

國立臺北大學 107 學年度碩士班一般入學考試試題

系（所）組別：企業管理學系甲組

科 目：經濟學

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☐可 ☒不可使用計算機

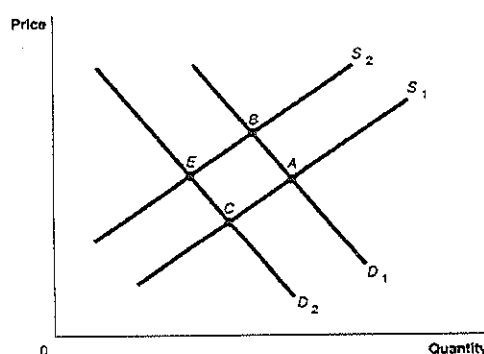
一、單選題(每題 4 分，共 40 分)

Table 1

	Estimated Price Elasticity of Demand
Coca-Cola	-3.2
All carbonated soft drinks	-1.4
All soft drinks	-0.75

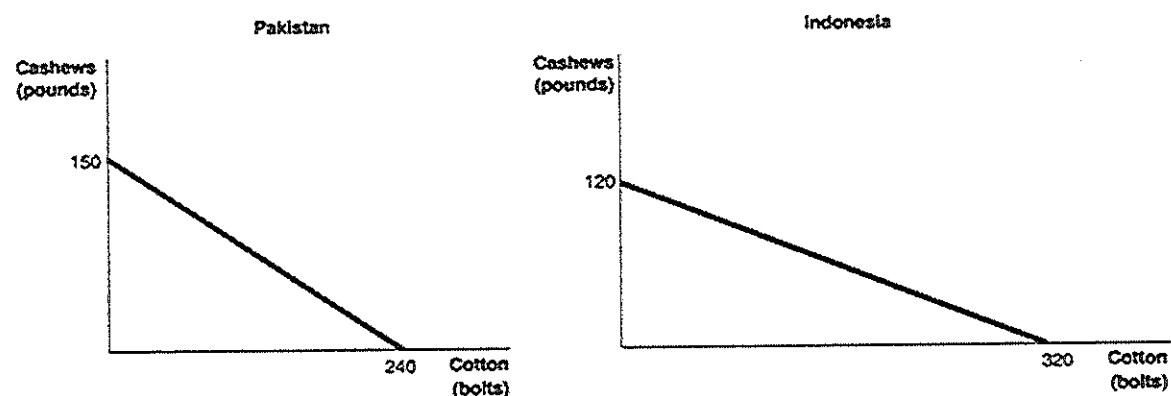
1. *Refer to Table 1.* Assume that an economist has estimated the price elasticity of demand values in the table above. Use the data in the table to select the correct statement.
- (A) The demand for Coca-Cola is inelastic.
- (B) The elasticity for "All soft drinks" is less than the elasticity for Coca-Cola because Coca-Cola is more of a luxury than a necessity; "All soft drinks" represent goods that are more necessity than luxury.
- (C) The difference in elasticity values is explained by the fact that the more narrowly we define a market the more elastic the demand will be.
- (D) There are fewer substitutes for "All carbonated soft drinks" than there are for "All soft drinks."

Figure 1



2. *Figure 1* illustrates an initial competitive equilibrium in the market for cars at the intersection of D_1 and S_1 (point A). If the price of cars engines increases, and the wages of car workers increase, how will the equilibrium point change?
- (A) The equilibrium point will move from A to E .
- (B) The equilibrium point will move from A to B .
- (C) The equilibrium point will move from A to C .
- (D) The equilibrium will first move from A to B , then return to A .

Figure 2



試題隨卷繳交

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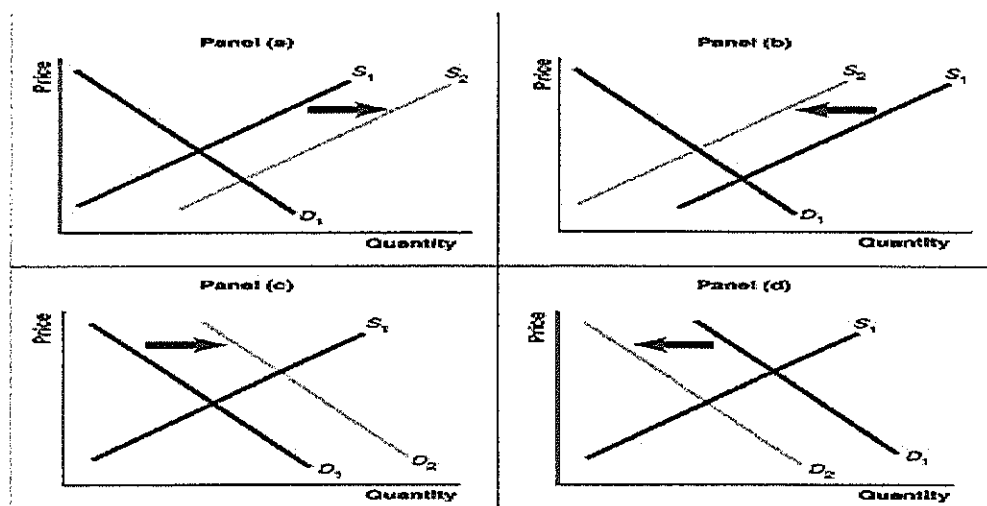
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3. **Figure 2** shows the production possibilities frontiers for Pakistan and Indonesia. Each country produces two goods, cotton and cashews. What is the opportunity cost of producing 1 bolt of cotton in Indonesia?
- (A) $3/8$ of a pound of cashews
(B) $5/8$ of a pound of cashews
(C) $2\frac{2}{3}$ pounds of cashews
(D) 120 pounds of cashews
4. The theory of the kinked demand curve is that
- (A) although the firm sells a differentiated product, too many competitors exist to make it worthwhile speculating on responses to the firm's behavior.
(B) freedom of entry will reduce profits to zero.
(C) a firm's competitors will follow it in a price decrease but not follow it in a price increase.
(D) firms are all seeking the position of joint profit maximization.

Figure 3



5. Assume that the graphs in **Figure 3** represent the demand and supply curves for laptop computers. Which panel best describes what happens in this market when the price of computer hard drives falls?
- (A) Panel (a) (B) Panel (b) (C) Panel (c) (D) Panel (d)
6. Assume that the graphs in **Figure 3** represent the demand and supply curves for coffee. What happens in this market if buyers expect the price of coffee to rise?
- (A) Panel (a) (B) Panel (b) (C) Panel (c) (D) Panel (d)
7. If 50 units are sold at a price of \$20 and 80 units are sold at a price of \$15, what is the absolute value of the price elasticity of demand? Use the midpoint formula.
- (A) 0.17
(B) 0.62
(C) 1.62
(D) 5
8. The substitution effect of a price change refers to
- (A) the change in quantity demanded that results from a change in price making a good more or less expensive relative to other goods that are substitutes.
(B) the shift of a demand curve when the price of a substitute good changes.
(C) the movement along the demand curve due to a change in purchasing power brought about by the price change.
(D) the shift in the demand curve due to a change in purchasing power brought about by the price change.

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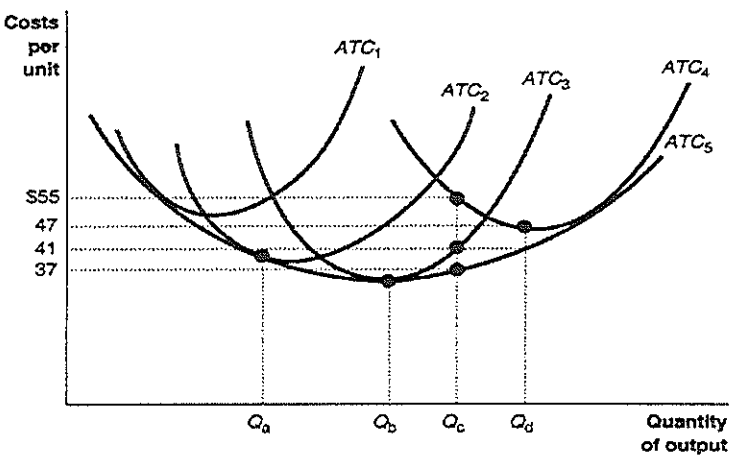
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Figure 4



9. In *Figure 4*, for the past 10 years the firm has been producing Q_d units per period using plant size ATC_4 . Due to a permanent change in demand, it plans to cut production to Q_c units. What will happen to its average cost of production?
- (A) In the short run, its average cost falls from \$47 to \$41, and in the long run, average cost falls even further to \$37.
- (B) In the short run, its average cost rises from \$47 to \$55, and in the long run, average cost falls to \$41.
- (C) In the short run, its average cost falls from \$47 to \$37, and in the long run, average cost rises to \$41.
- (D) In the short run, its average cost rises from \$47 to \$55, and in the long run, average cost falls to \$37.

Table 2

Wal-Mart's (W) Choices			
		High Price	Low price
Target's (T) Choices	High Price	W: \$10,000 profit T: \$10,000 profit	W: \$5,000 profit T: \$14,000 profit
	Low price	W: \$14,000 profit T: \$5,000 profit	W: \$7,000 profit T: \$7,000 profit

10. *Table 2* shows the payoff matrix for Wal-Mart and Target from every combination of pricing strategies for the popular PlayStation 3. At the start of the game each firm charges a low price and each earns a profit of \$7,000. Is the current strategy in which each firm charges the low price and earns a profit of \$7,000 a Nash equilibrium? If not, why and what is the Nash equilibrium?
- (A) No, the current situation is not a Nash equilibrium. The Nash equilibrium for each firm is to have the other charge a high price and for the firm in question charge a low price.
- (B) Yes, the current situation is a Nash equilibrium.
- (C) No, the current situation is not a Nash equilibrium; it is a dominant strategy equilibrium. There is no Nash equilibrium in this game.
- (D) No, it is not a Nash equilibrium because each firm can do better by charging the high price. The Nash equilibrium occurs when each firm charges the high price and earns a profit of \$10,000.

二、計算填充題(共 10 分)

Demand	Supply
$P = 50 - Q_D$	$P = 10 + 1/3 Q_S$
$Q_D = 50 - P$	$Q_S = 3P - 30$

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1. The equations in the above table describe the demand and supply for one product. The equilibrium price is _____ (2 分), and the equilibrium quantity is _____ (2 分).
2. A monopolist firm measures demand based on the following table. The total cost is given as $TC = 20 + Q + Q^2$, where Q is the level of output. The profit-maximizing level of output is _____ (6 分).

Output	Total Revenue	Total Cost	Profit
1	\$90		
2	160		
3	210		
4	240		
5	250		
6	240		
7	210		
8	160		
9	90		
10	0		

三、單選題 (每題 4 分，共 40 分)

1. When the macroeconomic equilibrium is such that real GDP exceeds potential real GDP, the economy is suffering from _____ and the government policy to eliminate this gap will _____ real GDP and to _____ the price level.
(A) an inflationary gap; increase; increase
(B) a recessionary gap; decrease; decrease
(C) an inflationary gap; increase; decrease
(D) an inflationary gap; decrease; decrease
(E) a recessionary gap; increase; decrease
2. A change in financial technology that reduces the need to hold large cash balances _____ the demand for money and _____ the equilibrium nominal interest rate.
(A) increases; raises
(B) increases; lowers
(C) decreases; raises
(D) decreases; lowers
(E) decreases; does not change
3. When the price level increases, aggregate planned expenditure _____ and equilibrium real GDP _____. As a result, in the AS-AD model, the aggregate demand curve has a _____ slope.
(A) increases; increases; positive
(B) decreases; decreases; negative
(C) increases; decreases; negative
(D) decreases; decreases; positive
(E) decreases; increases; negative
4. When the natural unemployment rate _____, the short-run Phillips curve shifts _____ and the long-run Phillips curve shifts _____.
(A) increases; upward; rightward
(B) increases; downward; leftward
(C) decreases; upward; rightward
(D) decreases; downward; rightward
(E) increases; upward; leftward

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5. To eliminate a recessionary gap, the government can _____ government expenditures on goods and services or _____ taxes.
- (A) increase; increase
(B) decrease; increase
(C) increase; decrease
(D) decrease; decrease
(E) increase; not change
6. If government expenditure increases by \$200 billion and taxes simultaneously increase by \$200 billion, then aggregate demand
- (A) remains the same.
(B) decreases no matter what happens to aggregate supply.
(C) increases no matter what happens to aggregate supply.
(D) increases only if aggregate supply increases.
(E) increases only if aggregate supply decreases.
7. Assuming that the economy is in long-term equilibrium. If the price of crude oil goes up and the total demand remains unchanged, what is the long-term and short-term effect?
- (A) Short-term price increases and long-term output declines
(B) Short-term price increases and short-term output declines
(C) Short-term output declines and long-term output declines
(D) Long-term price rises and long-term output declines.
8. When one predicts a decline in real disposable income in the future, which one of the following is true:
- (A) Moving up the consumption-income curve
(B) Consumer-moving the curve down
(C) The consumption-income curve moving up
(D) The resulting curve moves downwards
9. When the money supply increases by 5% and velocity of money circulation keeps unchanged, according to the trading equation,
- (A) GDP unchanged
(B) Price drops 5%
(C) Real GDP decreases 5%
(D) GDP increases by 5%
(E) Nominal GDP decreased by 5%
10. According to the classical macroeconomic theory,
- (A) the aggregate supply line is horizontal
(B) the aggregate demand line is vertical
(C) the total demand line is horizontal
(D) the aggregate supply line is a positive slope line
(E) aggregate supply Line is a vertical line

四、計算題(每題 5 分，共 10 分)

1. The demand function of steel on the market is $P = 12 - 2Q$ and the supply function is $P = 2 + 2Q$. If the government needs a lot of steel because of public construction and the demand function becomes $P = 18 - 2Q$, the government will increase the public expenditure. Please calculate the crowding-out requirement.
2. Suppose the marginal return on capital is $MR(K) = 110 / K$, and the government tax on the firm's investment income is 5%. If the nominal interest rate is 10% and an inflation rate is 0, what is the optimal investment capital for firms?

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