

系所組別： 國際企業研究所乙組

考試科目： 經濟學

考試日期：0219 · 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

一、60分

(20分)1.計算及推導證明題

- (a) *Recently, the Irvine Cinema reduced ticket prices for afternoon "early bird" shows from \$5 to \$3 and enjoyed an increase in sales from 60 to 180 tickets per show. Buttered popcorn sales per show also increased from 30 to 150 cups.*
- A. *Calculate the arc price elasticity of demand for movie tickets.*
- B. *Calculate the arc cross-price elasticity of demand between buttered popcorn and ticket prices.*

- (b) 一個獨占廠商有兩個工廠生產相同產品賣到同一市場，請以數學推導證明此獨占廠商利潤極大化條件為： $MR=MC_1=MC_2$ 。(註：令MR代表邊際收益， $MC_1$ 代表第一間工廠的邊際成本， $MC_2$ 代表第二間工廠的邊際成本)

(20分)2.申論題

若新台幣兌美元大幅升值，請問這將對台灣的

- (a) 出口商  
(b) 進口商  
(c) 帶團出國觀光的旅行業者  
(d) 阿里山及日月潭等風景區的旅館和餐飲業者  
(e) 軍公教人員的實質所得及購買力
- 產生何種影響？原因何在？請說明之。

(20分)3.解釋以下名詞

- (a) Phillips curve  
(b) Market failure  
(c) Rational Expectations School  
(d) Homogeneous product v.s. heterogeneous product  
(e) Peak-load pricing

(背面仍有題目,請繼續作答)

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二、經濟學 選擇題(單一答案) (40分, 每題2分)

1) Which of the following are examples of the gross private domestic investment component of GDP?

- I. the purchase of production machinery by IBM
- II. an increase in the finished goods inventory at Intel

- A) I only
- B) II only
- C) both I and II
- D) neither I nor II

2) In an economy, 42 million people are in the labor force, 38 million are employed, and 47 million are of working age. How many people are not in the labor force?

- A) 19 percent
- B) 9 million
- C) 5 million
- D) 4 million

3) Real GDP grows when

- I. the quantities of the factors of production grow.
- II. persistent advances in technology make factors of production increasingly productive.
- III. human capital grows.

- A) only I
- B) only II
- C) both I and III
- D) I, II, and III

4) Suppose the United States spends more on foreign goods and services than foreigners spend on our goods and services and the United States sells no foreign assets. Then the

- A) United States must borrow an amount equal to national saving.
- B) United States must borrow an amount equal to imports minus exports.
- C) rest of the world may or may not finance the U.S. trade deficit.
- D) United States must borrow an amount equal to consumption expenditure plus investment.

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5) Suppose you cash in a Certificate of Deposit (a small time deposit) to acquire the traveler's checks you'll need for your vacation. What happens to M1 and M2?

- A) M1 and M2 both increase.
- B) M1 stays the same and M2 increases.
- C) M1 increases and M2 decreases.
- D) M1 increases and M2 stays the same.

6) Given the U.S. price level  $P$ , the foreign country price level  $P^*$ , and the nominal exchange rate  $E$  in foreign currency per U.S. dollar, the real exchange rate  $RER$  is given by

- A)  $RER = E \times (P/P^*)$
- B)  $RER = E \times (P^*/P)$
- C)  $RER = (P/P^*) / E$
- D)  $RER = P \times (E/P^*)$

7) In the short run, firms expand their production when the price level rises because

- A) the money wage rate remains constant so the higher prices for their product makes it profitable for firms to expand production.
- B) each firm must keep its production up to the level of its rivals, and some firms will expand production as the price level increases.
- C) the higher prices allow the firm to hire more workers by offering higher wages, thereby increasing productivity and profits.
- D) firms can increase their profits by increasing their maintenance.

8) Suppose disposable income increases from \$7 trillion to \$8 trillion. At the same time, consumption expenditure increases from \$6.8 trillion to \_\_\_\_\_. Thus the  $MPC$  must equal \_\_\_\_\_.

- A) \$7.8 trillion; 0.80
- B) \$7.6 trillion; 0.80
- C) \$7.4 trillion; 0.40
- D) \$8 trillion; 1.00

9) An initial increase in aggregate demand that is NOT followed by an increase in the quantity of money results in a long-run equilibrium with

- A) a higher price level but the same real GDP.
- B) a higher price level and an increased level of real GDP.
- C) the same price level and a lower level of real GDP.
- D) None of the above answers are correct.

(背面仍有題目,請繼續作答)

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10) Looking at the supply-side effects on aggregate supply shows that a tax hike on labor income

- A) weakens the incentive to work.
- B) decreases potential GDP.
- C) increases potential GDP because people work more to pay the higher taxes.
- D) Both answers A and B are correct.

11) Monetary policy could be enacted on which of the following bases?

- I. Instrument rule
- II. Fiscal-related rule.
- III. Targeting rule.

- A) I only
- B) I and II
- C) I and III
- D) I, II, and III

12) Consider a market that is initially in equilibrium with quantity demanded equal to quantity supplied at a price of \$20. If the world price of the good is \$10 and the country opens up to international trade then in this market we would expect

- A) imports will increase, price will fall, and quantity supplied will fall
- B) exports will increase, price will be unchanged, and quantity supplied will increase
- C) imports will increase, price will decrease, and the supply curve will shift to the left
- D) quantity demanded will decrease, quantity supplied will decrease, and price will decrease

13) Twenty years ago a stove cost \$300 and a refrigerator cost \$1,500. Today a stove costs \$600, while a refrigerator costs \$1,800. Which of the following statements is true?

- A) The relative price of stoves and refrigerators has not changed.
- B) The relative price of a refrigerator has increased.
- C) The relative price of a stove has increased.
- D) The money price of a refrigerator has fallen.

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14) Some time ago the government of China required many highly skilled technicians and scientists to engage in unskilled agricultural labor in order to develop "proper social attitudes." This policy probably caused China to produce

- A) at an inappropriate point along its production possibilities frontier.
- B) outside its production possibilities frontier with respect to food, but inside with respect to high-technology goods.
- C) inside its production possibilities frontier with respect to food, but outside with respect to high-technology goods.
- D) inside its production possibilities frontier.

15) In a market economy, what people do in the pursuit of their self-interest

- A) is usually in conflict with the social interest.
- B) usually forwards the social interest.
- C) always forwards the social interest.
- D) is always in conflict with the social interest.

Cheese (tons)	DVDs (thousands)
0	60
2	56
4	48
6	36
8	20
10	0

16) The table above lists six points on the production possibilities frontier for cheese and DVDs. Given this information, which of the following combinations is unattainable?

- A) 2 tons of cheese and 56 thousand DVDs
- B) 8 tons of cheese and 21 thousand DVDs
- C) 6 tons of cheese and 34 thousand DVDs
- D) 7 tons of cheese and 20 thousand DVDs

(背面仍有題目,請繼續作答)

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17) The accumulated loss of output that results from a slowdown in the growth rate of GDP per person is called the

- A) Keynesian gap.
- B) Okun gap.
- C) Lucas wedge.
- D) unemployment wedge.

18) An increase in the amount of capital leads to \_\_\_\_\_ the aggregate production function and a technological advance leads to \_\_\_\_\_ the aggregate production function.

- A) a movement along; a movement along
- B) a movement along; an upward shift
- C) an upward shift; an upward shift
- D) a downward shift; an upward shift

19) The price elasticity of demand for any particular perfectly competitive firm's output is

- A) less than 1.
- B) 1.
- C) equal to zero.
- D) infinite.

20) Which of the following is NOT a barrier to entry for a monopoly?

- A) economies of scale for the relevant range of output
- B) a patent on the product being sold
- C) the ability to charge a price that is above marginal cost
- D) receiving a government authorized monopoly