

朝陽科技大學 97 學年度碩士班招生考試試題

系(所)別：財務金融系、企業管理系、保險金融管理系
組別：一般生、企管系甲組
科目：經濟學

總分：100 分

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注意事項：

1. 本試卷包括兩部份，第一部份為單選題，共30題，每題2分，共計60分；第二部份為綜合題，共計40分。
2. 答案請書寫於答案卷，單選題答案請註明題號並依序作答，5題一列，共計6列。

第一部份：單選題

1. All the problems studied in economics arise from
 - (A) the unequal distribution of income
 - (B) overpopulation
 - (C) the scarcity of resources
 - (D) inappropriate government action
2. The three groups of decision makers in the economy are
 - (A) households, business firms, and banks
 - (B) households, business firms, and governments
 - (C) business firms, governments, and banks
 - (D) business firms, banks, and foreign traders
3. Microeconomics deals with which of the following?
 - (A) the total output of an economy
 - (B) the measurement of a nation's inflation rate
 - (C) how producers and consumers interact in individual markets
 - (D) how tax policies influence economic growth
4. The opportunity cost of a particular activity
 - (A) is the same for everyone pursuing this activity
 - (B) may include both monetary costs and forgone income
 - (C) always decreases as more of that activity is pursued
 - (D) usually is known with certainty
5. Carl is considering attending a concert with a ticket price of \$35. He estimates that the cost of driving to the concert and parking there will total an additional \$20. In order to attend the concert, Carl will have to take time off from his part-time job. He estimates that he will lose 5 hours at work, at a wage of \$6 per hour. Carl's opportunity cost of attending the concert equals
 - (A) \$35
 - (B) \$55
 - (C) \$30
 - (D) \$85
6. The production possibilities frontier illustrates
 - (A) the combinations of goods that could be produced with resources and technology constant
 - (B) how technology influences opportunity costs
 - (C) the law of diminishing returns
 - (D) how price changes affect decision making of individuals

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7. In a perfectly competitive market,
- (A) there can be few or many buyers and sellers
 - (B) the price can be driven upward by suppliers holding back on goods and services
 - (C) each participant is too small to affect the market price
 - (D) government intervention is needed to ensure that prices are *fair* for consumers
8. Which of the following is characteristic of an imperfectly competitive market?
- (A) all of the following are correct
 - (B) no single buyer or seller can influence the market price
 - (C) a large seller can raise its price without reducing its sales volume
 - (D) a seller can increase its sales by lowering the price of its product
9. Each point along the market demand curve shows
- (A) the quantity of the good that firms would be willing and able to supply at a specific price
 - (B) the relationship between the price of the good and total quantity demanded at a series of prices
 - (C) the opportunity cost of supplying a given quantity of goods to the market
 - (D) the quantity of the good that consumers would be willing and able to purchase at a specific price
10. Price floors and price ceilings
- (A) lead to the same prices and quantities that would be found in a competitive market
 - (B) lead to technical efficiency
 - (C) cause the demand curve to shift to the left
 - (D) usually result from government intervention
11. When the minimum wage is set above the equilibrium market wage,
- (A) there will be an excess demand for labor at the minimum wage
 - (B) it will have no effect on the quantity of labor employed
 - (C) the unemployment rate will rise
 - (D) the quality of the labor force will rise
12. If an excise tax is imposed on a good or service,
- (A) the supply curve shifts upward
 - (B) the supply curve shifts downward
 - (C) the price paid by consumers decreases
 - (D) the net price received by sellers increases
13. Which of the following determines the maximum price a firm may charge for a particular quantity of output?
- (A) the firm's supply curve
 - (B) opportunity costs
 - (C) explicit and implicit costs of production
 - (D) the demand curve facing the firm

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14. If a firm faces a horizontal demand curve, marginal revenue

- (A) is constant regardless of how much output the firm produces
- (B) decreases as the firm produces more output
- (C) increases as the firm produces more output
- (D) decreases if the firm produces less output

15. Economies of scale act as a barrier to entry because

- (A) one large firm can supply the market at a higher average cost than many small firms could
- (B) firms are not allowed by law to sell output below average cost
- (C) large firms can hire inputs at a higher price than smaller firms
- (D) one large firm can produce the market output at a lower average cost than many small firms

16. Assume net exports are \$1800, consumption is \$6,000, tax revenues are \$2,000, government purchases are \$1,500, and 2007 GDP, calculated by the expenditure approach, is \$12,000. We can conclude that

- (A) private investment was \$3,500
- (B) public investment was \$500
- (C) private investment was \$5000
- (D) private investment was \$2,700

17. Use the table to calculate the rate of inflation for 2008. Assume that 2007 is the base year.

	2007		2008	
	Price	Quantity	Price	Quantity
Personal Computers	\$500	100	\$450	120
Bread	\$2	10,000	\$3	11,000

- (A) 7.1 percent (B) 9.3 percent (C) 16.0 percent (D) 24.3 percent

18. If the Consumer Price Index (CPI) increases from 50 to 100 and the nominal wage increases from \$50, to \$200 what is the change in the real wage in terms of the beginning year's dollars?

- (A) +\$200 (B) +\$100 (C) +\$50 (D) +\$150

19. Assuming the economy was in equilibrium, use the following information to determine the total amount of funds demanded in the loanable funds market.

- (A) \$0.3 trillion (B) \$2.5 trillion (C) \$2.8 trillion (D) \$3.0 trillion.

Consumption Spending	\$3.5 trillion
Net Taxes	\$2.7 trillion
Household Saving	\$2.8 trillion
Investment Spending	\$2.5 trillion
Government Purchases	\$3.0 trillion

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20. If both labor demand and labor supply fall, what will happen to the real wage, employment, and output?
(A) employment and real output will decrease, but the effect on the real wage depends upon the magnitudes of the shifts.
(B) the real wage will increase, but the effects of employment and real output depend upon the magnitudes of the shifts
(C) the real wage, employment, and real output will all decrease
(D) the real wage will increase, real output will increase, but the effect on employment depends upon the magnitudes of the shifts
21. The existence of economic fluctuations makes it clear that
(A) our economy will soon experience a period of prosperity
(B) the Keynesian model has a flaw.
(C) we need active monetary regulation
(D) the classical model has a flaw.
22. If the Federal Reserve sets a required reserve ratio of 0.2 and a bank has \$100 million in loans and \$90 million in deposits, what is the level of required reserves for the bank?
(A) \$10 million (B) \$18 million (C) \$90 million (D) \$20 million
23. If the Federal Reserve wishes to increase the money supply by \$60,000 and the reserve requirement ratio is 0.4, how big a purchase of bonds will the Fed need to make?
(A) \$36,000 (B) \$24,000 (C) \$150,000 (D) \$60,000
24. If the actual interest rate is below the equilibrium interest rate, the
(A) Fed must intervene in financial markets to restore the interest rate to its equilibrium value
(B) money supply will increase until the interest rate rises
(C) price of bonds will decrease
(D) price of bonds will increase.
25. If the economy is at a point on the aggregate supply curve but to the right of the aggregate demand curve, then which of the following will be the first market force to lead the economy toward an equilibrium?
(A) at the current output level, prices will be too high and firms will lower their prices
(B) at the current price level, output will be too high, inventories will diminish, and firms will increase their production
(C) at the current price level, output will be too high and so prices will drop so that output will drop
(D) at the current price level, output will be too high, inventories will pile up and firms will cut back on their production

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26. Which of the following components of government spending and revenue serves as an automatic stabilizer?
(A) unemployment insurance (B) the multiplier (C) property taxes (D) the wealth effect
27. If we know that the exchange rate is 25 NTDs per USD, then we know that the exchange rate of NTD per USD is
(A) 25 (B) 2.5 (C) 0.04 (D) 0.4
28. If there is a strong possibility that the dollar price of the Japanese yen will fall in the next few months, which of the following would we expect to happen right now in the market for yen?
(A) a leftward shift of the demand curve, a rightward shift of the supply curve, and a depreciation of the yen
(B) a leftward shift of the demand curve, a leftward shift of the supply curve, and a depreciation of the yen
(C) a rightward shift of the demand curve, a rightward shift of the supply curve, and an appreciation of the yen
(D) a rightward shift of the demand curve, a leftward shift of the supply curve, and an appreciation of the yen
29. To prevent cost-push inflation
(A) there must not be an excess demand for money.
(B) interest rates must not rise.
(C) there must not be an decrease in government purchases.
(D) the central bank must not let the quantity of money rise persistently.
30. Aggregate demand increases when
(A) foreign income fall.
(B) interest rate rise.
(C) the foreign exchange rate rises.
(D) None of the above answers is correct.

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第二部份：綜合題

1. 若有一獨占廠商面對市場的需求函數為 $Q = 200 - 2P$ ，且其所擁有的兩家工廠 A、B 的成本函數分別為： $C_A = 10Q_A$ ， $C_B = 0.25Q_B$ ，試問
 - (1) 在利潤極大下，兩家工廠的產量各為何？(5 分)
 - (2) 貨品價格為何？利潤為何？(5 分)
2. 廠商做廣告，總希望改變消費者的需求曲線，為達提高利潤，要降價時，應廣告自己的產品與別人一樣好，如要漲價，則需宣傳自己的產品是別家無法取代的，試說明原因。(10 分)
3. Suppose the working-age population is 150 million, the labor force is 125 million, and employment is 120 million.
 - (a) What is the unemployment rate? (5 分)
 - (b) Now suppose that 2 million students graduate from college and begin to look for jobs. What is the new unemployment rate if none of the students have found jobs yet? (5 分)
4. 試以 IS-LM 模型說明在流動性陷阱的假設下，擴張性貨幣政策的效果。(10 分)