The graph of a function $y = ab^x$ is a vertical stretch or shrink of the graph of $y = b^x$. The y-intercept of the graph of $y = ab^x$ occurs at $(0, a)$ rather than $(0, 1)$.

EXAMPLE 2 Graph $y = ab^x$ for $b > 1$

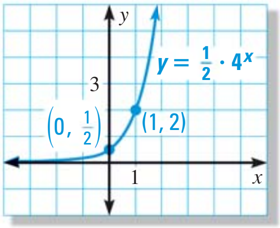
Graph the function.

a. $y = \frac{1}{2} \cdot 4^x$

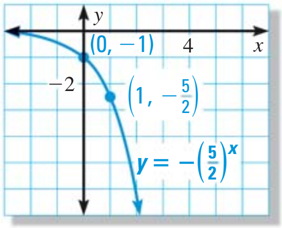
b. $y = -\left(\frac{5}{2}\right)^x$

Solution

a. Plot $\left(0, \frac{1}{2}\right)$ and $(1, 2)$. Then, from *left* to *right*, draw a curve that begins just above the x-axis, passes through the two points, and moves up to the right.



b. Plot $(0, -1)$ and $\left(1, -\frac{5}{2}\right)$. Then, from *left* to *right*, draw a curve that begins just below the x-axis, passes through the two points, and moves down to the right.



CLASSIFY FUNCTIONS

Note that the function in part (b) of Example 2 is not an exponential growth function because $a = -1 < 0$.

TRANSLATIONS To graph a function of the form $y = ab^{x-h} + k$, begin by sketching the graph of $y = ab^x$. Then translate the graph horizontally by h units and vertically by k units.

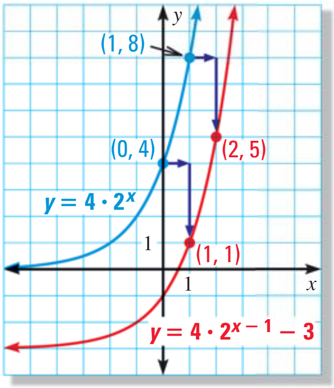
EXAMPLE 3 Graph $y = ab^{x-h} + k$ for $b > 1$

Graph $y = 4 \cdot 2^{x-1} - 3$. State the domain and range.

Solution

Begin by sketching the graph of $y = 4 \cdot 2^x$, which passes through $(0, 4)$ and $(1, 8)$. Then translate the graph right 1 unit and down 3 units to obtain the graph of $y = 4 \cdot 2^{x-1} - 3$.

The graph's asymptote is the line $y = -3$. The domain is all real numbers, and the range is $y > -3$.



✓ GUIDED PRACTICE for Examples 1, 2, and 3

Graph the function. State the domain and range.

1. $y = 4^x$

2. $y = \frac{1}{2} \cdot 3^x$

3. $f(x) = 3^{x+1} + 2$