

國立成功大學
110學年度碩士班招生考試試題

編 號：253

系 所：國際企業研究所

科 目：經濟學

日 期：0203

節 次：第 3 節

備 註：不可使用計算機

※ 考生請注意：本試題不可使用計算機。請於答案卷(卡)作答，於本試題紙上作答者，不予計分。

Part I (80%) Choose ONE best choice

1. You value your lovely pair of shoes at \$100. Your friend, Bob, values this pair of shoes at \$160, and he would like to pay \$120 for the pair of lovely shoes. If you decide to sell the pair of shoes to Bob, is this deal qualified to be Pareto efficient?
 - A) No, because you did not receive the maximum amount the other person would have been willing to pay for the shirt.
 - B) No, the person paid you \$120 for the pair of shoes so his net benefit was \$40, while your net benefit was only \$20. For this change to be Pareto efficient, each of you should have the same net benefit.
 - C) Yes, because even though you gain from the trade and he loses, there is the potential for you to compensate him for his loss.
 - D) Yes, because both of you are better off as a result of the trade.

2. Bob is considering about getting back to school and starts to collect information of costs. Bob realizes that the tuition is \$2,000 for the first semester, the books cost \$400. If going back to school, Bob can only work 10 rather than 40 hours per week during the 15 weeks of the semester. Bob currently makes \$12 per hour. The rent of the room where Bob is staying now is \$4,000 for this semester. What is the opportunity cost of attending college this semester?
 - A) \$2,400.
 - B) \$2,760.
 - C) \$7,800.
 - D) \$11,800.

3. When the market information is more costly and less easily available to the public, then usually this condition
 - A) makes markets more efficient.
 - B) makes markets less efficient.
 - C) decreases profit opportunities.
 - D) decreases the opportunity cost of acquiring more information.

- 4 As the production moves up the production possibility frontier, the absolute value of the marginal rate of transformation
 - A) increases.
 - B) decreases.
 - C) initially increases, then decreases.
 - D) initially decreases, then increases.

- 5 Since inputs are not equally suited for producing different types of goods
 - A) as more of a good is produced, the inputs used to produce that good will increase in price.
 - B) the opportunity costs of producing a good will increase as more of that good is produced.
 - C) the opportunity costs of producing a good will decrease as more of that good is produced.
 - D) as more of a good is produced, the quality of that good declines, and therefore the costs of production increase.

- 6 You can buy your lunch either sushi or pizzas. If the prices of both pizza and sushi increase by 20% and your money income increases by 40%, then your budget constraint will
 - A) shift in but remain parallel to the old one.
 - B) shift out but remain parallel to the old one.
 - C) swivel in so that the slope of the budget constraint is doubled.
 - D) remain unchanged.

- 7 The law of diminishing marginal utility is effective when marginal utility is
 - A) positive and increasing.
 - B) positive and decreasing.
 - C) initially zero and then increasing.
 - D) initially zero and then decreasing.

Table 1

| No. of Beers | Total Utility |
|--------------|---------------|
| 1 | 30 |
| 2 | 52 |
| 3 | 67 |
| 4 | 76 |

| No. of Sodas | Total Utility |
|--------------|---------------|
| 1 | 20 |
| 2 | 35 |
| 3 | 47 |
| 4 | 57 |

- 8 Refer to Table 1. Assume that a store is giving beers and sodas away for free, but the drink has to be consumed one unit at a time. If you have already had one soda and two beers, to maximize your utility, what you should do next is to
- A) consume a soda.
 - B) consume a beer.
 - C) be indifferent between consuming the second soda or the third beer.
 - D) consume neither another soda nor beer.
- 9 Your breakfast includes both coffee and bread. If the ratio of the marginal utility of coffee to the marginal utility of bread is four when you are maximizing utility. This implies that
- A) a piece of bread is four times more valuable than a cup of coffee.
 - B) the price ratio of coffee to bread is one to four.
 - C) the price ratio of coffee to bread is four to one.
 - D) you always eat bread with coffee.
- 10 Bob likes tomato sauce. After eating tomato sauce with four French fries, he switches to cheese with French fries. This implies that
- A) the tomato sauce cannot have tasted that good after four French fries.
 - B) the tomato sauce with crackers now has a marginal utility of zero.
 - C) at this point cheese and crackers have a higher marginal utility per dollar spent than that of tomato sauce with French fries.
 - D) Bob is no longer maximizing his utility.

- 11 If you are running a firm that earns a rate of return greater than the opportunity costs from the long-run business operation, then
- A) the firm's total costs exceed total revenue.
 - B) the firm's total costs exceed a normal rate of return.
 - C) the firm's normal rate of return is zero.
 - D) the firm is earning an economic profit.
- 12 A dominant price leader in an oligopoly market will produce a level of output
- A) equal to what a monopolist would choose in the same industry.
 - B) between that which would prevail under competition and that which a monopolist would choose in the same industry.
 - C) between that which would prevail under competition and that which a monopolistic competitor would choose in the same industry.
 - D) that would prevail under competition.
- 13 Chang Steel competes in the monopolistically competitive steel industry. Chang Steel raises its prices by 10% while all other steel producers keep their prices the same. Which of the following is most likely to occur? Chang Steel will
- A) be unable to sell any steel because it was the only firm raising the price.
 - B) lose some customers.
 - C) increase in net profits.
 - D) serve more customers.
- 14 The Chang Food Store is a monopolistically competitive firm with an output level of 200 decorated cakes per day for \$12 per cake. At that production level, ATC is \$20, AVC is \$15, AFC is \$5, and both MR and MC are \$8. Chang Food is better off to
- A) continue to produce 200 cakes.
 - B) increase output to the point where price equals marginal cost.
 - C) decrease output to the point where marginal cost equals average cost.
 - D) produce zero cakes and pay fixed costs.

- 15 An area affected by noise pollution from a factory is occupied by 1,000 families. While the noise is within legal limits, it could be reduced further if the company spent \$5,000 on technological improvements. The company agrees to make the improvements if the affected families are willing to contribute the \$5,000. A committee starts to collect donations to pay for the improvements. Which of the following is most likely to occur?
- A) Because there are relatively few families involved and the individual contribution is so small, all families will voluntarily contribute.
 - B) Because individuals will benefit from the reduction in noise whether they contribute or not, most people will choose not to contribute and the firm will not make the improvements.
 - C) Even if the families raise \$5,000, the firm will not reduce its noise pollution since it is within legal limits.
 - D) The courts will force the firm to spend the \$5,000 regardless of whether or not the families contribute the money.
- 16 A firm is in a situation that $MP_L/P_L < MP_K/P_K$, where L is for labor, and K for capital. To maximize profits, the firm is advised to hire
- A) less labor and less capital.
 - B) more capital and more labor.
 - C) more labor and less capital.
 - D) less labor and more capital.
- 17 Working in the camera industry, you are aware that the demand for digital cameras is positively related to the birth of a first child. The most recent national statistics show that the birthrate is expected to increase stably over the next decade. Which of the following actions are you likely to initiate to take advantage of this trend?
- A) Keep the same amount of investment, but raise the price of digital cameras.
 - B) Invest in new production lines only after the increase in the birthrate is confirmed.
 - C) Start to increase investment now so that when the birthrate increases and the demand for digital cameras increases, the firm will be able to meet the new demand.
 - D) Suggest that the firm cut its advertising to face a substantial increase in demand for digital cameras.

- 18 A firm can invest in either new delivery vans or the on-job training of its sales staff. Both projects require the same amount of expenditure. The purchase of new delivery vans is expected to reduce costs by \$5,000 each year for 10 years. The training of the sales staff in the use of a new sales technique is expected to increase revenues by \$5,000 each year for 5 years. Which of the following is TRUE?
- A) Each of these projects would have the same expected rate of return, as they both cost the same.
 - B) The training of the sales staff would have higher expected rate of return, as it increases revenues whereas the purchase of delivery vans only reduces costs.
 - C) The purchase of delivery vans would have a higher expected rate of return, as it will reduce costs for a longer time period than the sales staff training will increase revenues.
 - D) The expected rates of return for these two projects cannot be compared, as one project reduces costs and the other increases revenues.
- 19 An advance in technology will cause a marginal revenue product of labor curve to
- A) be unaffected because the productivity of labor has not changed.
 - B) shift to the left.
 - C) shift to the right
 - D) become more inelastic.
- 20 Bacon is an essential part of producing bacon cheeseburgers. The price of bacon significantly declines recently. In the market for bacon cheeseburgers, you would expect that
- A) the demand for bacon cheeseburgers would increase and the price of bacon cheeseburgers would increase.
 - B) the demand for bacon cheeseburgers would decrease and the price of bacon cheeseburgers would fall.
 - C) the supply of bacon cheeseburgers would decrease and the price of bacon cheeseburgers would increase.
 - D) the supply of bacon cheeseburgers would increase and the price of bacon cheeseburgers would decrease.

Part II: (20%) Briefly answer the following questions.

- 1 Digital transformation is among the most discussed issues in recent years. Can you explain what digital transformation is?
- 2 How is digital transformation influenced by the COVID-19 pandemic?
- 3 A lot of industries are strongly hit by the COVID-19 pandemic. Nevertheless, some industries actually benefit from the pandemic. What are those industries that become prosperous amid the COVID-19 pandemic, and why?
- 4 Despite the severe damage caused by the COVID-19 pandemic, stock markets in Taiwan and the US soar to new high levels. How do you explain this seemingly conflicting phenomenon?