1a) Jill's shoe purchase at $ 29.99

Rule : A rational consumer ~~by~~ buys until Marginal Benefit (MB) = Price (P)

Pairs	MB ($)	Price ($)	~~By~~ Buy?
1	50	29.99	Yes
2	40	29.99	Yes
3	30	29.99	Yes
4	20	29.99	No
5	10	29.99	No

Answer : Jill ~~by~~ buys 3 pairs per year.

1b) Jill's purchases if price rises to $ 39.99

Pairs	MB($)	Price ($)	Buy?
1	50	39.99	Yes
2	40	39.99	Yes
3	30	39.99	No

Answer : Jill buys 2 pairs per year.

3. Joe's shoe purchases at $29.99

Joe's MB = 2 x Jill's MB

Pairs	Jill's MB	Joe's MB	Price ($)	Buy?
1	50	100	29.99	Yes
2	40	80	29.99	Yes
3	30	60	29.99	Yes
4	20	40	29.99	Yes
5	10	20	29.99	NO

Answer: Joe ~~by~~ buy 4 pairs per year