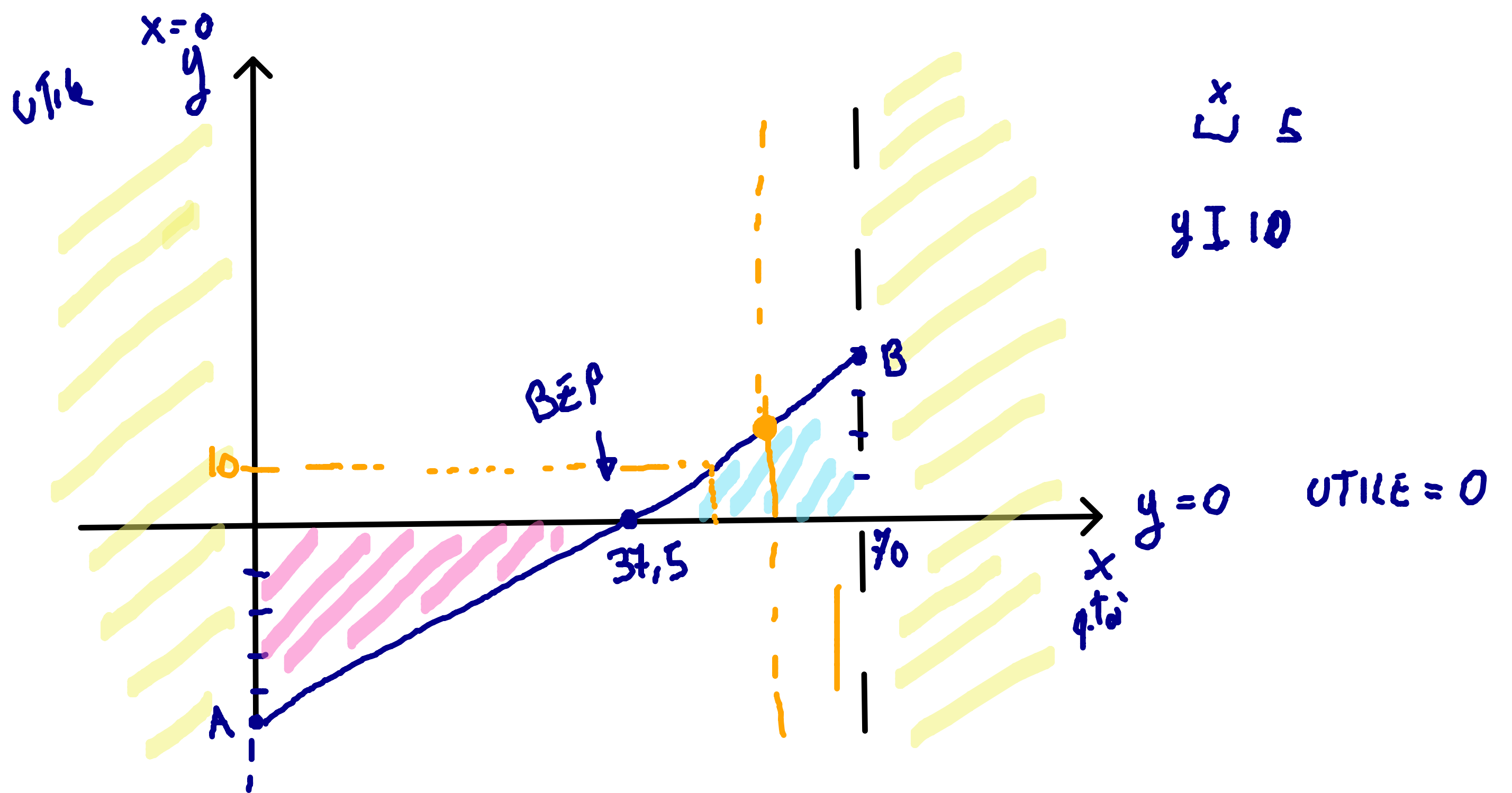
BEP

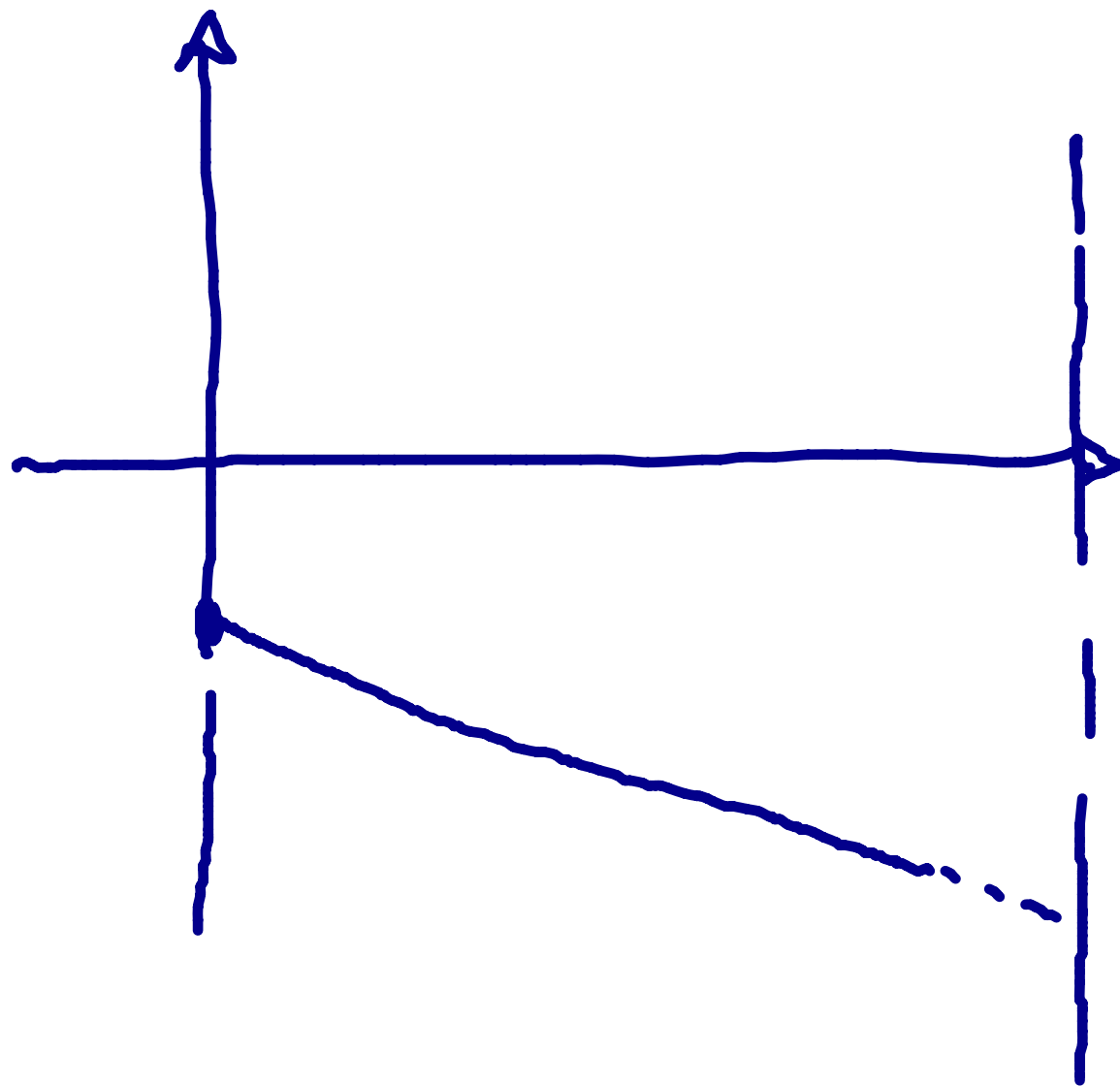
$$\begin{cases} y = 1,2x - 45 \\ y = 0 \end{cases}$$

$$1,2x - 45 = 0$$

$$\frac{1,2x}{1,2} = \frac{45}{1,2}$$

$$x = 37,5$$





MAX ASS. $X = 70$

MIN ASS. $X = 0$

BEP $X = 37,5$

Z.V. $37,5 < X \leq 70$

Z.P. $0 \leq X < 37,5$

$$U(x) = 1,20x - 45$$

$$x = 50 \quad U = ?$$

$$U(50) = 1,20 \cdot 50 - 45 = 15$$

$$U = 10 \quad x = ?$$

$$10 = 1,20x - 45$$

$$55 = 1,20x$$

$$x = 45,8$$