

元智大學 101 學年度研究所 碩士班 招生試題卷

系(所)別： 管理學院經營管
理碩士班

組別： 服務行銷碩士學
程

科目： 經濟學

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●不可使用電子計算機

MULTIPLE CHOICE (選擇題). Choose the one alternative that best completes the statement or answers the question.
(每題四分, 共15題, 六十分)

- 1) You are the new vice president in charge of advertising at YZUMK. In your upcoming advertising campaign, you plan to degrade the fast food competitor whose product is the closest substitute for YZUMK's tacos. That would be the fast food chain whose cross elasticity of demand with your tacos is equal to
A) negative 2.11. B) positive 1.55. C) negative 1.75. D) positive 1.00.
- 2) If the CPI basket of goods cost \$200 in the reference base period and \$450 in a later year, the CPI in the later year equals
A) 250. B) 225. C) 300. D) 450.
- 3) Linda is willing to pay \$4 for the first cup of coffee a day, \$2.50 for the second cup, and \$1 for the third cup, after which she won't buy any coffee. The price of a cup of coffee is \$2.40. Linda's consumer surplus is \$_____ per day.
A) \$1.60 B) \$6.50 C) \$1.70 D) \$4.80
- 4) Hellen's consumer surplus from the first piece of cake she buys is greater than the consumer surplus from the second piece because of
A) decreasing marginal benefits. B) decreasing marginal costs.
C) increasing marginal benefits. D) increasing marginal cost.
- 5) Dave has a van valued at \$20,000 that gives him a utility of 80. There is a 5 percent chance that he will have an accident that will make his van worthless, in which case his utility will be zero. His utility from a wealth of \$15,000 is 76. The maximum amount Dave will be willing to pay for insurance is
A) \$3,000. B) \$1,000. C) \$5,000. D) \$15,000.
- 6) If Alan is risk averse, at a wealth of \$200,000 his utility of wealth curve has a _____ slope and his marginal utility of wealth is _____ than at a wealth of \$100,000.
A) positive; smaller B) negative; larger C) negative; smaller D) positive; larger
- 7) In a duopoly, if advertising only takes customers from rivals rather than attracting new customers, then
A) there is no dominant strategy. B) firms need not collude to maximize their joint payoff.
C) the Nash equilibrium maximizes the joint payoff. D) the Nash equilibrium does not maximize the joint payoff.
- 8) The Pigou effect might be ineffective in correcting a recession if
A) people expect the implied deflation to continue. B) there is a liquidity trap
C) prices are falling D) the government does not expand the money supply
- 9) If two identifiable markets differ with respect to their price elasticity of demand and resale is impossible, a firm with market power will
A) set price so as to equate the elasticity of demand across markets.
B) set a higher price in the market that is more price elastic.
C) set a lower price in the market that is more price elastic.
D) set price equal to marginal cost in both markets.
- 10) If the price elasticity of demand for UNIQLO clothing is 0.64, this implies that
A) a 10 percent increase in the price of UNIQLO clothing leads to a 6.4 percent decrease in the quantity demanded.
B) a 6.4 percent increase in price the price of UNIQLO clothing leads to a 10 percent decrease in the quantity demanded.
C) If there is an increase in the price of UNIQLO clothing the total expenditures on UNIQLO clothing decreases.
D) Both answers A and C are correct.

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- 11) Sherry has her choice of either a certain income of \$20,000 or a gamble with a 0.5 probability of \$10,000 and a 0.5 probability of \$30,000. The expected value of the gamble:
- A) is less than \$20,000.
B) is greater than \$20,000.
C) is \$20,000.
D) cannot be determined with the information provided.
- 12) A multimarket price discriminator sells its product in Chung-Li for three times the price it sets in Taipei. Assuming the firm faces the same constant marginal cost in each market and the price elasticity of demand in Taipei is -2.0, the demand in Chung-Li
- A) has an elasticity of -1.2.
B) has an elasticity of -0.67.
C) has an elasticity of -6.0.
D) is more price elastic than the demand in Taipei.
- 13) If a firm offers a senior citizen discount but doesn't advertise the discount,
- A) the firm avoids falsely sorting a senior citizen into a group with a lower income.
B) the firm avoids falsely sorting a senior citizen into a group with a lower price elasticity of demand.
C) the firm avoids falsely sorting a senior citizen into a group with a higher income.
D) the firm avoids falsely sorting a senior citizen into a group with a higher price elasticity of demand.
- 14) Suppose Nick Chater deposits \$20 million into his checking account at YZU Bank. If the reserve requirement ratio is .1 what is the maximum change in money supply?
- A) \$180 million
B) -\$200 million
C) -\$180 million
D) \$200 million
E) \$2 million
- 15) The following data describe MK country's economy in 2010. From the data, we can conclude that _____ in MK in 2010.
- | | |
|---------------------|---------------|
| Government spending | \$210 billion |
| Investment | \$210 billion |
| Exports | \$272 billion |
| Imports | \$283 billion |
| GDP | 1 trillion |
| Population | 110 million |
- A) Consumption totaled \$591 billion
B) Net exports totaled -\$11 billion.
C) Imports were the largest component of GDP
D) GDP per person equalled \$2000

ESSAY(計算&問答題). Write your answer on a separate sheet of paper. (四十分)

- 16) Joanna has a credit card account with YZU Bank. YZU Bank's available strategies are to raise Joanna's credit card interest rate or do nothing. Joanna's available strategies are to transfer her YZU Bank account balance to another creditor or do nothing. If YZU Bank raises Joanna's interest rate and Joanna does nothing, YZU Bank increases profits by \$1,000 while Joanna receives -\$1,000. If YZU Bank raises Joanna's interest rate and Joanna transfers her account to another creditor, YZU Bank receives -\$300 while Joanna receives -\$100. If YZU Bank does nothing and Joanna does nothing, each player receives \$0. If YZU Bank does nothing and Joanna transfers her account to another creditor, YZU Bank receives -\$300 while Joanna receives -\$150. Diagram the game tree for this sequential game. Indicate any Nash equilibria. (20 分)
- 17) Many manufacturers sell products labeled as having imperfections at a discount at their factory outlets but do not ship these imperfect goods to regular retail outlets. Why? (5 分)
- 18) The below table gives information for the nation of NH. There are no imports to or exports from NH.

Real GDP (billions of 2000 dollars)	C (billions of 2000 dollars)	I (billions of 2000 dollars)	G (billions of 2000 dollars)
100	150	150	150
200	200	150	150
300	250	150	150
400	300	150	150
500	350	150	150
600	400	150	150
700	450	150	150
800	500	150	150
900	550	150	150

- a) Find aggregate planned expenditure for each level of real GDP. (10 分)
- b) What is the equilibrium level of real GDP? (5 分)