

一. 簡答題(每題五分,共十分)

1. 在廠商供給曲線已知且不改變下,若政府課征營業稅(sales taxes),則該營業稅是由消費者或廠商負擔?
2. 在計算國內生產毛額(GDP),請描述以要素成本計算之國內生產淨額(net domestic income at factor cost),國內生產淨額(net domestic product)及 gross domestic product 三者之關係?

二. 選擇題(每題四分,共七十二分)

1. If the cross elasticity of demand between goods A and B is positive,
 - a. the demands for A and B are both price elastic.
 - b. the demands for A and B are both price inelastic.
 - c. A and B are complements.
 - d. A and B are substitutes.
2. Consider Sam's utility from sailing and skiing, as shown in Table 7.4. The price of sailing is \$5 per hour and the price of skiing is \$10 per hour, while Sam's income to be spent on these activities is \$40. In consumer equilibrium, Sam will
 - a. sail for 3 hours and ski for 2 1/2 hours.
 - b. sail for 2 hours and ski for 4 hours.
 - c. ski for 4 hours and not sail at all.
 - d. sail for 4 hours and ski for 2 hours.

Table 7.4

Hours spent	Utility from sailing	Utility from skiing
1	50	50
2	90	90
3	120	120
4	140	140

3. Tunitra consumes at a point on her budget line where her marginal rate of substitution exceeds the magnitude of the slope of her budget line. As Tunitra moves toward her optimum point, she will move to
 - a. a lower budget line.
 - b. a higher budget line.
 - c. a lower indifference curve.
 - d. a higher indifference curve.
4. When Swanky, Inc. makes exactly zero economic profit, Sidney, the owner, is
 - a. going to go out of business in the long run.
 - b. taking a loss in the short run.
 - c. making an income equal to the opportunity cost of the resources he supplies.
 - d. paying no taxes.
5. At a firm's shutdown point, its average revenue equals its
 - a. marginal cost.
 - b. average total cost.
 - c. average variable cost.
 - d. average fixed cost.
6. If the elasticity of demand is greater than 1, a monopoly's
 - a. total revenue increases when price decreases.
 - b. total revenue decreases when price decreases.
 - c. marginal revenue is negative.
 - d. marginal revenue is zero.

7. In long-run equilibrium, a firm's ratio of price to average cost characteristically equals 1 in both
 - a. perfect competition and monopoly.
 - b. oligopoly and monopoly.
 - c. perfect competition and monopolistic competition.
 - d. perfect oligopoly and monopolistic competition.
8. Refer to Table 13.3. Budweiser and Miller must decide whether to conduct advertising campaigns promoting their light beers based on the potential profits shown in Table 13.3. What is the equilibrium outcome?
 - a. Both firms will conduct new advertising campaigns.
 - b. Neither firm will conduct a new advertising campaigns.
 - c. Budweiser conducts a new advertising campaign, but Miller does not.
 - d. Miller conducts a new advertising campaign, but Budweiser does not.

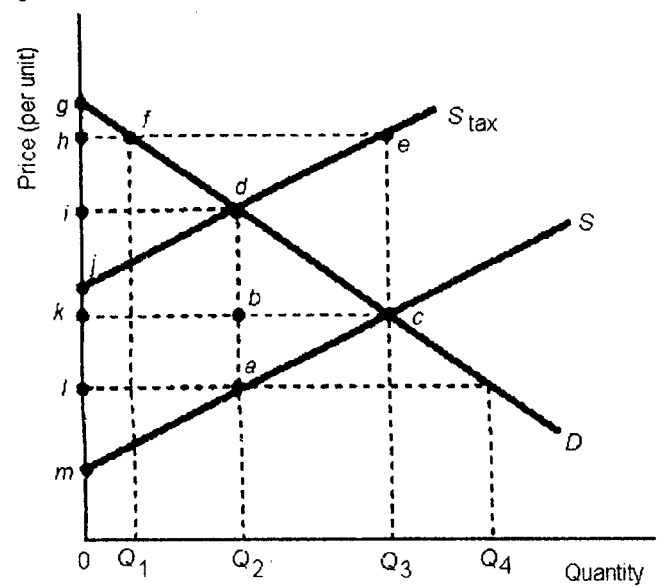
Table 13.3

		Budweiser	
		Advertise	Don't advertise
Miller	Advertise	B: \$120 M: \$80	B: \$70 M: \$160
	Don't advertise	B: \$200 M: \$50	B: \$400 M: \$300

9. As the amount of labor used increases, the marginal revenue product of labor
 - a. falls more slowly for a monopoly than for a competitive firm.
 - b. falls more rapidly for a monopoly than for a competitive firm.
 - c. rises more slowly for a monopoly than for a competitive firm.
 - d. rises more rapidly for a monopoly than for a competitive firm.
10. The labor supply curve slopes upward if
 - a. the substitution effect outweighs the income effect.
 - b. the income effect outweighs the substitution effect.
 - c. the demand for labor is elastic.
 - d. the demand for labor is inelastic.
11. The people who are best informed about the marginal benefit of pollution tend to be the polluters, who have an incentive to mislead regulators of pollution about the benefits of pollution. As a result, if a pollution charge is used, the charge is likely to be too
 - a. low, resulting in excessive pollution.
 - b. low, resulting in excessive cleanup.
 - c. high, resulting in excessive pollution.
 - d. high, resulting in excessive cleanup.
12. Goods whose prices rise at a higher rate than the inflation rate experience a
 - a. rising net price.
 - b. falling net price.
 - c. rising relative price.
 - d. falling relative price.

13. If the expected profit rate on an investment project is 20 percent per year, a firm will undertake the project as long as the
- real interest rate is less than 20 percent.
 - real interest rate is more than 20 percent.
 - nominal interest rate is equal to 20 percent.
 - nominal interest rate is less than 20 percent.
14. In Fig. 18.7, the deadweight loss from the tax equals triangle
- dbc.
 - abc.
 - dac.
 - edc.

Figure 18.7



15. When the automobile replaced horse-drawn carriages as the principal means of transportation, firms producing horse-drawn carriages went bankrupt and permanently laid off all their workers, thereby increasing
- frictional unemployment.
 - structural unemployment.
 - frictional and cyclical unemployment.
 - cyclical unemployment.
16. Increased government debt can be a burden on future generations if the additional debt
- reduces the real interest rate and the economy's capital stock.
 - raises the level of output.
 - raises the real interest rate and reduces the economy's capital stock.
 - reduces money wages.

17. The quantity theory of money asserts that an increase in the money supply
 - a. will decrease the price level by an offsetting amount, rendering monetary policy useless.
 - b. by n percent will lead to an increase in the price level by $n + 1$ percent.
 - c. will lead to an equal percentage increase in real GDP.
 - d. will lead to an equal percentage increase in the price level.
18. In Table 18.2, the comparative advantage in the production of wheat resides in
 - a. the home country.
 - b. the foreign country.
 - c. both countries.
 - d. neither country.

Table 18.2

Country	Output	
	Units of wheat	Units of cloth
Home	1,000	5,000
Foreign	200	2,000

三. 計算題(每題九分,共十八分)

1. Suppose your firm is the dominant firm in the industry. The demand curve for your industry's product is $P=300-Q$, where P is the product's price and Q is the total quantity demanded. The total amount supplied by the other firms is equal to Q_o , where $Q_o=49P$. If your firm's marginal cost curve is $2.96Q_b$, where Q_b is the output of your firm, at what output level should you operate to maximize profit? What price should you charge? How much will the industry as a whole produce at this price? (每小題各三分)
2. The demand schedules of business and leisure travelers for round-trip flights between city A and city B are set out below. If a monopoly airline controls the route, and its marginal cost of a round-trip is \$500. What is the non-discriminating price for a round-trip flight. If the airline discriminates between business and leisure travelers, what is the round-trip price for business travelers? leisure travelers? (每小題各三分)

business travelers		leisure travelers	
price	quantity demanded	price	quantity demanded
1500	0		
1250	5		
1000	10		
750	15	750	0
500	15	500	5
250	15	250	10
0	15	0	15