

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：0306，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、 面臨這一波的經濟不景氣，政府採取的重要經濟政策之一是提出「短期就業方案」，這是因為失業本身有其總體經濟面的衝擊外，也將造成許多的社會問題。請妳(你)從勞動就業市場的角度，詳細回答以下問題：

- 【1】如何導出勞動的供給曲線？(5分)
- 【2】如何導出勞動的需求曲線？(5分)
- 【3】用上述二條曲線指出失業的現象。(5分)
- 【4】對於失業的現象，凱因斯學派與古典學派各有什麼不同的論點(10分)
- 【5】簡要地提出「短期就業方案」之政策分析。(5分)

二、 策略大師 M. Porter 所提出的 (1) 成本領導 (Cost Leadership) 策略與 (2) 差異化 (Differentiation) 策略二大競爭策略。簡單的說，這是在同一產業(市場)中，廠商可分別以低成本、低價格，或者是以具獨特性的產品(如，較高的品質)二種方法與其同業競爭。(提示：這二類廠商所面對之消費者有不同的需求彈性)

- 【1】請分別說明並畫出低成本策略的廠商與差異化策略的廠商之成本結構與收益結構 (Revenue)，以及此二類廠商在追求利潤極大化的假設下之廠商均衡分析(10分)
- 【2】此一概念與廠商之差別訂價 (Price Discrimination) 的做法是否有相同的理論觀念？並請簡單說明差別訂價的概念(10分)

(背面仍有題目,請繼續作答)

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## 貳、選擇題 (50分，單選題，每題2分)

- Consumers will be in equilibrium with respect to the consumption of two goods if:
  - the ratio of marginal utility to price is equal for both goods.
  - the marginal utility of the lowest price good is greater than the marginal utility of the highest price good.
  - the ratio of the marginal utility of A to the marginal utility of B is equal to the ratio of the price of B to the price of A.
  - the marginal utility of both goods is identical, regardless of the price.
  - none of the above
- An increase in the exchange rate of the U.S. dollar relative to a trading partner can result from
  - higher anticipated costs of production in the U.S.
  - higher interest rates and higher inflation in the U.S.
  - higher growth rates in the trading partner's economy
  - a change in the terms of trade
  - lower export industry productivity
- The law of diminishing marginal returns:
  - states that each and every increase in the amount of the variable factor employed in the production process will yield diminishing marginal returns
  - is a mathematical theorem that can be logically proved or disproved
  - is the rate at which one input may be substituted for another input in the production process
  - none of the above
- Concerning the maximization of output subject to a cost constraint, which of the following statements (if any) are true?
  - At the optimal input combination, the slope of the isoquant must equal the slope of the isocost line.
  - The optimal solution occurs at the boundary of the feasible region of input combinations.
  - The optimal solution occurs at the point where the isoquant is tangent to the isocost lines.
  - all of the above
  - none of the above
- For a short-run cost function which of the following statements is (are) not true?
  - The average fixed cost function is monotonically decreasing.
  - The marginal cost function intersects the average fixed cost function where the average variable cost function is a minimum.
  - The marginal cost function intersects the average variable cost function where the average variable cost function is a minimum.
  - The marginal cost function intersects the average total cost function where the average total cost function is a minimum.
  - b and c

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6. Which of the following statements concerning the long-run average cost curve of economic theory is (are) not true?
- it is L-shaped
  - it consists of the lower boundary of all the (infinitely many) short-run curves
  - the long-run average cost of producing any given level of output, in general, occurs at the point where short-run average costs are minimized
  - a and b
  - a and c
7. Which of the following statements is (are) true concerning a pure competition situation?
- Its demand curve is represented by a vertical line.
  - Firms must sell at or below market price.
  - Marginal revenue is equal to price.
  - both b and c
  - both a and b
8. At the long-run profit maximizing level of output under pure competition, equilibrium will be achieved at a point where price equals:
- marginal revenue
  - marginal cost
  - average cost
  - a and b only
  - a, b, and c
9. In the case of pure monopoly:
- one firm is the sole producer of a good or service which has no close substitutes
  - the firm's profit is maximized at the price and output combination where marginal cost equals marginal revenue
  - the demand curve is always elastic
  - a and b only
  - a, b, and c
10. When the cross elasticity of demand between one product and all other products is low, one is generally referring to a(n) \_\_\_\_\_ situation.
- oligopoly
  - monopoly
  - pure competition
  - substitution
  - monopolistic competition

(背面仍有題目,請繼續作答)

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11. In \_\_\_\_\_ 2-person, nonzero-sum games there is no communication between the participants and no way to enforce agreements.
- noncooperative
  - cooperative
  - a and b
  - none of the above
12. The maximum number of firms that can constitute an oligopolistic market structure is:
- two
  - five
  - ten
  - twelve
  - none of the above
13. In deciding whether to invest in excess capacity in order to deter entry, incumbents should consider all of the following except
- the order of play in pricing and capacity choice decisions
  - the customer sorting pattern
  - the sunk cost required to achieve excess capacity
  - the joint-profit-maximizing cartel output
  - the potential entrant's projected profitability
14. In adopting mixed Nash equilibrium strategy, a player is attempting
- to randomize his or her own behavior
  - make the opponent favor a course of action preferred by the first player
  - randomize the outcome of actions
  - make the opponent indifferent between one action and another
  - none of the above
15. The segmenting of customers into several small groups such as household, institutional, commercial, and industrial users, and establishing a different rate schedule for each group is known as:
- first-degree price discrimination
  - market penetration
  - third-degree price discrimination
  - second-degree price discrimination
  - none of the above
16. Which of the following pricing policies best identifies when a product should be expanded, maintained, or discontinued?
- full-cost pricing policy
  - target-pricing policy
  - marginal-pricing policy
  - market-share pricing policy
  - markup pricing policy

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17. The \_\_\_\_\_ is equal to the sum of the squares of the market shares of all the firms in an industry.
- market concentration ratio
  - Herfindahl-Hirschman index
  - correlation coefficient
  - standard deviation of concentration
  - none of the above
18. Which of the following is not a reason why the aggregate demand curve slopes downward?
- The exchange-rate effect
  - The wealth effect.
  - The classical dichotomy/monetary neutrality effects.
  - The interest-rate effect.
  - All of these answers are reasons why the aggregate-demand curve slopes downward.
19. If people have rational expectations, a monetary policy contraction that is announced and is credible could
- reduce inflation with little or no increase in unemployment.
  - increase inflation but it would decrease unemployment by an unusually large amount.
  - increase inflation with little or no decrease in unemployment.
  - reduce inflation but it would increase unemployment by an unusually large amount.
20. If you buy a pizza from a restaurant rather than making the identical product at home:
- GDP increases.
  - GDP decreases.
  - GDP remains unchanged.
  - society's well-being increases.
  - society's well-being decreases.
21. An example of an expansionary monetary policy is
- an increase in the required reserve ratio.
  - an increase in the discount rate.
  - a reduction in the taxes banks pay on their profits.
  - the Central bank buying government securities in the open market.
22. The long run is best defined as a period:
- of less than one year.
  - of between one and two years.
  - of between two and five years.
  - in which all prices are flexible.
  - in which some prices are rigid.

(背面仍有題目,請繼續作答)

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23. Supply-management policies tend to \_\_\_\_\_ demand-management policies.
- be used more often than
  - be used about the same as
  - work more slowly than
  - work more quickly than
  - work about the same as
24. Compared to the aggregate market model, the multiplier effect in the Keynesian cross model is:
- larger.
  - smaller.
  - exactly the same.
  - often larger, but sometimes smaller.
  - often smaller, but sometimes larger.
25. An asset that is included in M3 but not in M2 is:
- currency.
  - checkable deposits.
  - small-denomination certificates of deposit.
  - large-denomination certificates of deposit.
  - nothing, everything in M2 is also in M3.