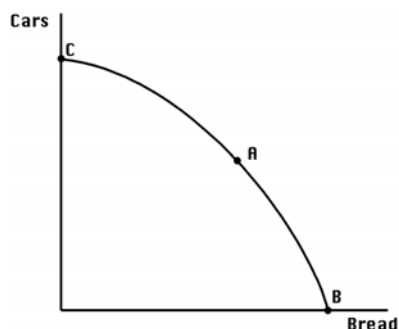


東吳大學 100 學年度碩士班研究生招生考試試題

第 1 頁，共 6 頁

系級	企業管理學系碩士班 A 組	考試時間	100 分鐘
科目	經濟學	本科總分	100 分

壹. 選擇題：(20 題，每題 2%，總計 40%)



1. Suppose this society is initially producing at point A. If the availability of flour in this society were to increase, what would happen with respect to the PPF above?
 - a. It would shift in along the vertical axis.
 - b. It would shift out along the horizontal axis.
 - c. It would shift out along both axes.
 - d. There would be a movement from point A to point B.
 - e. There would be a movement from point A to point C.

2. Which of the following would NOT increase the demand for Coke?
 - a. a decrease in the price of Coke
 - b. an increase in the price of Pepsi
 - c. Credible research shows that Coke lessens the risk of cancer.
 - d. a decrease in the price of rum (which goes well with Coke)
 - e. All of the above would increase the demand for Coke.

3. The rental price of a two-bedroom apartment in Kansas City is about \$600. If the city government placed a price ceiling of \$800 on these apartments,
 - a. renters would be worse off.
 - b. landlords would be better off.
 - c. a shortage of these apartments would occur.
 - d. all of the above
 - e. none of the above

東吳大學 100 學年度碩士班研究生招生考試試題

第 2 頁，共 6 頁

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4. Economists assume that the more of a good you consume during a period of time, the less you will value additional units of that good. This concept is known as
 - a. the law of diminishing marginal returns.
 - b. the principle of diminishing marginal utility.
 - c. the law of demand.
 - d. the law of rising costs.
 - e. a and b.

5. The introduction of an effective price floor
 - a. lowers the price of the commodity.
 - b. has no effect on the quantity sold.
 - c. increases the quantity sold to consumers.
 - d. reduces the quantity sold to consumers.
 - e. a and d.

6. Suppose that as a result of a 15 percent price decrease, quantity demanded rose from 14,000 to 17,000. Along this portion of the demand curve demand is
 - a. perfectly inelastic.
 - b. perfectly elastic.
 - c. inelastic.
 - d. elastic.
 - e. unitary elastic.

7. As quantity increases along the demand curve facing a purely competitive firm, marginal revenue
 - a. decreases.
 - b. increases.
 - c. initially decreases, then increases.
 - d. remains constant.
 - e. initially increases, then decreases.

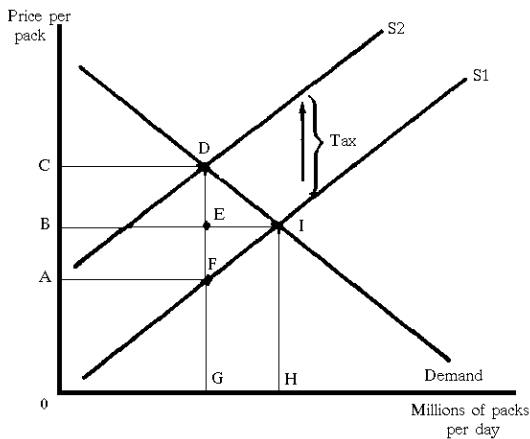
8. Which of the following changes would increase the present value of a future payment?
 - a. a decrease in the size of the payment
 - b. a decrease in the certainty of the payment actually being received
 - c. an increase in the amount of time that elapses before receiving the payment
 - d. a decrease in the interest rate
 - e. none of the above

東吳大學 100 學年度碩士班研究生招生考試試題

第 3 頁，共 6 頁

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9. The figure demonstrates the effects of an excise tax on cigarettes. What is the amount of the tax which is paid by consumers?

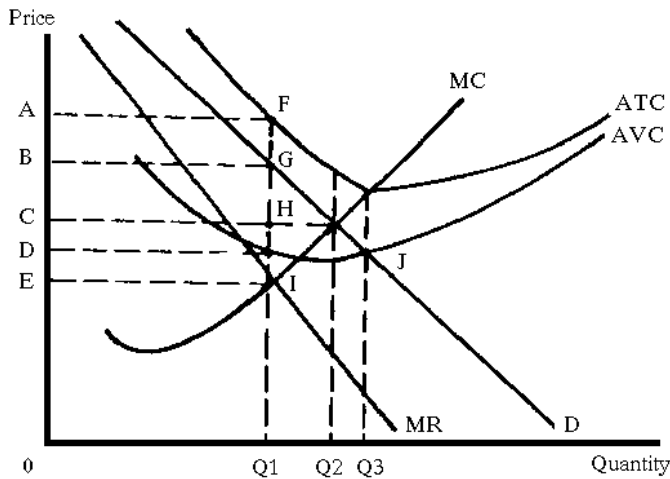


- a. area BEFA
 - b. area DIF
 - c. area CDEB
 - d. area CDIFH0
 - e. area CDFA
10. Suppose a U.S. automobile manufacturer produced \$200 million worth of automobiles in the United States in 2010, but \$50 million worth went unsold. How much was the company's contribution to GDP?
- a. \$50 million
 - b. \$250 million
 - c. \$150 million
 - d. \$200 million
 - e. \$0
11. Transfer payments
- a. shape the structural deficit
 - b. tend to fall in a recession
 - c. increase when other automatic stabilizers, such as income tax collections, increase
 - d. transfer jobs to the federal bureaucracy
 - e. automatically decline when positive spending shocks occur

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第 4 頁，共 6 頁

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科目	經濟學	本科總分	100 分



Refer to the above figure to answer questions 12 and 13.

12. Using the diagram above which depicts the short-run cost, demand, and marginal revenue curves facing a monopolist, it can be determined that the monopolist would set a price equal to
- C.
 - B.
 - A.
 - D.
 - The appropriate price is not represented by a label on this diagram.
13. From the diagram above, it can be determined that in the short run a monopolist would
- face losses equal to A F G B.
 - receive profits equal to B G H C.
 - receive profits equal to A F I E.
 - face losses equal to the amount of fixed costs.
 - none of the above
14. Which of the following is *not* a financial asset?
- a corporate bond
 - a piece of real estate
 - an IOU
 - a share of Coca-Cola stock
 - a Treasury bond

東吳大學 100 學年度碩士班研究生招生考試試題

第 5 頁，共 6 頁

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科目	經濟學	本科總分	100 分

15. A negative demand shock
- a. shifts the AD curve to the right
 - b. decreases real GDP and increases the price level in the short run
 - c. is the result of an increase in money demand
 - d. results in a movement down and to the right along the AD curve
 - e. decreases both real GDP and the price level in the short run
16. Financial intermediaries
- a. harm both borrowers and lenders because they pay lenders a lower rate of interest than they charge to borrowers
 - b. specialize in assembling loanable funds from households and firms, and channeling those funds to other households, firms, and government agencies
 - c. are all depository institutions
 - d. increase the risk of lending and borrowing because a financial intermediary has nothing to lose from such transactions
 - e. reduce efficiency because they add an extra step to many financial transactions
17. The consumer price index (CPI) excludes all of the following goods and services *except* one. Which type of good is included in the CPI?
- a. raw materials
 - b. imported goods purchased by consumers
 - c. machinery purchased by firms
 - d. goods purchased by the government
 - e. intermediate goods
18. A rise in the interest rate tends to
- a. reduce many kinds of spending
 - b. stimulate investment in high-profit industries
 - c. cause bond prices to increase
 - d. encourage confidence in the Fed's control over the economy
 - e. suggest a downturn in the economy is coming within 6 months
19. In the short-run macro model, an increase in the money supply will
- a. move the economy to the right along the aggregate demand curve.
 - b. move the economy to the left along the aggregate demand curve..
 - c. shift the aggregate supply curve.
 - d. shift the aggregate demand curve.
 - e. move the economy to the right along the aggregate supply curve.

東吳大學 100 學年度碩士班研究生招生考試試題

第 6 頁，共 6 頁

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20. If the Fed conducts open market purchases, we should expect to see the money supply
- a. decrease, the interest rate increase, autonomous consumption decrease, business investment decrease, and real GDP decrease
 - b. increase, the interest rate decrease, autonomous consumption decrease, business investment decrease, and real GDP decrease
 - c. increase, the interest rate decrease, autonomous consumption increase, business investment increase, and real GDP increase
 - d. decrease, the interest rate decrease, autonomous consumption increase, business investment increase, and real GDP decrease
 - e. decrease, the interest rate increase, autonomous consumption increase, business investment increase, and real GDP increase

貳. 解釋名詞 (20% , 每題 5%)

1. 消費者剩餘 consumer surplus
2. 排擠效果 crowding-out effect
3. 交叉價格彈性 cross price elasticity
4. 停滯膨脹 stagflation

參. 問答題 (40%)

1. 兩家生產異質產品的廠商 F_1 與 F_2 進行價格競爭，其需求函數分別為： $q_1 = 50 - 2p_1 + p_2$ ， $q_2 = 50 - 2p_2 + p_1$ 上式中 p_i 與 q_i 分別表示兩廠的價格和產量， $i = 1, 2$ 。假設兩廠有相同的生產技術，固定單位成本都是 4 元，沒有變動成本。
 - a. (10%) 假設兩廠同時決定價格，求解兩家廠商均衡價格及利潤。
 - b. (15%) 改變賽局規則，現在假設 F_1 是領導廠商，他先決定價格 p_1 ， F_2 在看到 p_1 之後才決定自己的價格 p_2 。請對此新賽局請求解兩廠均衡價格及利潤。現在比較 F_1 與 F_2 利潤，請問價格競爭雙佔模型中，先行動的領導廠商是否具有優勢？

2. 以下各小題在雙引號『』中的論據是否有錯誤？請用文字或圖形解釋你的答案。
 - a. (5%) 『廠商的規模報酬固定則此產業就一定是固定成本產業 constant cost industry』
 - b. (5%) 已知綠豆在台灣是完全競爭產業，由很多小農生產。『農委會研發出新品種的綠豆，使得綠豆生產成本大為降低。此項研發將造福生產綠豆生產者，使小農戶利潤提高。』
 - c. (5%) 『價格低於單位成本（也就是 ATC）會造成虧損，故廠商絕對不會用低於單位成本的價格賣出產品』。