

招生學年度	104	招生類別	碩士班
系所班別	企業管理學系碩士班（甲組）、運籌管理研究所碩士班（甲組）		
科目名稱	經濟學		
注意事項	本考科可使用掌上型計算機		

Part I: 選擇題，每題 3 分，請以下列格式填寫答案於答案卷上。

1.( ) 2.( ) 3.( ) 4.( ) 5.( )  
6.( ) 7.( ) 8.( ) 9.( ) 10.( )

1. When average profit is increasing with increases in output, marginal profit must be
  - a. increasing.
  - b. less than average profit.
  - c. greater than average profit.
  - d. decreasing.
  - e. constant.
  
2. The price elasticity of demand can be interpreted as the
  - a. percentage change in the quantity demanded divided by the percentage change in the good's price.
  - b. percentage change in the quantity demanded divided by the percentage change in a substitute good's price.
  - c. percentage change in the good's price divided by the percentage change in a substitute good's price.
  - d. change in the quantity demanded of a good divided by the change in its price.
  - e. change in the quantity demanded of a good divided by the change in a related good's price.
  
3. If output is produced according to  $Q = 4LK$  ( $L$  is the quantity of labor input and  $K$  is the quantity of capital input), the price of  $K$  is \$10, and the price of  $L$  is \$5, then the cost minimizing combination of  $K$  and  $L$  capable of producing 32 units of output is
  - a.  $L = 8$  and  $K = 1$ .
  - b.  $L = 4$  and  $K = 2$ .
  - c.  $L = 2$  and  $K = 2$ .
  - d.  $L = 2$  and  $K = 4$ .
  - e.  $L = 1$  and  $K = 8$ .

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4. If a firm is choosing cost minimizing combinations of inputs, marginal cost can be defined as the price of any
- input divided by its average product.
  - variable input divided by its average product.
  - fixed input divided by its average product.
  - variable input divided by its marginal product.
  - fixed input divided by its marginal product.
5. A Stackelberg equilibrium is found by
- the leader selecting that point on the second firm's reaction function that maximizes the leader's profits.
  - the leader selecting that point on his own reaction function that maximizes his profits.
  - the leader selecting that point of intersection for both reaction functions that maximize joint profits.
  - the leader selecting that level of output where you have a Cournot equilibrium.
  - Both c and d.
6. Suppose Dunkin' Donuts buys coffee beans from a wholesaler for \$1. They package the beans up and sell them as their own "Dunkin' Donut" beans for \$10 (assume this price exhausts the beans they bought). A grocer buys beans from the same wholesaler for \$3 and sells the beans to a customer for \$5. In aggregate, how much value is added to the economy?
- \$10
  - \$11
  - \$13
  - \$15
  - \$14
7. What is a necessary condition for sustainable economic growth?
- Fair tax rates.
  - Public transportation.
  - The accumulation of additional capital.
  - A general price-level deflation to ensure low prices for goods and services.
  - None of the above.

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8. When economists say people “demand” money, they are saying
  - a. people really insist on having more money.
  - b. people want to consume money.
  - c. people are willing to hold money.
  - d. greed is the driving force of a monetary system.
  - e. None of the above.
  
9. Which combination of monetary and fiscal policies would policymakers elect to ward off a potential recession?
  - a. Central bank sale of bonds combined with tax rate increases.
  - b. Central bank sale of bonds combined with tax rate decreases.
  - c. Central bank purchase of bonds combined with tax rate increases.
  - d. Central bank purchase of bonds combined with tax rate decreases.
  - e. None of the above.
  
10. Suppose a price searcher faces the following demand curve: At \$100, \$90, \$80, \$70, and \$60, the quantity demanded is 1, 2, 3, 4, and 5 units respectively. Which statement below is true?
  - a. Total revenue is \$100.
  - b. Total revenue is \$190 when 2 units are sold.
  - c. Total revenue is \$400 when 5 units are sold.
  - d. Marginal revenue is \$80 when the price is \$90.
  - e. None of the above.

Part II: 問答題，你的答案必須明確清楚。

1. (12分) Using your knowledge about the supply and demand curves to find the flaw in the following statement. Draw a diagram to illustrate what actually happens in this situation.

“A technological innovation that lowers the cost of producing a good might seem at first to result in a reduction in the price of the good to consumers. But a fall in price will increase demand for the good, and higher demand will send the price up again. It is not certain, therefore, that an innovation will really reduce price in the end.”

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2. (12分) Use the conditions for monopolistic competition you have learned from microeconomics to decide which of the following firms are likely to be operating as monopolistic competitors. If they are not monopolistically competitive firms, are they monopolists, oligopolists, or perfectly competitive firms?
  - a. A local band that plays for weddings, parties, and so on
  - b. Minute Maid (美粒果, a Coca Cola company), a producer of individual-serving juice boxes
  - c. Your local dry cleaner
  - d. A farmer who produces soybeans
  
3. (10分) Discuss that the roles of physical capital, human capital, technology, and natural resources play in influencing long - run growth of aggregate output per capita.
  
4. (12分) If there is a decrease in households' wealth due to a decline in the stock market, explain the process will move the economy from one long - run macroeconomic equilibrium to another, using aggregate demand, short - run aggregate supply, and long - run aggregate supply curves in a diagram to demonstrate your answer. In this case, you have to show what the short - run and long - run effects on the aggregate price level and aggregate output are.
  
5. (12分) In the following statements, if a statement is true, explain why; if it is false, identify the mistake and try to correct it. Your answer must be specific.
  - a. A decreasing marginal product tells us that marginal cost must be rising.
  - b. An increase in fixed cost increases the minimum-cost output.
  - c. An increase in fixed cost increases marginal cost.
  - d. When marginal cost is above average total cost, average total cost must be falling.
  
6. (12分) Why do we consider a business - cycle expansion different from long - run economic growth? Why do we care about the size of the long - run growth rate of real GDP versus the size of the growth rate of the population?