

國立中興大學101學年度碩士班招生考試試題

科目：經濟學

系所：行銷學系

(每題2分) 單選題

本科目試題共8頁

- (1) If a firm had a fixed proportions technology, then the pollution produced by this firm
 - A) cannot be reduced.
 - B) can be reduced only by lowering the level of output (holding technology constant).
 - C) can be reduced by changing how the output is produced within the bounds of the existing technology.
 - D) can be reduced only by increasing the number of firms in the industry.
- (2) When a moral hazard problem exists for automobile driving, the marginal cost of driving
 - A) is lowered, and the amount of driving done is raised above the efficient level.
 - B) is lowered, and the amount of driving done is lowered below the efficient level.
 - C) is raised, and the amount of driving done is raised above the efficient level.
 - D) is raised, and the amount of driving done is lowered below the efficient level.
- (3) Ice cream can be frozen. In the short run the magnitude of the own price elasticity of demand for ice cream:
 - A) is higher than in the long run.
 - B) is lower than in the short run.
 - C) is the same as in the long run.
 - D) does not depend on the fact that ice cream can be frozen.
- (4) Although the U. S. airline industry has only a relatively small number of sellers, the market is nevertheless highly competitive. The reason is that:
 - A) the number of buyers is very large.
 - B) due to fierce competition, no firm has significant control over prices.
 - C) due to fierce competition, no firm has significant control over the quantity supplied.
 - D) most airline routes are served by relatively many sellers.
- (5) Suppose the labor market is perfectly competitive, but the output market is not. When the labor market is in equilibrium, the wage rate will:
 - A) be less than price times the marginal product of labor.
 - B) equal price times the marginal product of labor.
 - C) be greater than price times the marginal product of labor.
 - D) None of the above is necessarily correct.
- (6) Suppose the equilibrium price of milk is \$3 per gallon but the federal government sets the market price at \$4 per gallon. The market mechanism will force the milk price back down to \$3 per gallon unless the government:
 - A) rations the excess demand for milk among consumers.
 - B) buys the excess supply of milk and removes it from the market.
 - C) Both A and B are plausible actions.
 - D) The government cannot maintain the price above the equilibrium level.

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- (7) Suppose the demand for gourmet coffee can be represented by a linear demand curve. At the prevailing market price the income elasticity of demand for gourmet coffee is 2. When income rises the demand curve for gourmet coffee:
- A) becomes less elastic at every price.
 - B) becomes less elastic at the price that prevailed before the change in income
 - C) becomes more elastic at every price
 - D) becomes more elastic at the price that prevailed before the change in income
- (8) Which of the following are examples of situations in which the standard model of the consumer may not be realistic?
- A) Impulse purchases
 - B) Following fads and fashions instead of one's own preferences
 - C) Addictions or other strong habits in consumption
 - D) all of the above
- (9) The magnitude of the slope of an indifference curve is:
- A) called the marginal rate of substitution.
 - B) equal to the ratio of the total utility of the goods.
 - C) always equal to the ratio of the prices of the goods.
 - D) all of the above
- (10) Use the following two statements in answering this question:
- I. For all Giffen goods the substitution effect is larger than the income effect.
 - II. For all inferior goods the substitution effect is larger than the income effect.
- A) I and II are true.
 - B) I is true, and II is false.
 - C) I is false, and II is true.
 - D) I and II are false.
- (11) If a consumer is always indifferent between an additional one grapefruit or an additional two oranges, then when oranges are on the horizontal axis the indifference curves:
- A) will be straight lines with a slope of $-1/2$.
 - B) will be straight lines with a slope of -1 .
 - C) will be straight lines with a slope of $+1/2$.
 - D) will be right angles whose corners occur on a ray from the origin with a slope of $+2$.
- (12) When Joe maximizes utility, he finds that his MRS of X for Y is greater than P_x/P_y . It is most likely that:
- A) Joe's preferences are incomplete.
 - B) Joe's preferences are irrational.
 - C) Joe is not consuming good X.
 - D) Joe is not consuming good Y.

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本科目試題共 8 頁

- (13) Consider two goods X and Y available for consumption. Assume that the price of X changes while the price of Y remains fixed. For these two goods, the price-consumption curve illustrates the
- A) relationship between the price of X and consumption of Y.
 - B) utility-maximizing combinations of X and Y for each price of X.
 - C) relationship between the price of Y and the consumption of X.
 - D) utility-maximizing combinations of X and Y for each quantity of X.
- (14) Suppose the major soft drink companies develop vending machines for canned and bottled drinks that can determine your maximum willingness-to-pay for a drink, and the machine charges you that price when you purchase a drink. If this were possible, the consumer surplus in the vended soft drink market would be:
- A) positive because consumer surplus equals consumer expenditures in this case.
 - B) positive because the market demand curve is perfectly inelastic in this case.
 - C) negative because people are not actually willing to pay their maximum value for the product.
 - D) zero because all surplus value is captured by the seller.
- (15) A firm's expansion path is
- A) the firm's production function.
 - B) a curve that makes the marginal product of the last unit of each input equal for each output.
 - C) a curve that shows the least-cost combination of inputs needed to produce each level of output for given input prices.
 - D) none of the above
- (16) The demand curve for tickets to the concert is given as follows:
 $Q = 200 - 0.1P$
At a price of \$30, what is the consumer surplus from concert tickets?
- A) \$20
 - B) \$2,000
 - C) \$1,970
 - D) \$194,045
- (17) The cost-output elasticity is used to measure:
- A) economies of scope.
 - B) economies of scale.
 - C) the curvature in the fixed cost curve.
 - D) steepness of the production function.
- (18) Use the following two statements to answer this question:
- I. Increasing returns to scale cause economies of scale.
 - II. Economies of scale cause increasing returns to scale.
- A) Both I and II are true.
 - B) I is true, and II is false.
 - C) I is false, and II is true.
 - D) Both I and II are false.

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本科目試題共8頁

- (19) If a competitive firm's marginal costs always increase with output, then at the profit maximizing output level, producer surplus is
A) zero because marginal costs equal marginal revenue.
B) zero because price equals marginal costs.
C) positive because price exceeds average variable costs.
D) positive because revenues are increasing faster than variable costs.
- (20) Which of the following is NOT true for monopoly?
A) The profit maximizing output is the one at which marginal revenue and marginal cost are equal.
B) Average revenue equals price.
C) The profit maximizing output is the one at which the difference between total revenue and total cost is largest.
D) At the profit maximizing output, price equals marginal cost.
- (21) If the regulatory agency sets a price where $AR = AC$ for a natural monopoly, output will be
A) equal to the competitive level. B) equal to the monopoly profit maximizing level.
C) greater than the monopoly profit maximizing level and less than the competitive level.
D) greater than the competitive level.
- (22) In the personal computer market, some large manufacturers are able to buy computer components (e.g., disk drives, flat-screen monitors, and memory chips) and software at lower prices than smaller firms in the market. This outcome indicates that the large firms enjoy some degree of _____ in this market.
A) monopoly power B) oligopoly power C) oligopsony power D) monopsony power
- (23) When the movie "Jurassic Park" debuted in Westwood, California, the price of tickets was \$7.50. After several months the ticket price had fallen to \$4.00. This is an example of
A) peak-load pricing. B) second-degree price discrimination.
C) a two-part tariff. D) none of the above
- (24) Which statement most nearly describes a Nash equilibrium applied to price competition?
A) Two firms cooperate and set the price that maximizes joint profits.
B) Each firm automatically moves to the purely competitive equilibrium because it knows the other firm will eventually move to that price anyway.
C) Given the prices chosen by its competitors, no firm has an incentive to change their prices from the equilibrium level.
D) One dominant firm sets the price, and the other firms take that price as if it were given by the market.
- (25) The kinked demand curve model is based on the assumption that each firm
A) considers its rival's output to be fixed.
B) considers its rival's price to be fixed.
C) believes rivals will match all price changes.
D) none of the above

- (26) 如果名目 GDP 在某一年 (如 1995) 下降，下列那一項必定是對的？
- A) 實質 GDP 及 GDP deflator(國民所得平減指數)二者在此年必定同時下降
 - B) 實質 GDP 及/或 GDP deflator 在此年下降
 - C) 實質 GDP 在此年亦下降
 - D) GDP deflator 在此年亦下降
- (27) 假設一經濟體中適合勞動的人口有 2000 萬人，其中 1000 萬人有工作，200 萬人正在找工作，200 萬人在二個月前已停止找工作，其餘 600 萬人沒有工作意願。此經濟體的失業率為：
- A) 10%
 - B) 14.3%
 - C) 16.67%
 - D) 20%
- (28) 通貨膨脹率和失業率都偏高時稱作
- A) 經濟衰退
 - B) 經濟擴張
 - C) 緊縮型經濟
 - D) 停滯性膨脹
- (29) 某一閉鎖經濟體中包含二個廠商，在某一年中：
- (i) 銀礦公司支付\$75,000 的勞工薪資，並將 50 磅的白銀以\$100,000 賣給銀器製造商
 - (ii) 銀器製造商買入 50 磅的白銀並支付\$50,000 的勞工薪資，賣出\$400,000 的銀器
- 請問此閉鎖經濟體此年的名目 GDP 為？
- A) \$125,000
 - B) \$250,000
 - C) \$400,000
 - D) \$500,000
- (30) 何謂實質 GDP
- A) 不同時期的產品及服務以個別時期的價格衡量
 - B) 同一時期的產品及服務以市場價格衡量
 - C) 不同時期的產品及服務以基期的價格衡量
 - D) 同一時期的產品及服務以不同時期的價格衡量
- (31) 某一經濟體的消費方程式為 $C_t = 50 + 0.28 Y_{Dt} + 0.14 Y_{Dt-1} + 0.08 Y_{Dt-2}$
請問此經濟體的邊際消費傾向為？
- A) 0.14
 - B) 0.28
 - C) 0.5
 - D) 2

- (32) 結合貨幣緊縮與財政擴張政策會造成
- A) 產出增加，利率變化不確定
 - B) 產出減少，利率變化不確定
 - C) 利率上升，產出變化不確定
 - D) 利率下降，產出變化不確定
- (33) 在 IS-LM 模型中，預期通貨膨脹率上升將會導致
- A) LM 曲線下移，利率下降，投資增加
 - B) LM 曲線上移，利率上升，投資減少
 - C) IS 曲線左移，利率下降，產出減少
 - D) IS 曲線右移，利率上升，產出增加
- (34) 在古典的供給曲線模型中，貨幣擴張將造成
- A) P 上升、Y 不變
 - B) Y 增加、P 不變
 - C) Y 及 P 皆上升
 - D) Y 及 P 皆下降
- (35) 凱因斯的總供給曲線(AS)隱含
- A) 適用於長期情況下
 - B) 價格水準並不受目前產出多寡的影響
 - C) 經濟體一直處於完全就業水準
 - D) 貨幣供給的增加並不會影響產出
- (36) 結構性失業是指
- A) 低於 4% 的失業率
 - B) 人們移轉工作正在找尋新工作
 - C) 自然失業率與循環性失業之差
 - D) 在自然失業以上的失業率
- (37) 當經濟體處於過度就業的情況下，下期工資(W_{t+1})會較當期工資(W_t)
- A) 高
 - B) 低
 - C) 相同
 - D) 不確定其變動方向
- (38) 下列何者為犧牲率(sacrifice ratio)?
- A) 通貨膨脹率與失業率間的關係
 - B) 通貨膨脹率與產出間的關係
 - C) 產出與失業率間的關係
 - D) 失業率與就業率間的關係

- (39) 下列何者為重置率(replacement ratio)
- A) 失業的稅後所得/就業的稅後所得
 - B) 就業的稅後所得/失業的稅後所得
 - C) 失業的稅前所得/失業的稅後所得
 - D) 失業的稅前所得/就業的稅後所得
- (40) 痛苦指數(Misery Index)是指
- A) 通貨膨脹率+利率
 - B) 利率+失業率
 - C) 通貨膨脹率+失業率
 - D) 失業率+人口死亡比率
- (41) 下列那一項會造成貨幣乘數的增加？
- A) 銀行存底比例增加
 - B) 流通貨幣對支票存款的比例上升
 - C) 銀行存底比例減少
 - D) 貨幣基礎增加
- (42) 在 IS-LM 模型中，稅減少會造成
- A) IS 曲線向右移動
 - B) IS 曲線向左移動
 - C) LM 曲線向下移動
 - D) LM 曲線向上移動
- (43) 下列那一項為實質利率的精確計算式 (π^e : 預期通貨膨脹率)
- A) $1 - \pi^e$
 - B) $i - \pi^e$
 - C) $(1+i) / (1+\pi^e)$
 - D) $[(1+i) / (1+\pi^e)] - 1$
- (44) 假設目前名目利率為 5%且在二年內固定不變，某人預期在二年時間到期時可領到一筆 1,000 元款項，其折扣現值為
- A) \$ 900
 - B) \$ 907.03
 - C) \$ 952.38
 - D) \$ 1102.50
- (45) 假設當期及預期實質利率不變，而折舊率(δ)增加，預期利潤的折扣現值會
- A) 增加
 - B) 減少
 - C) 不變
 - D) 不確定其變化，需更多資料

- (46) 當期及預期實質利率減少會造成
- A) 預期利潤折扣現值增加
 - B) 預期利潤折扣現值減少
 - C) 折舊率增加
 - D) 折舊率降低
- (47) 當消費增加且央行增加貨幣供給，可確定
- A) 產出增加，股價上升
 - B) 產出增加，股價變化不確定
 - C) 產出減少，股價下跌
 - D) 產出減少，股價變化不確定
- (48) 下列何者不會造成 IS 曲線的移動
- A) 移轉性支付的增加
 - B) 稅的減少
 - C) 貨幣需求的改變
 - D) 消費者信心的改變
- (49) 流動性陷阱存在於下列何種狀況？
- A) IS 曲線是垂直的
 - B) LM 曲線是垂直的
 - C) IS 曲線是水平的
 - D) LM 曲線是水平的
- (50) 若失業補助金下降，下列那一項是對的？
- A) PS 曲線上移
 - B) PS 曲線下移
 - C) WS 曲線上移
 - D) WS 曲線下移