

銘傳大學八十八學年度傳播管理研究所碩士班招生考試

第一節

經濟學 試題

一. 是非題(對的請以”O”, 錯的請以”X”表示, 每題二分, 共二十分)

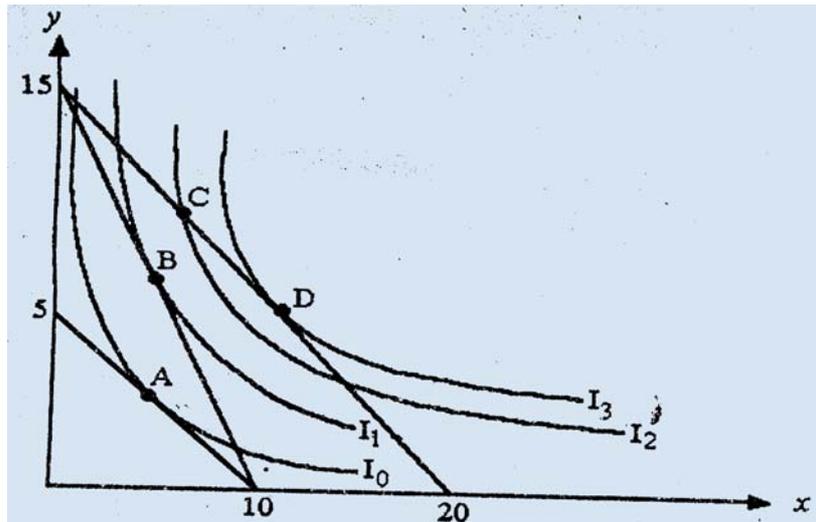
1. The equilibrium price and the equilibrium quantity in a market are found where the supply curve and the demand curve intersect.
2. A binding price floor causes a surplus.
3. Economic profit is equal to accounting revenue minus the opportunity cost of production.
4. Price discrimination can raise overall economic welfare.
5. In a duopoly where marginal cost for both firms is identical, firms will produce the same quantity in a Nash equilibrium.
6. The catch-up effect is a result of diminishing returns to capital
7. Many economists believe that if the current income tax were replaced with a consumption tax, saving, investment, economic growth, and the standard of living of Americans would increase.
8. Cyclical unemployment is closely associated with the short-run ups and downs of economic activity.
9. Open market operations are used by the Fed only when a large change in the money supply is needed.
10. At a higher price level, the demand for money increases and the interest rate decreases.

二. 選擇題(每題二分, 共四十分)

Income	<u>Quantities Purchased</u>		
	Good X	Good Y	Good Z
\$30,000	2	20	4
50,000	5	10	5

2. Refer to the table above. What is the income elasticity of good y?
 - a. -0.75
 - b. 0.75
 - c. 1.33
 - d. -1.33
 - e. zero
2. Refer to the table above. Good x is

- a. not related to income.
 - b. an inferior good.
 - c. a necessity good.
 - d. a luxury good.
3. The opportunity cost of an item is
- a. greater during periods of inflation and lower during periods of deflation.
 - b. what you give up to get that item.
 - c. always equal to the dollar value of the item.
 - d. always less than the dollar value of the item
4. Private markets don't account for externalities because
- a. externalities don't occur in private markets.
 - b. buyers and sellers in private markets are only interested in social wellbeing.
 - c. self-interested buyers and sellers have no incentive to consider the effects of their behavior on others.
 - d. externalities only occur in a political setting.
5. Public goods are
- a. non-excludable and rival.
 - b. non-excludable and non-rival.
 - c. excludable and non-rival.
 - d. excludable and rival.
6. Assume that the consumer depicted in the graph has an income of \$100, and faces prices $P_X = \$10$, and $P_Y = \$20$. This consumer will choose a consumption bundle where the marginal rate of substitution is
- a. 2
 - b. $2/3$
 - c. $1/2$
 - d. $1/3$



7. If a decrease in income increases the demand for a good, then
 - a. the good is a substitute good.
 - b. the good is a complement good.
 - c. the good is a normal good.
 - d. the good is a luxury good.

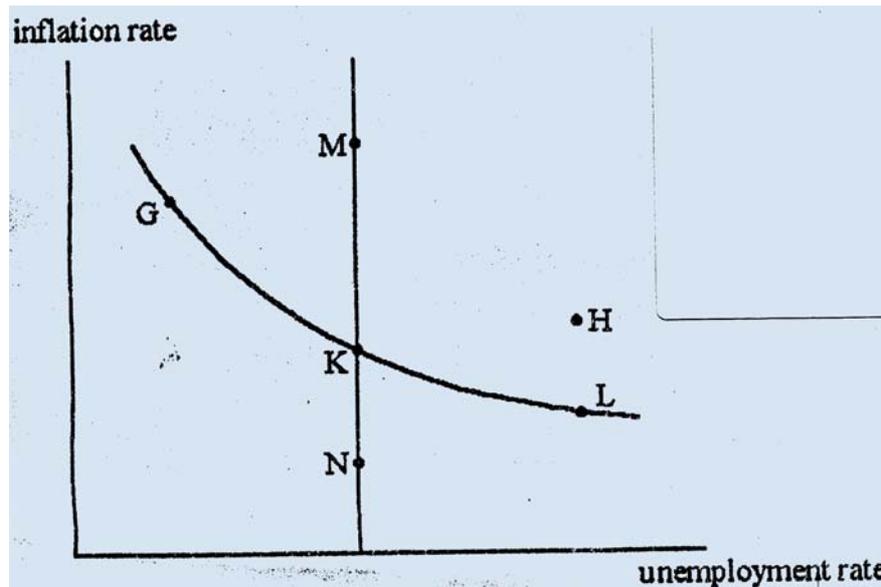
8. When markets fail,
 - a. public policy can do nothing to improve the situation.
 - b. public policy can potentially remedy the problem and increase economic efficiency.
 - c. public policy can always remedy the problem and increase economic efficiency.
 - d. public policy can, in theory, remedy the problem, but in practice, has proven to be ineffective.

9. For a profit maximizing monopolist _____, this is in contrast to a profit maximizing perfectly competitive firm where _____.
 - a. $P = MR = MC$, $P < MR = MC$
 - b. $P > MR > MC$, $P > MR = MC$
 - c. $P > MR = MC$, $P = MR = MC$
 - d. $P > MR < MC$, $P = MR > MC$

10. If a monopolist is able to price discriminate
 - a. consumer surplus is increased.
 - b. deadweight loss is increased.
 - c. the price effect dominates the output effect on monopoly revenue.
 - d. consumer surplus and deadweight losses are transformed into

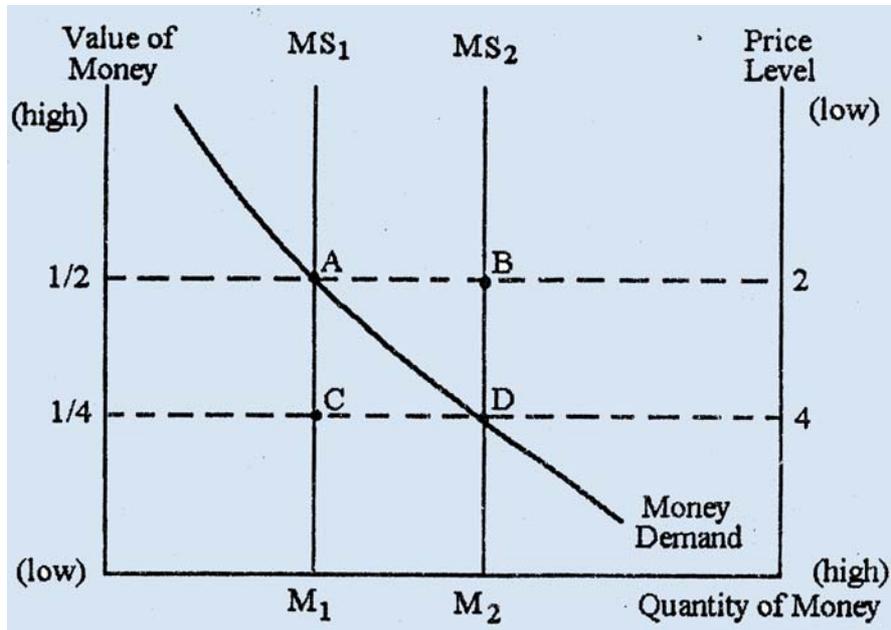
monopoly profits.

11. The vertical line in the diagram is known as the
- short-run Phillips curve.
 - long-run Friedman curve.
 - long-run Phillips curve.
 - long-run aggregate supply curve.



12. Other things equal, a higher price level leads to a(n) _____ in purchases of houses by consumers, and a(n) _____ in purchases of capital goods by businesses.
- increase, increase
 - increase, decrease
 - decrease, decrease
 - decrease, increase
13. When real GDP declines,
- unemployment rises.
 - unemployment falls.
 - unemployment is unaffected.
 - unemployment may either rise or fall.
14. The theory of purchasing-power parity implies that the demand curve for foreign-currency exchange is
- downward-sloping.
 - upward-sloping.

- c. vertical
 - d. horizontal.
 - e. the theory doesn't imply anything about the shape of the demand curve.
15. Angelina is a resident of France. She decides to purchase a Russian government Eurobond rather than a U.S. government bond even though the Russian bond is riskier. An economic reason for her decision might be
- a. that the Russian government is more stable than is the U.S. government.
 - b. that Angela does not like U.S. foreign policy.
 - c. that the Russian bonds pay a higher interest rate than do the U.S. bonds.
 - d. none of the above is an economic reason.
16. At point C,
- a. the money supply is greater than money demand.
 - b. the value of money is less than its equilibrium level.
 - c. the price level is higher than its equilibrium level.
 - d. money demand is greater than the money supply.



17. The ultimate cause of inflation is
- a. too much demand for goods and services.
 - b. too much money being created.
 - c. a rise in the price of oil.
 - d. none of the above are correct.

18. Discouraged workers
- are counted as part of the labor force.
 - are counted as part of the natural unemployment.
 - are counted as part of cyclical unemployment.
 - none of the above is correct
19. Other things being constant, when a business issues more stock,
- the supply of the stock is greater and thus the price would fall.
 - the supply of the stock is less and thus the price would rise.
 - the demand for the stock is greater and thus the price would rise.
 - the demand for the stock is weaker and thus the price would fall.
20. Which of the problems in the construction of the CPI is best represented by the invention of hand calculators?
- substitution bias
 - introduction of new goods
 - unmeasured quality change
 - none of the above

三. 問答題(共二題，每題二十分)

- 請用圖形解釋最低工資率(minimum wage rate)對勞動供給、勞動需求、均衡薪資及失業的影響？
- 請問燈塔(lighthouse)是公共財(public goods)或私有財(private goods)？請說明理由。

試題完