

系所組別： 企業管理學系乙、丙、丁組

考試科目： 經濟學

考試日期： 0219，節次： 2

※ 考生請注意：本試題 可 不可 使用計算機

壹、問答題 (60 分)

- 一、 經濟學家認為經濟學就是一門研究人們如何做選擇的社會科學，並且強調「可以選擇」或「有選擇」本身就具有經濟效用（益），例如消費者的效用提高、消費者剩餘增加、以及生產者更具生產效率等。請根據上述之論點，畫圖並說明 (1) 致贈現金或等值的商品禮物；(2) 從消費者觀點分析間接稅（貨物稅）之課稅負擔；(3) 固定產量下，長期生產成本小於短期生產成本。

(30 分)

- 二、 總體經濟學中，有所謂的古典學派與凱因斯學派爭論，主要的差異即在於此二學派對總體經濟現象有不同的假設，進而提出不同的總體經濟模型。(1) 今（民國 100）年初，中央銀行所宣稱的「雙率政策」中，利率的調升或調降，對總體經濟的影響，此二學派有何不同的看法；(2) 在古典學派的世界裡，所謂的「節儉的矛盾」與「流動性陷阱」幾乎是不可能存在的，為什麼？反之，(3) 在凱因斯學派的世界裡，不可能會同時存在「高失業率與高物價膨脹率」（亦即，所謂的「停滯性膨脹」，Stagflation），為什麼？

(30 分)

(背面仍有題目,請繼續作答)

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貳、選擇題 (40分, 2 points for each question)

1. Identify the reasons why the quantity demanded of a product increases as the price of that product decreases.
 - a. as the price declines, the real income of the consumer increases
 - b. as the price of product A declines, it makes it more attractive than product B
 - c. as the price declines, the consumer will always demand more on each successive price reduction
 - d. a and b
 - e. a and c
2. Trading partners should specialize production in accordance with comparative advantage, then trade and diversify in consumption because
 - a. out-of-pocket costs of production decline
 - b. free trade areas protect infant industries
 - c. economies of scale are present
 - d. manufacturers face diminishing returns
 - e. more goods are available for consumption
3. Which of the following statements about cost functions is true?
 - a. Variable costs will always increase in direct proportion to the quantity of output produced.
 - b. The less capital equipment employed in the production process relative to labor and other inputs, the longer will be the period of time required to increase significantly the scale of operation.
 - c. The shape of the firm's long-run cost function is important in decisions to expand the scale of operations.
 - d. none of the above
4. The difference between cooperative and non-cooperative games is
 - a. cooperative games allow side payments to support collusion
 - b. non-cooperative games encourage communication of sensitive information between arms-length competitors
 - c. cooperative games involve randomized behavior
 - d. cooperative games necessitate an explicit order of play
 - e. inconsequential except when players have contractual relationships
5. Effective oligopolistic collusion is more likely to occur when customer orders are small, frequent, and received on a regular basis as compared with large orders that are received infrequently at irregular intervals.
 - a. true
 - b. False

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6. The marginal rate of technical substitution may be defined as all of the following except:
- the rate at which one input may be substituted for another input in the production process, while total output remains constant
 - equal to the negative slope of the isoquant at any point on the isoquant
 - the rate at which all combinations of inputs have equal total costs
 - equal to the ratio of the marginal products of X and Y
 - b and c
7. Income tax payments are an example of _____.
- implicit costs
 - explicit costs
 - normal return on investment
 - shareholder wealth
 - none of the above
8. The kinked demand curve model was developed to help explain:
- fluctuations of prices in pure competition
 - rigidities observed in prices in oligopolistic industries
 - fluctuations observed in prices in oligopolistic industries
 - all of the above
 - none of the above
9. In the long-run, firms in a monopolistically competitive industry will
- earn substantial economic profits
 - tend to just cover costs, including normal profits
 - seek to increase the scale of operations
 - seek to reduce the scale of operations
10. The factor(s) which cause(s) a movement along the demand curve include(s):
- increase in level of advertising
 - decrease in price of complementary goods
 - increase in consumer disposable income
 - decrease in price of the good demanded
 - all of the above
11. Agency problems and costs are incurred whenever the owners of a firm delegate decision-making authority to management.
- true
 - false

(背面仍有題目,請繼續作答)

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12. In an open economy with few capital restrictions and substantial import-export trade, a rise in interest rates and a decline in the producer price index of inflation will
- raise the value of the currency
 - lower the nominal interest rate
 - increase the volume of trading in the foreign exchange market
 - lower the trade-weighted exchange rate
 - increase consumer inflation.
13. Which of the statements about price discrimination is (are) false?
- It must be possible to segment the market.
 - It must be difficult to transfer the seller's product from one market segment to another.
 - Public utilities practice first-degree price discrimination.
 - There must be differences in the elasticity of demand from one segment to another.
 - c and d
14. The opportunity cost of the funds an owner has invested in a business is the:
- risk-free rate of return
 - rate of return on U.S. Treasury Bills
 - prime rate banks charge their most credit-worthy customers
 - a and b
 - none of the above
15. In the Cournot duopoly model, each of the two firms, in-determining its profit-maximizing price-output level, assumes that the other firm's _____ will not change.
- price
 - output
 - marketing strategy
 - inventory
 - none of the above
16. Which of the following statements concerning the price elasticity of demand is (are) true?
- The greater the number of substitute goods, the more price elastic the demand for the roduct.
 - The demand for durable goods tends to be more price elastic than the demand for nondurables.
 - The demand for relatively low-priced goods tends to be more price elastic than the demand for expensive items.
 - a and b only
 - a, b, and c

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17. Transfer prices in a multiproduct divisionalized firm:

- a. serve as a measure of the marginal value of resources employed when making price-output decisions that will maximize profits
- b. cannot be determined whenever one division sells its products both internally to another division and externally in a perfectly competitive market
- c. serves as a measure of the overall value of the resources employed in the division when analyzing the performance of the division
- d. a and c only
- e. a, b, and c

18. The rate at which one input X may be substituted for another input Y in a production process, while total output remains constant, is:

- a. the slope of the isoquant curve
- b. the marginal rate of technical substitution (MRTS)
- c. equal to MP_x/MP_y
- d. all of the above
- e. none of the above

19. An excellent example of a risk-free security is

- a. General Motors bonds
- b. AT&T commercial paper
- c. U.S. Government Treasury bills
- d. North Carolina municipal bonds
- e. a certificate of deposit for \$150,000 held in a commercial bank

20. A dominant strategy differs from a Nash equilibrium strategy in that

- a. Nash equilibrium strategy does not assume best reply responses
- b. dominant strategy assumes best reply responses
- c. only Nash strategy applies to simultaneous games
- d. one dominant strategy is sufficient to predict behavior in a multi-person game
- e. Nash strategy is often unique