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編號: E 378

系所: 企業管理學系乙組、丙組、丁組

科目: 經濟學

本試題是否可以使用計算機:  可使用,  不可使用 (請命題老師勾選)

注意: (1) 請依題號順序作答  
(2) 作答時不須重抄題目

(20分) 壹. 解釋名詞

- (1) Economies of scope
- (2) Perfect price discrimination
- (3) Paradox of thrift
- (4) Open-market operations

(20分) 貳. 計算與問答題

Unique Creations has a monopoly position in the production and sale of magnometers. The cost function facing Unique has been estimated to be

$$TC = \$100,000 + 20Q$$

- a. What is the marginal cost for Unique?
- b. If the price elasticity of demand for Unique is currently  $-1.5$ , what price should Unique charge?
- c. What is the marginal revenue at the price computed in Part (b)?
- d. If a competitor develops a substitute for the magnometer and the price elasticity increases to  $-3.0$ , what price should Unique charge?

(20分) 參. 計算與問答題

設廠商用  $L$  與  $K$  來生產  $Q$ , 其生產函數為  $Q = \min(\sqrt{L}, K)$ 。

(提示: 此一函數的意思是: 若  $\sqrt{L} \leq K$ , 則  $Q = \sqrt{L}$ ; 若  $\sqrt{L} \geq K$ , 則  $Q = K$ 。)

- a. 在短期中, 假設廠商雇用「足夠多」資本  $\bar{K}$ , 故短期能影響產量 ( $Q$ ) 的生產要素只有  $L$ , 亦即短期  $Q = \sqrt{L}$ 。設  $L$  的價格為  $P_L$ ,  $K$  的價格為  $P_K$ , 請證明: 平均成本函數為  $C(Q; \bar{K}) = P_L \cdot Q + P_K \cdot \bar{K}/Q$ 。
- b. 在短期, 廠商的平均變動成本函數為何? 邊際成本函數為何?

(背面仍有題目, 請繼續作答)

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(10分) 特選擇題(單選題)(每題2分)  
~~Multiple choice (2 points per question)~~

1. A profit squeeze in manufacturing occurs when there is an
  - a. anticipated increase in inflation.
  - b. anticipated decrease in inflation.
  - c. unanticipated decrease in inflation.
  - d. unanticipated increase in inflation.
  
2. According to Arthur Okun, a 1 percentage point increase in
  - a. inflation causes output to fall by 3 percent.
  - b. unemployment causes output to fall by 3 percent.
  - c. the GDP causes output to fall by 3 percent.
  - d. crime causes output to fall by 3 percent.
  
3. Suppose that in a country with a population of 400 million, there are 190 million employed and 10 million unemployed. What is the unemployment rate?
  - a. 11 percent
  - b. 10 percent
  - c. 8 percent
  - d. 5 percent
  
4. An indirect tax is a tax paid by consumers
  - a. to a state or local government.
  - b. when they purchase goods and services.
  - c. on unearned income (as opposed to wages and salaries).
  - d. that is a percentage of the value of their real property.
  
5. You marry your housekeeper and no longer pay for such services. As a result, GDP
  - a. stays the same.
  - b. falls.
  - c. rises.
  - d. stays the same but GNP falls.

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6. High transfer payments and low taxes cause
- an increase in aggregate demand.
  - an increase in the aggregate quantity demanded.
  - a decrease in the aggregate quantity demanded.
  - a decrease in aggregate demand.
7. Which of the following is NOT a reason for the downward slope of the aggregate demand curve?
- The intertemporal substitution effect
  - The international substitution effect
  - The expected inflation effect
  - The real money balances effect
8. As disposable income increases, the average propensity to consume typically
- falls.
  - rises.
  - remains the same.
  - falls until it reaches a minimum and then begins to rise again.
9. Due to automatic stabilizers, when GDP fluctuates, the
- government budget remains in balance.
  - government deficit fluctuates positively with GDP.
  - government deficit fluctuates negatively with GDP.
  - the economy will automatically go to full employment.
10. When an economy goes into recession, the multiplier tends to be
- large since the income changes are viewed to be temporary.
  - large since the income changes are viewed to be permanent.
  - small since the income changes are viewed to be temporary.
  - small since the income changes are viewed to be permanent.
11. Credit cards are NOT money because they
- have value in exchange but little intrinsic value.
  - are not issued by the government.
  - do not serve as a unit of account.
  - are merely ID cards that make it easier to borrow money.

(背面仍有題目,請繼續作答)

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12. If a large number of people attempt to buy bonds.
- bond prices will rise and the interest rate will rise.
  - bond prices will fall and the interest rate will fall.
  - bond prices will rise and the interest rate will fall.
  - bond prices will fall and the interest rate will rise.
13. Which of the following sequences of events would stem from a decision by the Fed to lower aggregate demand?
- The money supply decreases, the interest rate falls, investment decreases, and aggregate expenditure decreases.
  - Unplanned inventories accumulate, real GDP begins to fall, and the demand for money shifts right.
  - The money supply decreases, the interest rate falls, investment increases, and aggregate expenditure decreases.
  - The money supply decreases, the interest rate rises, investment decreases, and aggregate expenditure decreases.
14. In general, the steeper the aggregate production function, the
- flatter is the demand for labor curve.
  - lower is the demand for labor curve.
  - higher is the marginal product of labor.
  - lower is the marginal product of labor.
15. Assuming that wages and prices are sticky, the higher the expected price level,
- the higher is the actual price level and the higher is the unemployment rate.
  - the lower is the actual price level and the higher is the unemployment rate.
  - the lower is the actual price level and the lower is the unemployment rate.
  - the higher is the actual price level and the lower is the unemployment rate.
16. During the recession triggered by OPEC,
- aggregate demand increased and the rate of inflation increased.
  - aggregate demand decreased and the rate of inflation decreased.
  - short-run aggregate supply increased and the rate of inflation increased.
  - short-run aggregate supply decreased and the rate of inflation increased.

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17. Fixed-rule monetary policies are intended to
- bring long-run inflationary pressures under control.
  - counteract temporary increases in aggregate demand.
  - counteract temporary decreases in real output.
  - offset supply shocks.
18. A decrease in tax rates
- can increase tax revenue if the percent increase in the tax base it causes is greater than the percent fall in the tax rate.
  - can increase tax revenue if the percent increase in the tax base it causes is less than the percent fall in the tax rate.
  - cannot increase tax revenue since each activity being taxed will be taxed at a lower rate.
  - cannot increase tax revenue since the tax base will decline as well.
19. Dumping is the selling of a good in a foreign market
- in violation of a quota.
  - in violation of the Rio global accord.
  - at a price below its domestic price or its cost of production.
  - when the good was produced by low-wage labor.
20. Which of the following is characteristic of a per capita production function?
- As the stock of capital increases, the per capita production function shifts upward.
  - The state of technology varies along a given per capita production function.
  - The law of diminishing returns applies to the per capita production function.
  - Per capita output is constant along a given per capita production function.