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If $a, b, c > 0$, $a + b + c = 3$ and $\lambda \geq 5$, then :

$$\sum_{\text{cyc}} a^2 b^2 + \lambda \sum_{\text{cyc}} ab \leq 3(\lambda + 1)$$

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Solution by Soumava Chakraborty-Kolkata-India

$$\begin{aligned} \sum_{\text{cyc}} a^2 b^2 + \lambda \sum_{\text{cyc}} ab &\leq 3(\lambda + 1) \Leftrightarrow \sum_{\text{cyc}} a^2 b^2 + \frac{\lambda}{9} \left(\sum_{\text{cyc}} ab \right) \left(\sum_{\text{cyc}} a \right)^2 \leq \\ &\quad \frac{3(\lambda + 1)}{81} \left(\sum_{\text{cyc}} a \right)^4 \left(\because \sum_{\text{cyc}} a = 3 \right) \\ \Leftrightarrow \lambda \left(\sum_{\text{cyc}} a \right)^2 &\left(\left(\sum_{\text{cyc}} a \right)^2 - 3 \sum_{\text{cyc}} ab \right) + \left(\sum_{\text{cyc}} a \right)^4 - 27 \sum_{\text{cyc}} a^2 b^2 \geq 0 \text{ and} \\ \because \lambda \geq 5 \wedge &\left(\sum_{\text{cyc}} a \right)^2 - 3 \sum_{\text{cyc}} ab \geq 0 \therefore \text{it suffices to prove :} \\ 5 \left(\sum_{\text{cyc}} a \right)^2 &\left(\left(\sum_{\text{cyc}} a \right)^2 - 3 \sum_{\text{cyc}} ab \right) + \left(\sum_{\text{cyc}} a \right)^4 - 27 \sum_{\text{cyc}} a^2 b^2 \stackrel{?}{\geq} 0 \\ \Leftrightarrow 2 \sum_{\text{cyc}} a^4 + 3 \sum_{\text{cyc}} a^3 b + 3 \sum_{\text{cyc}} ab^3 &\stackrel{?}{\geq} 7 \sum_{\text{cyc}} a^2 b^2 + abc \sum_{\text{cyc}} a \rightarrow \text{true} \\ \because 2 \sum_{\text{cyc}} a^4 + 3 \sum_{\text{cyc}} a^3 b + 3 \sum_{\text{cyc}} ab^3 &\stackrel{\text{AM-GM}}{\geq} 2 \sum_{\text{cyc}} a^2 b^2 + 6 \sum_{\text{cyc}} a^2 b^2 \\ &\geq \sum_{\text{cyc}} a^2 b^2 + abc \sum_{\text{cyc}} a + 6 \sum_{\text{cyc}} a^2 b^2 = 7 \sum_{\text{cyc}} a^2 b^2 + abc \sum_{\text{cyc}} a \text{ and so,} \\ \sum_{\text{cyc}} a^2 b^2 + \lambda \sum_{\text{cyc}} ab &\leq 3(\lambda + 1) \forall a, b, c > 0 \mid a + b + c = 3 \text{ and } \lambda \geq 5, \\ &'' = '' \text{ iff } a = b = c = 1 \text{ (QED)} \end{aligned}$$