

Considerando $x^2 + y^2 > 0$

$$0 \leq \frac{(xy)^2}{x^2 + y^2} \leq \frac{1}{2} \frac{(x^4 + y^4)}{x^2 + y^2} \leq \frac{1}{2} \frac{x^4 + 2x^2y^2 + y^4}{x^2 + y^2} = \frac{1}{2} \frac{(x^2 + y^2)^2}{x^2 + y^2} = \frac{x^2 + y^2}{2}$$

$(x, y) \rightarrow (0, 0)$
↓
0

$$0 \leq (x^2 - y^2)^2 \leq x^4 + y^4 - 2x^2y^2$$
$$x^2y^2 \leq \frac{1}{2} (x^4 + y^4)$$

$(x, y) \rightarrow (0, 0)$
↓
0

$$\Rightarrow \lim_{(x, y) \rightarrow (0, 0)} \frac{(xy)^2}{x^2 + y^2} = 0$$

Quindi

$$\lim_{(x, y) \rightarrow (0, 0)} f(x, y) = \lim_{(x, y) \rightarrow (0, 0)} \frac{\cos(xy) - 1}{(xy)^2} \frac{(xy)^2}{x^2 + y^2} = 0$$