

# 國立彰化師範大學 100 學年度碩士班招生考試試題

系所：企業管理學系

科目：經濟學

☆☆請在答案紙上作答☆☆

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## I. 選擇題（共 50 分，每題 2.5 分）

1. The profit-maximizing monopolist, faced with a negative-sloping demand curve, will always produce:
  - A) at an output greater than the output where average costs are minimized
  - B) at an output short of that output where average costs are minimized
  - C) at an output equal to industry output under pure competition
  - D) a and c
  - E) none of the above
2. In the case of pure monopoly:
  - A) one firm is the sole producer of a good or service which has no close substitutes
  - B) the firm's profit is maximized at the price and output combination where marginal cost equals marginal revenue
  - C) the demand curve is always elastic
  - D) a and b only
  - E) a, b, and c
3. A monopoly will always produce less than a purely competitive industry, *ceteris paribus*.
  - A) true
  - B) false
4. The demand curve facing the firm in \_\_\_\_\_ is the same as the industry demand curve.
  - A) pure competition
  - B) monopolistic competition
  - C) oligopoly
  - D) pure monopoly
  - E) none of the above
5. When the cross elasticity of demand between one product and all other products is low, one is generally referring to a(n) \_\_\_\_\_ situation.
  - A) oligopoly
  - B) monopoly
  - C) pure competition
  - D) substitution
  - E) monopolistic competition
6. Of the following, which is not an economic rationale for public utility regulation?
  - A) production process exhibiting increasing returns to scale
  - B) constant cost industry
  - C) avoidance of duplication of facilities
  - D) protection of consumers from price discrimination
  - E) none of the above
7. The practice by telephone companies of charging lower long-distance rates at night than during the day is an example of:
  - A) inverted block pricing
  - B) second-degree price discrimination
  - C) peak-load pricing
  - D) first-degree price discrimination
  - E) none of the above
8. In the electric power industry, residential customers have relatively \_\_\_\_\_ demands for electricity compared with large industrial users and generally are charged at \_\_\_\_\_ rates.
  - A) similar, similar
  - B) elastic, lower
  - C) elastic, higher
  - D) inelastic, lower
  - E) inelastic, higher

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9. \_\_\_\_\_ as practiced by public utilities is designed to encourage greater usage and therefore spread the fixed costs of the utility's plant over a larger number of units of output.
- A) Peak load pricing                      B) Inverted block pricing  
C) Block pricing                          D) First degree price discrimination  
E) none of the above
10. Regulatory agencies engage in all of the following activities except \_\_\_\_\_.
- A) controlling entry into the regulated industries  
B) overseeing the quality of service provided by the firms  
C) setting federal and state income tax rates on regulated firms  
D) setting prices that consumers will pay  
E) none of the above
11. The segmenting of customers into several small groups such as household, institutional, commercial, and industrial users, and establishing a different rate schedule for each group is known as:
- A) first-degree price discrimination  
B) market penetration  
C) third-degree price discrimination  
D) second-degree price discrimination  
E) none of the above
12. Which of the statements about price discrimination is (are) false?
- A) It must be possible to segment the market.  
B) It must be difficult to transfer the seller's product from one market segment to another.  
C) Public utilities practice first-degree price discrimination.  
D) There must be differences in the elasticity of demand from one segment to another.  
E) c and d
13. Which of the following pricing policies best identifies when a product should be expanded, maintained, or discontinued?
- A) full-cost pricing policy              B) target-pricing policy  
C) marginal-pricing policy              D) market-share pricing policy  
E) markup pricing policy
14. Second-degree price discrimination:
- A) is also known as block rate setting  
B) is imperfect in the eyes of a monopolist  
C) is regularly practiced by public utilities  
D) is effective only in the case of services or products which are sold in easily metered units  
E) all of the above
15. In \_\_\_\_\_ price discrimination, the entire consumer surplus is captured by the producer.
- A) first-degree                              B) second-degree  
C) third-degree                              D) a and b  
E) none of the above
16. In \_\_\_\_\_ price discrimination, the monopolist charges each consumer the highest price that purchaser is willing to pay for each unit purchased (provided that this price exceeds the marginal cost of production).
- A) first-degree                              B) second-degree  
C) third-degree                              D) a and b  
E) none of the above

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17. \_\_\_\_\_ is a new product pricing strategy which results in a high initial product price. This price is reduced over time as demand at the higher price is satisfied.  
A) Prestige pricing                      B) Price lining  
C) Skimming                              D) Incremental pricing  
E) None of the above
18. \_\_\_\_\_ is the price at which an intermediate good or service is transferred from the selling to the buying division within the same firm.  
A) Incremental price                      B) Marginal price  
C) Full-cost price                         D) Transfer price  
E) None of the above
19. For a monopolist that engages in price discrimination, when the price elasticity in market 1 is less (in absolute value) than in market 2, the optimal price in market 1 will exceed the optimal price in market 2.  
A) true                                        B) false
20. To maximize profits, a monopolist that engages in price discrimination must allocate output in such a way as to make identical the \_\_\_\_\_ in all markets.  
A) ratio of price to marginal cost  
B) ratio of marginal cost to marginal utility  
C) ratio of price to elasticity  
D) marginal revenue  
E) none of the above

## II. 問答題 (共 50 分，每題 25 分)

1. Suppose a consumer is to maximize the utility function  $U = f(q_1, q_2)$  subject to  $y^0 - p_1q_1 - p_2q_2 \geq 0$ , and  $q_1, q_2 \geq 0$ . Show mathematically by the Kuhn-Tucker conditions and graphically the relation between the rate of commodity substitution and the price ratio if only the first commodity is consumed at optimum. (25 分)
2. Let  $rr_d$ ,  $\Delta R$ ,  $\Delta D$ , and  $\Delta M^s$  denote the required reserve ratio and an increase in reserves, deposits, and money supply, respectively. Derive the effect of  $\Delta R$  on the deposits and money supply. In the  $IS-LM$  and  $AD-AS$  framework, show the effects of a decrease in the required reserve ratio. (25 分)