

國立彰化師範大學104學年度碩士班招生考試試題

系所： 企業管理學系、

企業管理學系行銷與流通管理碩士班

選考乙

科目： 經濟學

☆☆請在答案紙上作答☆☆

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1. In a two-good model with q_1 and q_2 , derive graphically the ordinary demand curve and the compensated demand curve for q_1 if q_1 is a normal good, and discuss the relationship between the slopes of the two curves in terms of the substitution effect and the income effect. 〈25 分〉
2. With successive declines in the energy price, discuss graphically and verbally the effect of successive increases in the money supply on the economy. 〈25 分〉
3. What is the primary objective for a CEO or a CFO? Please explain why the primary objective is (or is not) “profit maximization”? 〈15 分〉
4. What is agency problem? How can we avoid this problem? Please provide some examples regarding agency problem? 〈15 分〉
5. 當滑雪季票的價格為 400 美元時，消費者一年願意購買 10,000 張，但當價格降為 380 美元時，需求數量增為 12,000 張。在原來的價格之下，滑雪季票的需求價格彈性為何？對價格而言，滑雪季票的需求彈性是有彈性的嗎？〈10 分〉
6. 如果所得提高 10% 會使願意選擇私立大學就讀的學生人數增加 5%，請問對私立大學需求的所得彈性為何？〈10 分〉