

$$\begin{aligned}
 & \lim_{x \rightarrow 0} \frac{f(x)}{x} = \lim_{x \rightarrow 0} \frac{f(x) - f(0)}{x - 0} = f'(0) = 1 \\
 & \lim_{x \rightarrow 0} f'(x) = f'(0) = 1 \\
 & \lim_{x \rightarrow 0} \frac{\eta_{\mu x}}{x} = 1 \\
 & = \lim_{x \rightarrow 0} \frac{\frac{2f(x) + xf'(x)}{x}}{\frac{\eta_{\mu x}}{x}} = \lim_{x \rightarrow 0} \frac{2 \frac{f(x)}{x} + \cancel{xf'(x)}}{\eta_{\mu x}} = \frac{2 \cdot 1 + 1}{1} = 3
 \end{aligned}$$