

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： 0308，節次： 2

※ 考生請注意：本試題 可 不可 使用計算機

※注意：(1) 請依題號順序作答

(2) 作答時不需重抄題目

壹、問答題 (50分)

一、面對全球金融風暴，政府採取了發放消費券的政策，請分別從個體經濟分析（實物 V.S. 現金）與總體經濟分析，畫圖並詳細論述此一消費券之政策效果（個體與總體各 10%）？另，此一消費券政策效果與「節儉的矛盾」有何關聯性（5%）？

二、〈1〉請問等產量曲線（Isoquant）被視為短期或長期之產量曲線，為什麼？（3%）；〈2〉如何由等產量曲線分析方法，導出短期與長期成本曲線？（7%）；〈3〉請由此一等產量曲線分析方法，證明以下之命題：長期成本一定小於或等於短期成本（8%）；〈4〉內部經濟與外部經濟都意謂著廠商之平均單位成本的下降，請以圖形分別表示，並說明內部經濟與外部經濟（7%）。

貳、選擇題 (50分，單選題，每題2.5分)

1. When demand elasticity is _____ in absolute value (or _____), an increase in price will result in a(n) _____ in total revenues.
 - a. less than 1; elastic; increase
 - b. more than 1; inelastic; decrease
 - c. less than 1; elastic; decrease
 - d. less than 1; inelastic; increase
 - e. none of the above
2. The basic reason(s) for the increase in quantity demanded as the result of a price reduction is (are) _____.
 - a. income effect
 - b. substitution effect
 - c. complementary effect
 - d. a and b only
 - e. a, b, and c

(背面仍有題目,請繼續作答)

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3. When a manufacturer's home currency appreciates substantially, _____.
 - a. domestic sales decline
 - b. foreign sales decline
 - c. company-owned foreign plant and equipment will increase
 - d. margins often decline
 - e. all of the above

4. The purchasing power parity hypothesis implies that an increase in inflation in one country relative to another will over a long period of time _____.
 - a. increase exports
 - b. reduce the competitive pressure on prices
 - c. lower the value of the currency
 - d. increase foreign aid
 - e. increase the speculative demand for the currency

5. 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

6. In a recession, the trade balance often improves because _____.
 - a. service exports exceed manufactured good exports
 - b. banks sell depressed assets
 - c. fewer households can afford luxury imports
 - d. direct investment abroad declines
 - e. the capital account exceeds the current account

7. The marginal rate of technical substitution may be defined as all of the following except:
 - a. the rate at which one input may be substituted for another input in the production process, while total output remains constant
 - b. equal to the negative slope of the isoquant at any point on the isoquant
 - c. the rate at which all combinations of inputs have equal total costs
 - d. equal to the ratio of the marginal products of X and Y
 - e. b and c

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8. The marginal product is defined as:
- the ratio of total output to the amount of the variable input used in producing the output
 - the incremental change in total output that can be produced by the use of one more unit of the variable input in the production process
 - the percentage change in output resulting from a given percentage change in the amount of the variable input X employed in the production process with Y
 - a and b
 - none of the above
9. Given a Cobb-Douglas production function estimate of $Q = 1.19L^{.72}K^{.18}$ for a given industry, this industry would have:
- increasing returns to scale
 - constant returns to scale
 - decreasing returns to scale
 - negative returns to scale
 - none of the above
10. A _____ total cost function implies that marginal costs _____ as output is increased.
- linear; increase linearly
 - quadratic; increase linearly
 - cubic; increase linearly
 - a and b
 - none of the above
11. In pure competition:
- the optimal price-output solution occurs at the point where marginal revenue is equal to price
 - a firm's demand curve is represented by a horizontal line
 - a firm is a price-taker since the products of every producer are perfect substitutes for the products of every other producer
 - a and b only
 - a, b, and c

(背面仍有題目,請繼續作答)

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12. If price exceeds average costs under pure competition, _____ firms will enter the industry, supply will _____, and price will be driven _____.
- more; decrease; down
 - more; decrease; up
 - more; increase; down
 - more; increase; up
 - none of the above
13. The demand curve facing the firm in _____ is the same as the industry demand curve.
- pure competition
 - monopolistic competition
 - oligopoly
 - pure monopoly
 - none of the above
14. In the electric power industry, residential customers have relatively _____ demands for electricity compared with large industrial users and generally are charged _____ rates.
- similar, similar
 - elastic, lower
 - elastic, higher
 - inelastic, lower
 - inelastic, higher
15. _____ as practiced by public utilities is designed to encourage greater usage and therefore spread the fixed costs of the utility's plant over a larger number of units of output.
- Peak load pricing
 - Inverted block pricing
 - Block pricing
 - First degree price discrimination
 - none of the above

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16. In a _____ there is no way in which both players can increase their payoffs through joint agreements about the actions each player will choose.
- 2-person, zero-sum game
 - 2-person, nonzero-sum game
 - a and b
 - none of the above
17. Which of the following is an example of an oligopolistic market structure?
- public utilities
 - air transport industry
 - liquor retailers
 - wheat farmers
 - none of the above
18. Which of the following public policies has (have) the effect of restricting competition?
- licensing
 - patents
 - import quotas
 - a and b only
 - a, b, and c
19. The antitrust laws regulate all of the following business decisions except _____.
- collusion
 - mergers
 - monopolistic practices
 - price discrimination
 - wage levels
20. The market for "lemons" is one in which _____.
- the rational buyer discounts
 - the seller's product claims are unverifiable at the point of purchase
 - "the bad apples drive out the good"
 - the problem of adverse selection is rampant
 - all of the above