

# 銘傳大學 104 學年度研究所碩士班招生考試

企業管理學系碩士班、財務金融學系碩士班、  
國際企業學系碩士班、風險管理與保險學系碩士班

## 第二節

### 「經濟學」試題

(第 | 頁共 2 頁) (限用答案本作答)

可使用計算機  不可使用計算機

#### A. 選擇題 (只有一答案是正確, 1~9 題每題 2 分, 10~23 題每題 3 分):

- Economics is the study of
  - production methods.
  - how society manages its scarce resources.
  - how households decide who performs which tasks.
  - the interaction of business and government.
- Efficiency means that
  - society is conserving resources in order to save them for the future.
  - society's goods and services are distributed equally among society's members.
  - society's goods and services are distributed fairly, though not necessarily equally, among society's members.
  - society is getting the maximum benefits from its scarce resources.
- Bagels and cream cheese are complements. We observe that the equilibrium price of cream cheese has risen but the equilibrium quantity of bagels has fallen. What could be responsible for this pattern?
  - A fall in the price of flour.
  - A fall in the price of milk.
  - An increase in the price of milk.
  - A rise in the price of flour.
- A subsidy is the opposite of a tax. With a \$100 subsidy for the buyers of H1N1 vaccine injection, the government pays buyers \$100 for each H1N1 vaccine injection purchased. Because of the subsidy,
  - Consumers are better off, because they consume more at a lower price.
  - Producers are also better off, because they sell more at a higher price.
  - The government loses, because it has to pay for the subsidy.
  - All of the above are correct.
- Recently, in Smalltown, the price of Twinkies fell from \$0.80 to \$0.70. As a result, the quantity demanded of Ho-Ho's decreased from 120 to 100. What is the cross-price elasticity? Using the midpoint method, compute this elasticity.
  - 1
  - 1.36
  - 1.66
  - 0.2
- 如果漢堡、炸雞與披薩的供給價格彈性為：漢堡 (1.2)、炸雞 (1.7) 與披薩 (2.0)；需求價格彈性為：漢堡 (1.8)、炸雞 (1.4) 與披薩 (1.2)，則在選擇銷售稅時，消費者與生產者為求租稅負擔最小，他們寧願選擇何種物品被政府課稅？
  - 消費者與生產者皆會選炸雞
  - 消費者會選披薩，生產者會選漢堡
  - 消費者會選漢堡，生產者會選披薩
  - 消費者與生產者皆會選漢堡
- 假設消費者預期價格上漲而出現搶購，此時政府訂定價格上限將導致：
  - 價格穩定
  - 超額需求
  - 超額供給
  - 市場回復均衡
- Suppose that in a year a Taiwanese worker can produce 100 shirts or 20 computers, while a Chinese worker can produce 100 shirts or 10 computers.
  - For Taiwan, the opportunity cost of a shirt is 1/4 computer.
  - If these countries were open to trade, Taiwan would export shirts.
  - If trade, the range of the price for 1 shirt (in terms of computers) would fall between 0.1 of computer and 0.2 of computer.
  - All the above statements are correct.
- Consider trade relations between China and ASEAN (The Association of Southeast Asian Nations) countries. Assume that the leaders of the two regions believe the payoffs to alternative trade policies are as follows:

		China's Decision	
		Low tariffs	High tariffs
ASEAN's Decision	Low tariffs	China gains \$30 billion ASEAN gains \$30 billion	China gains \$35 billion ASEAN gains \$15 billion
	High tariffs	China gains \$15 billion ASEAN gains \$35 billion	China gains \$25 billion ASEAN gains \$25 billion

  - The dominant strategy for China is high tariffs.
  - The dominant strategy for ASEAN is high tariff.
  - The Nash equilibrium is: both countries have high tariffs.
  - All the above is true.
- For a profit-maximizing monopolist,
  - $P > MR = MC$ .
  - $P = MR = MC$ .
  - $P > MR > MC$ .
  - $MR < MC < P$ .
- 下列敘述何者為真？
  - 獨占性競爭市場有下列三個特徵：1) 廠商家數眾多，2) 產品異質，3) 自由進出。
  - 經濟學家用市場集中度 (concentration ratio) 來衡量多數廠商對市場的支配程度。
  - 小說市場是寡占市場。
  - 以上皆對
- 某獨占廠商估計消費者對其產品的需求彈性為 -2，並已知此獨占廠商的平均變動成本為 200，請計算此獨占廠商的最適定價應為多少？
  - 100
  - 200
  - 300
  - 250

本試題係兩面印刷  
Exam Printed on 2 sides.

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13. Nominal GDP was \$9,000 billion in 2011 and \$9,200 billion in 2012. GDP deflator (base year 1996) was 118 in 2011 and 113 in 2012. What was the real GDP in 2012?  
(a) \$8,203 billion (b) \$8,142 billion (c) 7,600 billion (d) None of the above is true.
14. Taipei Corporation has an agreement with its workers to index completely the wage of its employees to the CPI. Taipei Corporation currently pays its production line workers \$120 an hour and is scheduled to index their wages today. If the CPI is currently about 130 and was 120 a year ago, Taipei Corporation should increase the hourly wages of its workers by about  
(a) \$0.63 (b) \$12 (c) \$10 (d) None of the above is true.
15. "Business cycles are caused by temporary but persistent productivity shocks". This is the main argument of  
(a) real business cycle theory (b) business cycle theory (c) Keynesian theory (d) None of the above is true.
16. A production function can be written as  
(a)  $A = Y / F(L, K, H, N)$  (b)  $Y = C+I+G+NX$  (c)  $Y = A / F(L, K, H, N)$  (d)  $Y = A \times F(L, K, H, N)$
17. A company has an investment project that would cost \$20 million today and yield a payoff of \$10 million in four years. The interest rate during this period is 10%. The present value of \$10 million is  
(a) 6.83 million (b) 14 million (c) 28 million (d) None of the above is true.
18. Suppose that the government borrows \$100 billion more next year than this year in order to finance the subsidy for new born babies. Assume other things being equal. This new policy will  
(a) lower consumption. (b) increase exchange rate. (c) increase interest rate. (d) lower private saving.
19. When company executives buy and sell shares based on private information they obtain as part of their jobs, they are engaged in insider trading. This fact violates  
(a) the efficient market hypothesis. (b) the law of supply and demand. (c) the classical dichotomy. (d) the free trade theory.
20. The Taipei Times cost \$0.15 in 1970 and \$2.00 in 2009. The average wage in manufacturing was \$3.23 per hour in 1970 and \$20.42 in 2009. By what percentage did the nominal wage rise?  
(a) 1,333% (b) 615% (c) 532% (d) 61.5%
21. Purchasing Managers' Index (PMI) is a composite of five of the survey indices. These are New orders, Output, Employment, Suppliers' delivery times (inverted) and Stocks of purchases. An official estimation of China PMI in February, 2014 was 50. This implies that the overall manufacturing activity is  
(a) increased. (b) unchanged. (c) decreased (d) optimism.
22. Suppose GDP is \$10 trillion, taxes are \$1.5 trillion, private saving is \$1 trillion, and public saving is \$0.5 trillion. Assuming this economy is closed, consumption is  
(a) \$8.5 trillion (b) \$1.5 trillion (c) \$0.5 trillion (d) None of the above is true.
23. Suppose that this year's money supply is \$1 trillion, nominal GDP is \$40 trillion, and real GDP is \$20 trillion. The velocity of Money is  
(a) 30 (b) 40 (c) 50 (d) None of the above is true.

### B. 問題分析 (每題 10 分)

本試題係兩面印刷  
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1. 請應用市場供需理論，分析日本提高消費稅對其消費市場的可能影響：  
a. 請以市場供需圖形和文字描述，消費稅由原本的 8% 漲至 10% 對消費市場的均衡價格和數量有何影響？  
b. 請以市場供需圖形和文字描述，消費者支付的價格、廠商收入價格、和政府稅收的變化。總剩餘是增加還是下降？
2. 假設台北市有 1,000 家臭豆腐攤。每攤商有 U 型的平均總成本曲線，且市場一開始處在完全競爭的長期均衡狀態。  
a. 假設市政府決定把攤位的執照數降為 800。請以市場供需圖形描畫和文字說明此舉對 (i) 整個臭豆腐市場及 (ii) 取得執照攤商的影響。  
b. 假設市政府決定對這 800 張執照收取執照費。如果市政府希望執照費的收入愈高愈好，且仍希望這 800 張執照仍能全部銷售出去，則市政府應收取的每張執照費為何？試繪圖說明之。
3. 海外相對高薪資的工作機會增加，許多台灣勞工因此移到海外發展。假設其它因素維持不改變，請以總合需求和總合供給模型描述此勞工移動的現象對台灣總體經濟在 (a) 短期的影響和 (b) 長期的影響。並以文字說明。
4. 假設經濟體系處於長期均衡。  
a. 畫出經濟體系的長短期菲力浦曲線。  
b. 假設石油進口價格上漲。以 (a) 圖進一步畫圖顯示此一衝擊的影響。如果中央銀行採取緊縮性貨幣政策，是否可以讓經濟體系回到原先的物價膨脹率與失業率？

試題完  
End of exam