

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）

考試日期：0302，節次：1

注意：(1) 請依題號順序作答

(2) 作答時不須重抄題目

(20 分) 1. 計算題

Big Apple Music, Inc., enjoys an exclusive copyright on music written and produced by the Fab Four, a legendary British rock group. Total revenue for the group's records is given by the relation:

$$TR = \$15Q - \$0.000005Q^2.$$

Marginal costs for production and distribution are stable at \$5 per unit. All other costs have been fully amortized.

- A. As a monopoly, calculate Big Apple's output, price, and profits at the profit-maximizing activity level.
- B. What record price and profit levels would prevail following expiration of copyright protection based on the assumption that perfectly competitive pricing would result?

(20 分) 2. 申論題

何謂「次級房貸」？請說明最近半年來美國次級房貸風暴對全球股市(例如:美國股市、歐洲股市及台灣股市等)及全球重要的總體經濟變數(例如:經濟成長、就業率、房價等)有何影響？其道理及原因何在？請說明及評論之。

(20 分) 3. 解釋名詞

- (1) Isoquant
- (2) Asymmetric Information
- (3) Money Multiplier
- (4) Cost-push Inflation

(背面仍有題目，請繼續作答)

(40分) 4. 選擇題

說明：本大題均為單一選擇題，每題都有(a)、(b)、(c)、(d)、(e)五個選項，請選出一個最適當的答案，並依下排列方式作答於答案紙上：

(1)() (2)() (10)()

(11)() (12)() (20)()

- (1) Which of the following is NOT held constant when constructing a demand curve for good X?
- Consumer income
 - Consumer tastes
 - Price of good X
 - Prices of other goods
 - Consumer expectations
- (2) Bacon and eggs are most likely
- complements.
 - substitutes.
 - bads.
 - overproduced in a competitive market.
 - free goods.
- (3) If an increase in the price of good X causes the demand for good Y to decrease, it can be concluded that
- X and Y are substitutes.
 - X and Y are complements.
 - X and Y are inferior goods.
 - X and Y are superior goods.
 - there is collusion in the marketplace.
- (4) Assume $MU_x = 1,000$ utils, $MU_y = 200$, $P_x = \$50$, and $P_y = \$20$. This consumer
- should buy less of X and less of Y.
 - should buy more of X and less of Y.
 - is in equilibrium.
 - should buy more of X and more of Y.
 - should buy more of X because $MU_x > MU_y$.

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- (5) Assume that a consumer purchases a combination of products X and Y and the $MU_x/P_x = 75$ utils per dollar and $MU_y/P_y = 50$ utils per dollar. To maximize utility without spending more dollars, the consumer should buy
- more of both X and Y .
 - less of X only if the price of X increases.
 - more of Y and less of X .
 - more of X and less of Y .
 - less of both X and Y .
- (6) A perfectly inelastic demand curve is expressed graphically as
- a downward-sloping demand curve.
 - an upward-sloping demand curve.
 - a horizontal line.
 - a vertical line.
 - bowed-out curve.
- (7) When the price of a good increases, total revenue earned from selling that good also increases. From this, we can correctly conclude that demand is
- elastic.
 - unit-elastic.
 - inelastic.
 - perfectly inelastic.
 - perfectly elastic.
- (8) When income elasticity of demand is a negative number, one can correctly conclude that
- the good is normal.
 - the good is inferior.
 - the good is a substitute.
 - the good is a complement.
 - total revenue will decrease when the price increases.

(背面仍有題目,請繼續作答)

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- (9) Which curve passes through the minimum point of the average-total-cost curve?
- The total-fixed-cost curve
 - The long-run average-total-cost curve
 - The demand curve
 - The marginal-cost curve
 - The average-variable-cost curve
- (10) A firm that cannot take any influence on setting prices is
- a natural monopoly.
 - a local monopoly.
 - in a monopolistically competitive market structure.
 - in a perfectly competitive market structure.
 - in an oligopolistic market structure.
- (11) Real GDP measures
- personal income adjusted for taxes paid to the government.
 - national output adjusted for changes in the quality of products.
 - national output adjusted for price level changes.
 - nominal output adjusted for changes in national income because of economic booms.
 - national output adjusted for unemployment.
- (12) Depreciation of the dollar means that
- the value of the dollar has increased in relation to other currencies.
 - the prices of U.S. products to foreigners have risen.
 - foreign product prices are now lower.
 - foreign product prices are now higher.
 - the United States will sell fewer products to foreigners.
- (13) If the nominal interest rate is 12 percent and the inflation rate is 7 percent, then the real interest rate equals
- 5 percent.
 - +5 percent.
 - +7 percent.
 - +12 percent.
 - +19 percent.

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- (14) The consumption function describes the relationship between household spending and
- disposable income.
 - prices.
 - planned investment.
 - wages.
 - saving.
- (15) If the reserve requirement is 25 percent, what is the deposit expansion multiplier?
- 100
 - 25
 - 10
 - 4
 - 2
- (16) Raising the reserve requirement will
- reduce the deposit expansion multiplier.
 - lower the discount rate.
 - reduce interest rate ceilings.
 - increase excess reserves.
 - increase the money supply.
- (17) When total leakages exceed total injections, then
- aggregate expenditures also exceed total income.
 - the economy is operating at its equilibrium level.
 - unplanned inventory reductions occur.
 - there is pressure on national income to decline.
 - there is pressure on business production to rise.
- (18) The larger the MPS,
- the smaller the spending multiplier.
 - the larger the spending multiplier.
 - the smaller the slope of the saving curve.
 - the smaller the leakage out of the income stream when autonomous expenditures increase.
 - the larger the slope of the consumption function.

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(19)

A person keeps some cash assets in order to be prepared for unforeseen future events. This reflects

- a. a speculative demand for money.
- b. a transactions demand for money.
- c. a precautionary demand for money.
- d. a liquidity demand for money.
- e. a risk-neutral demand for money.

(20)

The transactions demand for money

- a. rises when nominal income falls.
- b. rises when nominal income rises.
- c. falls when the price level rises.
- d. falls when real GDP rises.
- e. falls when the money supply rises.