

國立中山大學 101 學年度碩士暨碩士專班招生考試試題

科目：經濟學【傳管所碩士班乙組】

題號：4138  
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1. 旺旺與中嘉的併購遭到專家的贊成與反對。這些贊成與反對的意見為何？試以經濟學的角度分析該併購案對媒體企業與觀眾的影響。(以英文作答) (共 50 分)
2. Susan can pick 10 pounds of coffee in an hour or gather 5 pounds of nuts. Tom can pick 5 pounds of coffee in an hour or gather 10 pounds of nuts. Each works 8 hour per day. Answer the following questions. (每小題5分，共15分)
  - (a) What is the maximum number of pounds of coffee the two can pick in a day?
  - (b) If Susan and Tom were picking the maximum number of pounds of coffee when they decided that they would like to begin gathering 20 pounds of nuts per day, who would gather the nuts, and how many pounds of coffee would they still be able to pick?
  - (c) Would it be possible for Susan and Tom in total to gather 30 pounds of nuts and pick 105 pounds of coffee each day? If so, how much of each good should each person pick?
3. 請回答下列問題：(共25分)
  - (a) 試在同一圖形上畫出完全競爭結構下個別廠商的一般 AC, AFC, AVC, 及 MC 等線段來表達四者之間的關係。(5 分)
  - (b) 承上，請利用圖形及文字說明來推導出完全競爭結構下個別廠商的短期供給曲線。(10 分)
  - (c) What will happen to the equilibrium price and quantity in the corn tortilla chip market if both of the following events occur: (1) researchers discover that a vitamin found in corn helps protect against cancer and heart disease and (2) a swarm of locusts destroys part of corn crop? Use Demand-Supply diagram to show your answers. (10 分)

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4. 假設你很不喜歡聞到菸味，但你租屋在外，剛好有一位室友非常喜歡在租屋處抽菸，他每天的抽菸成本與效用、以及二手菸對於你的傷害(量化為金錢後)如下表。

菸量(根)/ 天	對你室友		對你
	總成本	總效用	總傷害
1	6	21	5
2	12	39	12
3	18	54	21
4	24	66	32
5	30	75	45
6	36	81	60
7	42	84	77
8	48	84	96

請利用上表回答下列問題：(每小題 5 分，共 10 分)

- (a) 請問對你室友而言，每天最適的抽菸量  $Q_b$  為何？對於整個房子而言，最適的抽菸量  $Q_t$  又為何？請繪圖並計算  $Q_b$  與  $Q_t$
- (b) 如果目前你室友的抽菸量為  $Q_b$ ，請問 Coase Theorem 告訴你要如何談判才能邁向  $Q_t$ ？