

系所組別： 交通管理科學系甲、乙組，電信管理研究所甲組

考試科目： 經濟學

考試日期： 0308，節次： 1

※ 考生請注意：本試題 可 不可 使用計算機

** 請在答案卷上作答

一、選擇題 (15 題，每題 5 分，共佔 75 分)

1. The relationship between changes in income and purchase of a good indicates
 - (a) whether the good is luxury or necessary.
 - (b) whether the good is a compliment or substitute.
 - (c) whether the good is normal or inferior.
 - (d) both (a) and (c).

2. If demand is inelastic, marginal revenue will be
 - (a) positive.
 - (b) zero.
 - (c) negative.
 - (d) constant.

3. If a consumer purchases only two goods (X and Y) and the demand for X is elastic, then a rise in the price of X
 - (a) will cause total spending on good Y to rise.
 - (b) will cause total spending on good Y to fall.
 - (c) will cause total spending on good Y to remain unchanged.
 - (d) will have an indeterminate effect on total spending on good Y.

4. A firm's rate of technical substitution is represented graphically by
 - (a) the slope of the line connecting the origin with the relevant point on the isoquant.
 - (b) the negative of the slope of the line connecting the origin with the relevant point on the isoquant.
 - (c) the slope of the isoquant at the relevant point.
 - (d) the negative of the slope of the isoquant at the relevant point.

5. The price elasticity of demand for good X is defined as (note: P_x : price of good X)
 - (a) percentage change in P_x / percentage change in X.
 - (b) change in P_x / change in X
 - (c) change in X / change in P_x .
 - (d) percentage change in X / percentage change in P_x

(背面仍有題目,請繼續作答)

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6. As long as marginal cost is below average cost, average cost will be
- (a) falling.
 - (b) rising.
 - (c) constant.
 - (d) Changing in a direction that cannot be determined without more information.
7. Technical progress will
- (a) shift a firm's production function and its related cost curves. x
 - (b) not affect the production function, but may shift cost curves.
 - (c) shift a firm's production function and alter its marginal revenue curve.
 - (d) shift a firm's production and cause more capital (and less labor) to be hired.
8. Suppose the production function for good q is given by $q = 3K + 2L$ where K and L are capital and labor inputs.
- I. The function exhibits constant returns to scale.
 - II. The function exhibits diminishing marginal productivities to all inputs.
 - III. The function has a constant rate of technical substitution.
- Which of these statements is true?
- (a) All of them.
 - (b) I and II but not III.
 - (c) I and III but not II.
 - (d) Only I.
9. The short run market supply curve is
- (a) the horizontal summation of each firm's short-run supply curve.
 - (b) the vertical summation of each firm's short-run supply curve.
 - (c) the horizontal summation of each firm's short-run average cost curve.
 - (d) the vertical summation of each firm's short-run average cost curve.
10. Per-unit transaction costs
- (a) may cause the demand and supply curves to shift either inward or outward depending on the value obtained from transaction agents.
 - (b) Refer only to the commission paid to a third party for each transaction made.
 - (c) Are absorbed by the party seeking the transaction.
 - (d) Have the same effect on behavior as do lump-sum transaction costs; the difference in terminology is purely definitional.

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11. If a monopoly is maximizing profits
- (a) price will always be greater than average cost.
 - (b) price will always equal marginal cost.
 - (c) price will always be greater than marginal cost.
 - (d) price will always equal marginal revenue.
12. If the government requires a natural monopoly to price at marginal cost
- (a) monopoly firms will earn zero economic profits because the price of the good equals the cost of producing that good.
 - (b) monopoly firms will operate at a loss because $P < AC$.
 - (c) more firms will be able to enter the market.
 - (d) producer surplus will increase because quantity supplied is greater.
13. Suppose that the price elasticity of demand for a product is -1 and that the price elasticity of supply is +1. Assume also that the income elasticity of demand is +2. Then an increase in income of 10% will raise equilibrium price by
- (a) 10%.
 - (b) 5%.
 - (c) 20%.
 - (d) an amount that cannot be determined.
14. in the price leadership model,
- (a) firms believe that price increases result in a very elastic demand, while price decrease result in an inelastic demand for their product.
 - (b) each firm acts as a price taker.
 - (c) one dominant firm takes the reactions of all other firms into account in its output and pricing decisions.
 - (d) firms coordinate their decisions to act as multiplant monopolies.
15. An efficient allocation of productive inputs requires that
- (a) each output has the same rate of technical substitution among inputs used.
 - (b) each output has the same marginal rate of substitution for consumers.
 - (c) each pair of outputs has the same rate of product transformation.
 - (d) each individual has the same marginal rate of substitution between outputs.

二、解釋名詞 (5 題，每題 5 分，中英文作答均可，共佔 25 分)

1. Returns to Scale 2. Opportunity Cost 3. Price Discrimination
4. Barriers to Entry 5. Externality