招 生 學 年 度	101	招 生 類 別	碩士班
系 所 班 別	企業管理學系碩士班(乙組)		
科　　　目	經濟學		
注 意 事 項	本考科可使用掌上型計算機		

選擇題 (4% each)

1. Economists believe the invention of money improved things because money:
   a. increased the face value
   b. was made of silver
   c. reduced transaction costs
   d. it gave the government more control

2. An economy is experiencing low rates of unemployment with high inflation. An appropriate mix of government policies might be to
   a. increase taxes; decrease government spending; increase interest rates
   b. decrease taxes; increase government spending; decrease interest rates
   c. decrease taxes; decrease government spending; decrease interest rates
   d. increase taxes; decrease government spending; decrease interest rates
   e. decrease taxes; increase government spending; increase interest rates

3. Assume that the Federal Reserve System is successful in keeping the money supply constant, and suppose the economy is in an unemployment equilibrium. An increase in government spending (or a tax cut):
   a. a tax cut will increase economic activity, but an increase in government spending will not.
   b. an increase in government spending will increase economic activity, but a tax cut will not.
   c. will increase economic activity.
   d. will reduce economic activity.
   e. will still leave total economic activity unchanged, since the supply of money is still being held constant.

4. Which of these are not one of the ways the Fed changes the money supply.
   a. printing more money
   b. changing the reserve requirement
   c. changing the discount rate
   d. conducting open market operations

5. John Maynard Keynes wrote
   a. Das Kapital
   b. The Wealth of Nations
   c. Rich Man, Poor Man
   d. The General Theory of Employment, Interest and Money

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簡答題(Short Answer, 7% each)

1. 設小明 2011 年平均每月喝 50 杯咖啡，也知小明對咖啡需求的所得彈性是 0.25，而 2012 年小明的所得增加 8%，請問小明 2012 年一年將消費咖啡多(或少)幾杯咖啡？

2. 有位經濟學者說一張 200 元的折價券不同於 200 元現金折扣，因為折價券是差別取價的原理。 說明妳/你同意與否的理由。

3. . Is it possible to have a Pareto efficient allocation where someone is worse off than he is at an allocation that is not Pareto efficient? Why?

4. The market demand curve for heroin (海洛英) is said to be highly inelastic. Heroin supply is also said to be monopolized by the Mafia. Can we assume that Mafia is interested in maximizing its profits? Why?

5. For what kind of preferences will the consumer be just as well-off facing a quantity tax as an income tax?

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計算題　(15% each)

1. Japanese rice producers have extremely high production costs, in part due to the high opportunity cost of land and to their inability to take advantage of economies of large-scale production. Analyze two policies intended to maintain Japanese rice production: (1) a per-pound subsidy to farmers for each pound of rice produced, or (2) a per-pound tariff on imported rice. Illustrate with supply-and demand diagrams the equilibrium price and quantity, domestic rice production, government revenue or deficit, and deadweight loss from each policy. Which policy is the Japanese government likely to prefer? Which policy are Japanese farmers likely to prefer? (15%)

2. Suppose the airline industry consisted of only two firms: AA and BB. Let the two firms have identical cost functions, $C(q) = 40*q$. Assume the demand curve for the industry is given by $P = 100 - Q$, and each firm expects the other to behave as a Cournot competitor.
   (a) Calculate the Cournot-Nash equilibrium for each firm assuming that each chooses the output level that maximized its profits taking it's rival's output as given. What are the profits of each firm? (5%)
   (b) What would be equilibrium quantity of BB bad constant marginal and average costs of 25 and AA had constant marginal and average costs of 40? (5%)
   (c) Assuming that both firms have the original cost function, $C(q) = 40 q$, how much should BB be willing to invest to lower its marginal cost from 40 to 25, assuming that AA will not follow suit? (5%)

3. A manufacture plant employs three different types of labor: unskilled manual workers, technicians and engineers. It has estimated that the marginal product of the last unskilled manual worker is 200 units per week, the marginal product of the last technician is 275 units per week, and the marginal product of the last engineer is 300 units per week. Three types of labors are paid for $300, $400, and $500 per week respectively.
   (a) Is the firm using the optimal combination of labors? Why? (10%)
   (b) If not, advise the firm on how to reallocate its resources. (5%)