# EC5555 <br> Economics Masters Refresher Course in Mathematics September 2013 

Lecture 6 - Optimization with equality constraints<br>Francesco Feri

## Constrained optimization

The idea of constrained optimisation is that the choice of one variable often affects the amount of another variable that can be used

Eg if a firm employs more labour, this may affect the amount of capital it can afford to rent if it is restricted (constrained) by how much it can spend on inputs
when a consumer maximizes utility (the 'objective function'), $x$ and $y$ must be affordable - income provides the constraint.

When a government sets expenditure levels it faces constraints set by its income from taxes

Any optimal (eg profit maximising, cost minimising) quantities obtained when under a constraint may be different from the quantities that might be achieved if the agent were unconstrained

## Binding and non-binding constraints

A constraint is binding if at the optimum the constraint function holds with equality (sometimes called an equality constraint) giving a boundary solution somewhere on the constraint itself
Otherwise the constraint is non-binding or slack (sometimes called an inequality constraint)

If the constraint is binding we can use the Lagrangean technique (see later)
Often we can use our economic understanding to tell us if a constraint is binding

- Example: a non-satiated consumer will always spend all her income so the budget constraint will be satisfied with equality

But in general we do not know whether a constraint will be binding ( $=,>$ or $<$ )
In this case we use a technique which is related to the Lagrangean, but which is slightly more general called linear programming, or in the case of non-linear inequality constraints, non-linear programming or Kuhn-Tucker_programming after its main inventors

## Objectives and constraints - example

A firm chooses output $x$ to maximize a profit function $\pi=-x^{2}+10 x-6$
Because of a staff shortage, it cannot produce an output higher than $x=4$ What are the objective and constraint functions?

The objective function: $\pi=-x^{2}+10 x-6$

The constraint: $x \leq 4$ or $0 \leq 4-x$


A firm chooses output $x$ to maximize a profit function $\pi=-x^{2}+10 x-6$. It cannot produce an output higher than $x=4$.

The objective function: $\pi=-x^{2}+10 x-6$
The constraint: $x \leq 4$ or $0 \leq 4-x$

Note that without the constraint the optimum is $x=5$
So the constraint is binding (but a constraint of, say, $x \leq 6$ would not be)

- In general it is not always easy to see this



## Constrained optimization with two variables and one constraint

The problem is:

$$
\begin{gathered}
\max _{\{x, y\}} f(x, y) \\
\text { s.t } g(x, y)=c
\end{gathered}
$$

To get the solution we have to write the Lagrangean:

$$
L(x, y, \lambda)=f(x, y)-\lambda(g(x, y)-c)
$$

where $\lambda$ is a new variable
The candidates to the solution are the stationary points of the lagrangean, i.e. all points that satisfy the following system of equations:

$$
\left\{\begin{array}{c}
f_{1}(x, y)-\lambda g_{1}(x, y)=0 \\
f_{2}(x, y)-\lambda g_{2}(x, y)=0 \\
g(x, y)=c
\end{array}\right.
$$



$$
\begin{aligned}
& \frac{f_{1}\left(x^{*}, y^{*}\right)}{f_{2}\left(x^{*}, y^{*}\right)}=\frac{g_{1}\left(x^{*}, y^{*}\right)}{g_{2}\left(x^{*}, y^{*}\right)} \\
& \frac{f_{1}\left(x^{*}, y^{*}\right)}{g_{1}\left(x^{*}, y^{*}\right)}=\frac{f_{2}\left(x^{*}, y^{*}\right)}{g_{2}\left(x^{*}, y^{*}\right)}
\end{aligned}
$$

$$
\frac{f_{1}\left(x^{*}, y^{*}\right)}{g_{1}\left(x^{*}, y^{*}\right)}=\frac{f_{2}\left(x^{*}, y^{*}\right)}{g_{2}\left(x^{*}, y^{*}\right)}=\lambda
$$

Using $\frac{f_{1}\left(x^{*}, y^{*}\right)}{g_{1}\left(x^{*}, y^{*}\right)}=\lambda$ we get $f_{1}\left(x^{*}, y^{*}\right)-\lambda g_{1}\left(x^{*}, y^{*}\right)=0$
Using $\frac{f_{2}\left(x^{*}, y^{*}\right)}{g_{2}\left(x^{*}, y^{*}\right)}=\lambda$ we get $f_{2}\left(x^{*}, y^{*}\right)-\lambda g_{2}\left(x^{*}, y^{*}\right)=0$
Moreover the solution has to satisfy the constraint $g\left(x^{*}, y^{*}\right)=c$
Then the solution has to satisfy the following three equations:

$$
\begin{gathered}
f_{1}\left(x^{*}, y^{*}\right)-\lambda g_{1}\left(x^{*}, y^{*}\right)=0 \\
f_{2}\left(x^{*}, y^{*}\right)-\lambda g_{2}\left(x^{*}, y^{*}\right)=0 \\
g\left(x^{*}, y^{*}\right)=c
\end{gathered}
$$

These equations can be viewed as the the derivatives of the Lagrangean

$$
L(x, y, \lambda)=f(x, y)-\lambda(g(x, y)-c)
$$

with respect to $x, y$ and $\lambda$ to be zero
The first two are know as the first order conditions

Let

- $f$ and $g$ be continuously differentiable functions of two variables defined on the set $S$,
- c be a number
- suppose that $\left(x^{*}, y^{*}\right)$ is an interior point of $S$ that solves the problem

$$
\max _{x, y} f(x, y) \text { subject to } g(x, y)=c
$$

Suppose also that

$$
\text { either } g_{1}\left(x^{*}, y^{*}\right) \neq 0 \text { or } g_{2}\left(x^{*}, y^{*}\right) \neq 0
$$

Then there is a unique number $\lambda$ such that $\left(x^{*}, y^{*}\right)$ is a stationary point of the Lagrangean

$$
L(x, y)=f(x, y)-\lambda(g(x, y)-c)
$$

That is, $\left(x^{*}, y^{*}\right)$ satisfies the first-order conditions.

$$
\begin{aligned}
L_{1}\left(x^{*}, y^{*}\right)= & f_{1}\left(x^{*}, y^{*}\right)-\lambda g_{1}\left(x^{*}, y^{*}\right)=0 \\
L_{2}\left(x^{*}, y^{*}\right)= & f_{2}\left(x^{*}, y^{*}\right)-\lambda g_{2}\left(x^{*}, y^{*}\right)=0 . \\
& \text { ans } g\left(x^{*}, y^{*}\right)=c .
\end{aligned}
$$

## Procedure for the solution

1. Find all stationary points of the Lagrangean
2. Find all points $(\mathrm{x}, \mathrm{y})$ that satisfy $g_{1}(x, y)=0, g_{2}(x, y)=0$ and $g(x, y)=c$
3. If the set S has boundary points, find all boundary points $(x, y)$ that satisfy $g(x, y)=c$
4. The points you have found at which $f(x, y)$ is largest are the maximizers of $f(x, y)$

Example

$$
\max _{\{x, y\}} x^{a} y^{b} \text { s.t } x+y=10
$$

where $a, b>0$ and $x^{a} y^{b}$ is defined on the set of points $(x, y)$ with $x \geq 0 y \geq 0$.

$$
L(x, y, \lambda)=x^{a} y^{b}-\lambda(x+y-10)
$$

1. We solve: $a x^{a-1} y^{b}-\lambda=0$

$$
\begin{aligned}
& b x^{a} y^{b-1}-\lambda=0 \\
& x+y=10
\end{aligned}
$$

$$
\begin{gathered}
x=\frac{10 a}{a+b} \quad y=\frac{10 b}{a+b} \quad \lambda=\frac{a^{a} b^{b}}{(a+b)^{a+b-1}} \cdot 10^{a+b-1} \\
x^{a} y^{b}=\left(\frac{10 a}{a+b}\right)^{a}\left(\frac{10 b}{a+b}\right)^{b}>0
\end{gathered}
$$

2. $g_{1}(x, y)=1, g_{2}(x, y)=1$ then no values s.t. $g_{1}(x, y)=0, g_{2}(x, y)=0$
3. The boundary points of the set on which the objective function is defined is the set of points $(x, y)$ with either $x=0$ or $y=0$. At every such point the value of objectve function is 0
4. Then the solution of the problem is $x=\frac{10 a}{a+b} \quad y=\frac{10 b}{a+b}$

## Interpretation of $\boldsymbol{\lambda}$

$$
f^{* \prime}(c)=\lambda^{*}(c)
$$

the value of the Lagrange multiplier at the solution of the problem is equal to the rate of change in the maximal value of the objective function as the constraint is relaxed.

Example: $\max _{\{x\}} x^{2}$ s.t $x=c$
solution is $x=c$ so the maximized value of the objective function is $c^{2}$.
Its derivative respect to $c$ is $2 c$

Now consider the Lagrangean

$$
L(x)=x^{2}-\lambda(x-c)
$$

The FOC is $2 x-\lambda=0$.
Then $x=c$ and $\lambda=2 c$ satisfy FOC and the constraint. Note that $\lambda$ is equal to the derivative of the maximized value of the fct w.r.t. $c$

## Conditions under which a stationary point is a local optimum

$$
\begin{gathered}
\max _{\{x, y\}} f(x, y) \\
\text { s.t } g(x, y)=c \\
L(x, y)=f(x, y)-\lambda(g(x, y)-c)
\end{gathered}
$$

Borderd Hessian of the Lagrangean

$$
\begin{aligned}
& \begin{array}{ccc}
0 & g_{1}(x, y) & g_{2}(x, y) \\
H_{b}(x, y, \lambda)=g_{1}(x, y) & f_{11}(x, y)-\lambda g_{11}(x, y) & f_{12}(x, y)-\lambda g_{12}(x, y)
\end{array} \\
& g_{2}(x, y) \quad f_{21}(x, y)-\lambda g_{21}(x, y) \quad f_{22}(x, y)-\lambda g_{22}(x, y)
\end{aligned}
$$

Suppose that it exists a value $\lambda^{*}$ such that $\left(x^{*}, y^{*}\right)$ is a stationary point of the Lagrangean.
To check if it is a local maximum

1) Compute the bordered Hessian at the values $\left(x^{*}, y^{*}, \lambda^{*}\right)$, i.e. $H_{b}\left(x^{*}, y^{*}, \lambda^{*}\right)$
2) Compute its determinant, i.e. $D\left(x^{*}, y^{*}, \lambda^{*}\right)=\left|H_{b}\left(x^{*}, y^{*}, \lambda^{*}\right)\right|$
3) If $D\left(x^{*}, y^{*}, \lambda^{*}\right)>0$ then $\left(x^{*}, y^{*}\right)$ is a local maximizer

Note, if $D\left(x^{*}, y^{*}, \lambda^{*}\right)<0$ then $\left(x^{*}, y^{*}\right)$ is a local minimizer

## Example

$$
\max _{\{x, y\}} x^{3} y \text { subject to } x+y=6
$$

We simplify the problem using a log transformation

$$
\begin{gathered}
\max _{\{x, y\}} 3 \ln x+\ln y \text { subject to } x+y=6 . \\
L(x, y)=3 \ln x+\ln y-\lambda(x+y-6)
\end{gathered}
$$

FOC are

$$
\begin{aligned}
& \frac{3}{x}-\lambda=0 \\
& \frac{1}{y}-\lambda=0 \\
& x+y=6
\end{aligned}
$$

The solution is $x=4.5, y=1.5, \lambda=\frac{2}{3}$
Borderd Hessian of the Lagrangean is

$$
H_{b}(x, y, \lambda)=\begin{array}{ccc}
0 & 1 & 1 \\
1 & -\frac{3}{x^{2}} & 0 \\
1 & 0 & -\frac{1}{y^{2}}
\end{array}
$$

The determinant is $\frac{3}{x^{2}}+\frac{1}{y^{2}}>0$, then the solution is a local maxmizer

## Conditions under which a stationary point is a global optimum

- Suppose that $f$ and $g$ are continuously differentiable functions defined on an open convex subset $S$ of two-dimensional space and
- suppose that there exists a number $\lambda^{*}$ such that $\left(x^{*}, y^{*}\right)$ is an interior point of $S$ that is a stationary point of the Lagrangean

$$
\mathrm{L}(x, y)=f(x, y)-\lambda^{*}(g(x, y)-c) .
$$

- Suppose further that $g\left(x^{*}, y^{*}\right)=c$.
- Then if L is concave then $\left(x^{*}, y^{*}\right)$ solves the problem

$$
\max _{x, y} f(x, y) \text { subject to } g(x, y)=c
$$

## Example

Consider the previous example

$$
\max _{\{x, y\}} x^{3} y \text { subject to } x+y=6
$$

We found that the solution of the FOC $x=4.5, y=1.5, \lambda=\frac{2}{3}$ is a local minimizer.
Is it a global maxmizer?
For a global maximizer we need that lagrangean is concave

$$
L(x, y)=3 \ln x+\ln y-\lambda(x+y-6)
$$

Given that constraint is linear we need to check the objective function The hessian of the objective function is

$$
\begin{gathered}
-\frac{3}{x^{2}} \quad 0 \\
0 \quad-\frac{1}{y^{2}} \\
M_{1}=-\frac{3}{x^{2}}<0 \text { for all } x>0 \\
M_{2}=\frac{3}{x^{2}} \frac{1}{y^{2}}>0 \text { for all } x, y>0
\end{gathered}
$$

Then the hessian is positive definite, so the objective functionis strictly concave, and the point $x=4.5, y=1.5$ is a global maximum.

## Optimization with equality constraints: $\boldsymbol{n}$ variables, $\boldsymbol{m}$ constraints

Let $f$ and $g_{1}, \ldots, g_{m}$ be continuously differentiable functions of $n$ variables defined on the set $S$,
let $c_{j}$ for $j=1, \ldots, m$ be numbers, and suppose that $x^{*}$ is an interior point of $S$ that solves the problem:
$\max _{x} f(x)$ subject to $g_{j}(x)=c_{j}$ for $j=1, \ldots, m$
Suppose also that $\left(\partial g / \partial x_{i}\right)\left(x^{*}\right) \square 0$ for all I
Then there are unique numbers $\lambda_{1}, \ldots, \lambda_{m}$ such that $x^{*}$ is a stationary point of the Lagrangean function $L$ defined by

$$
\mathrm{L}(x)=f(x)-\sum_{j=1}{ }^{m} \lambda_{j}\left(g_{j}(x)-c_{j}\right) .
$$

That is, $x^{*}$ satisfies the first-order conditions:
$\mathrm{L}_{i}^{\prime}\left(x^{*}\right)=f_{i}^{\prime}\left(x^{*}\right)-\sum_{j=1} m_{j}\left(\partial g / \partial x_{i}\right)\left(x^{*}\right)=0$ for $i=1, \ldots, n$.
In addition, $g_{j}\left(x^{*}\right)=c_{j}$ for $j=1, \ldots, m$.

## Conditions under which necessary conditions are sufficient

Suppose that $f$ and $g_{j}$ for $j=1, \ldots, m$ are continuously differentiable functions defined on an open convex subset $S$ of $n$-dimensional space and let $x^{*} \in S$ be an interior stationary point of the Lagrangean:
$L(x)=f(x)-\sum_{j=1}^{m} \lambda_{j}^{*}\left(g_{j}(x)-c_{j}\right)$.
Suppose further that $g_{j}\left(x^{*}\right)=c_{j}$ for $j=1, \ldots, m$.
Then if L is concave then $x^{*}$ solves the constrained maximization problem

## Interpretation of $\boldsymbol{\lambda}$

Consider the problem

$$
\max _{x} f(x) \text { subject to } g_{j}(x)=c_{j} \text { for } j=1, \ldots, m
$$

Let $x^{*}(c)$ be the solution of this problem, where $c$ is the vector $\left(c_{1}, \ldots, c_{m}\right)$ and let $f^{*}(c)$ $=f\left(x^{*}(c)\right)$.

Then we have

$$
f_{j}^{*}(c)=\lambda_{j}(c) \text { for } j=1, \ldots, m,
$$

where $\lambda_{j}$ is the value of the Lagrange multiplier on the $j$ th constraint at the solution of the problem.

The value of the Lagrange multiplier on the fth constraint at the solution of the problem is equal to the rate of change in the maximal value of the objective function as the fth constraint is relaxed.

If the $j$ th constraint arises because of a limit on the amount of some resource, then we refer to $\lambda_{j}(c)$ as the shadow price of the $j$ th resource.

## Quasi-convex functions

$$
\begin{array}{ll}
f\left(x^{\prime \prime}\right)=f\left(\lambda x+(1-\lambda) x^{\prime}\right) \leq \max \left(f(x), f\left(x^{\prime}\right)\right) & \text { quasi convex } \\
f\left(x^{\prime \prime}\right)=f\left(\lambda x+(1-\lambda) x^{\prime}\right)<\max \left(f(x), f\left(x^{\prime}\right)\right) & \text { strictly quasi convex }
\end{array}
$$

it is always true that a function evaluated at a point that lies on a line between any 2 points does not give a higher value than either of the 2 points (rather than a weighted average of the 2 points)

Note that a convex function is also quasi-convex

But the opposite is not true

$$
f\left(x^{\prime \prime}\right)=f\left(\lambda x+(1-\lambda) x^{\prime}\right) \leq \max \left(f(x), f\left(x^{\prime}\right)\right)
$$

Note that a convex function is also quasi-convex
The bottom left picture shows that the opposite is not true




## Quasi-concave functions

$$
\begin{array}{ll}
f\left(x^{\prime \prime}\right)=f\left(\lambda x+(1-\lambda) x^{\prime}\right) \geq \min \left(f(x), f\left(x^{\prime}\right)\right) & \text { quasi concave } \\
f\left(x^{\prime \prime}\right)=f\left(\lambda x+(1-\lambda) x^{\prime}\right)>\min \left(f(x), f\left(x^{\prime}\right)\right) \quad \text { strictly quasi concave }
\end{array}
$$

it is always true that function evaluated at a point that lies on a line between any 2 points gives a higher value than either of the 2 points

A concave function is also quasi-concave, but the opposite is not true

If $f(x)>f\left(x^{\prime}\right)$ and $f\left(\lambda x+(1-\lambda) x^{\prime}\right) \geq f\left(x^{\prime}\right)$ te function is explicitly quasi concave


## The importance of concavity and quasi-concavity

Consider the problem
$\max _{x} f(x)$ subject to $g_{j}(x)=c_{j}$ for $j=1, \ldots, m$
and let $x^{*}$ be a stationary point of the lagrangean
If

1. $f(x)$ is explicitly quasi-concave
2. The constrained set is convex
3. then $x^{*}$ is a global maximum

If

1. $f(x)$ is strictly quasi-concave
2. The constrained set is convex
3. then $x^{*}$ is the unique global maximum

## Convex sets.

A convex set, $X$, is such that for any two elements of the set, $x$ and $x$ any convex combination of them is also a member of the set.


More formally, X is convex if for all x and $\mathrm{x}^{\prime} \varepsilon \mathrm{X}$, and $0 \leq \lambda \leq 1, \mathrm{x}^{\prime \prime}=\lambda \mathrm{x}+(1-\lambda) \mathrm{x}^{\prime} \varepsilon \mathrm{X}$.

Sometimes X is described as strictly convex if for any $0<\lambda<1, x^{\prime \prime}$ is in the interior of $X$ (i.e. not on the edges)
e.g. convex but not strictly convex


## Convex sets.

If, for any two points in the set S , the line segment connecting these two points lie entirely in S , then S is a convex set.


## Non-Convex sets.



## Exercise - which of these sets is convex?

1. The set of real numbers.
2. 


3.


## A different definition of quasi concavity

Let $f$ be a multivariate function defined on the set $S$.
$f$ is quasi concave if, for any number $a$, the set of points for which $f(x) \geq a$ is convex.
For any real number $a$, the set
$P_{a}=\{x \in S: f(x) \geq a\}$ is called the upper level set of $f$ for a.

The multivariate function $f$ defined on a convex set $S$ is quasiconcave if every upper level set of $f$ is convex. (That is, $P_{a}=\{x \in S: f(x) \geq a\}$ is convex for every value of $a$.)

## Examples

1. $f(x, y)=x^{2}+y^{2}$.

The upper level set of $f$ for $a$ is the set of pairs $(x, y)$ such that $x^{2}+y^{2} \geq a$.
Thus for $a>0$ it the set of point out of a disk of radius $a$, then the upper level set is not convex
2. $f(x, y)=-x^{2}-y^{2}$.

The upper level set of $f$ for $a$ is the set of pairs $(x, y)$ such that $-x^{2}-y^{2} \geq a$, or $x^{2}+y^{2} \leq-a$.

Thus for $a>0$ the upper level set $P_{a}$ is empty
for $a<0$ it is the set of points inside a disk of radius $a$.

## Checking quasi concavity

To determine whether a twice-differentiable function is quasi concave or quasi convex, we can examine the determinants of the bordered Hessians of the function, defined as follows:

$$
\begin{array}{cccc}
0 & f_{1}(x) & f_{2}(x) & f_{n}(x) \\
f_{1}(x) & f_{11}(x) & f_{12}(x) & f_{1 n}(x) \\
B=f_{2}(x) & f_{21}(x) & f_{22}(x) & f_{2 n}(x) \\
f_{n}(x) & f_{n 1}(x) & f_{n 2}(x) & f_{n n}(x)
\end{array}
$$

We have to compute the determinants of the leading principal minors
$\left|B_{1}\right|=\left|\begin{array}{cc}0 & f_{1}(x) \\ f_{1}(x) & f_{11}(x)\end{array}\right|,\left|B_{2}\right|=\left|\begin{array}{ccc}0 & f_{1}(x) & f_{2}(x) \\ f_{1}(x) & f_{11}(x) & f_{12}(x) \\ f_{2}(x) & f_{21}(x) & f_{22}(x)\end{array}\right|, \ldots$

If $\left|B_{x}\right|$ are positive if x is even and negative if x is odd then f is quasi concave

If $\left|B_{x}\right|$ are strictly positive if x is even and strictly negative if x is odd then f is strictly quasi concave

If $\left|B_{x}\right|$ are negative then $f$ is quasi convex

If $\left|B_{x}\right|$ are strictly negative then $f$ is strictly quasi convex
for all $x$ in the set where function $f$ is defined

## Envelope theorem: unconstrained problem

Let $f(x, r)$ be a continuously differentiable function where $x$ is an $n$-vector of variables and $r$ is a $k$-vector of parameters.
The maximal value of the function is given by $f\left(x^{*}(r), r\right)$
where $x^{*}(r)$ is the vector of variables x that maximize f and that are function of $r$.
Note that we can write $f\left(x^{*}(r), r\right)$ as $f^{*}(r)$
(because in this function only parameters appear)

If the solution of the maximization problem is a continuously differentiable function of $r$ then:

$$
\frac{d f *(r)}{d r_{i}}=\frac{d f(\mathrm{x}, r)}{d r_{i}} \text { evaluated in } x^{*}(r)
$$

the change in the maximal value of the function as a parameter changes is the change caused by the direct impact of the parameter on the function, holding the value of $x$ fixed at its optimal value;
the indirect effect, resulting from the change in the optimal value of $x$ caused by a change in the parameter, is zero

Example

$$
\max p \ln x-c x
$$

FOC is $\frac{p}{x}-c=0$
then $x^{*}=\frac{p}{c}$
and $f^{*}(p, c)=p \ln \frac{p}{c}-p$
The effect of a change of parameter c on the maximized value is:

$$
\frac{d f^{*}(p, c)}{d c}=-\frac{p}{c}
$$

Consider the derivative of the objective function evaluated at the solution $x^{*}$

$$
\frac{d p \ln x-c x}{d c}=-x
$$

Evaluating it in $x^{*}=\frac{p}{c}$ we get $-\frac{p}{c}$

## Envelope theorem: constrained problems

Let $f(x, r)$ be a continuously differentiable function where $x$ is an $n$-vector of variables and $r$ is a $k$-vector of parameters.
The maximal value of the function is given by $f\left(x^{*}(r), r\right)$ where $x^{*}(r)$ is the vector of variables x that maximize f and that are function of $r$. Note that we can write $f\left(x^{*}(r), r\right)$ as $f^{*}(r)$
Then

$$
\frac{d f^{*}(r)}{d r_{i}}=\frac{d L(\mathrm{x}, r)}{d r_{i}} \text { evaluated at the solution } x *(r)
$$

where the function $L$ is the Lagrangean of the problem

## Example

$$
\begin{gathered}
\max _{\{x, y\}} x y \text { s.t } x+y=B \\
L(x, y, \lambda)=x y-\lambda(x+y-B)
\end{gathered}
$$

we solve: $\quad y-\lambda=0$

$$
\begin{aligned}
& x-\lambda=0 \\
& x+y=B
\end{aligned}
$$

$$
\text { then } x^{*}=y^{*}=\lambda^{*}=\frac{B}{2}
$$

and $f^{*}(B)=\frac{B^{2}}{4}$
The effect of a change of parameter $c$ on the maximized value is:

$$
\frac{d f^{*}(B)}{d B}=\frac{B}{2}
$$

Consider the derivative of the Lagrangean evaluated at the solution $x^{*}$

$$
\frac{d(x y-\lambda(x+y-B))}{d B}=\frac{B}{2}
$$

