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$$\begin{aligned}c &= a_{37} = a_1 + 36d \\ b &= a_{17} = a_1 + 16d \\ a &= a_5 = a_1 + 4d\end{aligned}$$

$$\begin{aligned}c &= b_{37} = b_1 q^{36} \\ b &= b_{17} = b_1 q^{16} \\ a &= b_5 = b_1 q^4\end{aligned}$$

$$\frac{b-c}{a} \cdot \frac{c-a}{b} \cdot \frac{a-b}{c} = a \cdot \frac{(a_1+16d)-(a_1+36d)}{b} \cdot \frac{(a_1+36d)-(a_1+4d)}{c} \cdot \frac{(a_1+4d)-(a_1+16d)}{c} =$$

$$a^{-20d} \cdot b^{32d} \cdot c^{-12d} = (b_1 q^4)^{-20d} \cdot (b_1 q^{16})^{32d} \cdot (b_1 q^{36})^{-12d} =$$

$$b_1^{-20d} q^{-80d} \cdot b_1^{32d} q^{512d} \cdot b_1^{-12d} q^{-432d} = b_1^0 q^0 = 1$$