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管理研究所  
銘傳大學 94 學年度傳播管理研究所碩士班招生考試  
公共事務學系  
應用統計資訊學系

第一節

(第 1 頁共 2 頁)

經濟學 試題

(限用答案本作答)

一 選擇題(單選題, 每題3分)

1. Market failure can be caused by
  - a. low consumer demand.
  - b. government intervention and price controls.
  - c. externalities and market power.
  - d. high prices and foreign competition.
2. Suppose a producer is able to separate customers into two groups, one having a price inelastic demand and the other having a price elastic demand. If the producer's objective is to increase total revenue, she should
  - a. increase the price charged to customers with the price elastic demand and decrease the price charged to customers with the price inelastic demand.
  - b. decrease the price charged to customers with the price elastic demand and increase the price charged to customers with the price inelastic demand.
  - c. charge the same price to both groups of customers.
  - d. increase the price for both groups of customers.
3. When her income increased from \$10,000 to \$20,000, Heather's consumption of macaroni decreased from 10 pounds to 5 pounds and her consumption of soy-burgers increased from 2 pounds to 4 pounds. We can conclude that for Heather,
  - a. macaroni and soy-burgers are both normal goods with income elasticities equal to 1.
  - b. macaroni is an inferior good and soy-burgers are normal goods; both have income elasticities of 1.
  - c. macaroni is an inferior good with an income elasticity of -1 and soy-burgers are normal goods with an income elasticity of 1.
  - d. macaroni and soy-burgers are both inferior goods with income elasticities equal to -1.
4. If a tax is imposed on a market with elastic demand and inelastic supply,
  - a. buyers will bear most of the burden of the tax.
  - b. sellers will bear most of the burden of the tax.
  - c. the burden of the tax will be shared equally between buyers and sellers.
  - d. it is impossible to determine how the burden of the tax will be shared.
5. The Coase theorem suggests that private solutions to the externality problem
  - a. will always allocate resources efficiently if private parties can bargain without cost.
  - b. are effective under all conditions.
  - c. are only efficient when there are negative externalities.
  - d. may not be possible because of the distribution of property rights.
6. If a monopolist is able to perfectly price discriminate,
  - a. consumer surplus is always increased.
  - b. total surplus is always decreased.
  - c. the price effect dominates the output effect on monopoly revenue.
  - d. consumer surplus and deadweight losses are transformed into monopoly profits.
7. The labor supply curve may have a "backward bending" portion because at higher wages the
  - a. income effect is greater because the individual's income is higher.
  - b. income effect is greater than the substitution effect.
  - c. effect of greater income overcomes the desire for more income.
  - d. All of the above are correct.
8. A government can encourage growth and, in the long run, raise the economy's standard of living by encouraging
  - a. population growth.
  - b. consumption.
  - c. saving and investment.
  - d. spending.
9. In a fractional reserve banking system, a decrease in reserve requirements
  - a. increases both the money multiplier and the money supply.
  - b. decreases both the money multiplier and the money supply.
  - c. increases the money multiplier, but decreases the money supply.
  - d. decreases the money multiplier, but increases the money supply.

本試題兩面印刷

10. If purchasing-power parity holds, then the value of the
- real exchange rate is equal to the difference in inflation rates between the two countries.
  - nominal exchange rate is equal to one.
  - real exchange rate is equal to the nominal exchange rate.
  - real exchange rate is equal to one.
11. The Fisher effect says that
- the nominal interest rate adjusts one for one with the inflation rate.
  - the growth rate of the money supply determines the inflation rate.
  - real variables are heavily influenced by the monetary system.
  - All of the above are correct.
12. When a country's central bank increases the money supply, its
- price level rises and its currency appreciates relative to other currencies in the world.
  - price level rises and its currency depreciates relative to other currencies in the world.
  - price level falls and its currency appreciates relative to other currencies in the world.
  - price level falls and its currency depreciates relative to other currencies in the world.
13. The sticky price theory of the short-run aggregate supply curve says that when prices fall unexpectedly, some firms will have
- lower than desired prices which increases their sales.
  - lower than desired prices which depresses their sales.
  - higher than desired prices which increases their sales.
  - higher than desired prices which depresses their sales.
14. According to the theory of liquidity preference, which variable adjusts to balance the supply and demand for money?
- interest rate
  - money supply
  - quantity of output
  - price level
15. Suppose that a central bank increases the money supply. According to the Phillips curve this should make
- prices, output, and employment rise.
  - prices and output rise, employment fall.
  - prices rise and output and employment fall.
  - prices fall, output, and employment rise.

本試題兩面印刷

二. 簡答題 (24%)

- 我們常聽說一國生產某種商品具有比較利益。請說明什麼是比較利益以及產生比較利益的原因？
- 當我們說一國處於充分就業時，是代表什麼意義？
- 什麼是菲律普曲線？代表什麼經濟意義，有何政策上的涵義。
- 高附加價值的產業是否代表高利潤的產業？請說明什麼是附加價值？附加價值和利潤有何關係。

三. 問答題(31%)

- 1 (16%) 假定生產 A 商品的邊際成本是\$0，而對 A 商品的需求表列如下

價格	\$120	110	100	90	80	70	60	50	40	30	20	10	0
數量	0	10	20	30	40	50	60	70	80	90	100	110	120

- 如果 A 商品為一完全競爭市場，請問 A 商品的市場均衡價格和數量分別為何？廠商的利潤為何？
  - 如果 A 商品為一獨占市場，請問 A 商品的市場均衡價格和數量分別為何？廠商利潤為何？
  - 如果 A 商品只有甲、乙兩家公司而形成寡占市場，若這兩家公司協議組成卡特爾(cartel)，然後平分市場，請問市場上 A 商品的定價和產量分別為何？甲、乙兩家的利潤分別為何？
  - 如果 A 商品只有甲、乙兩家公司而形成寡占市場，且兩家廠商以 Cournot 的方式競爭。請問市場上 A 商品的定價和產量分別為何？甲、乙兩家的利潤分別為何？
- 2 (15%) 政府支出增加，對經濟體系的影響必須看中央銀行的貨幣政策指標而定。一般而言，中央銀行的貨幣政策指標有下面兩種：
- 維持貨幣數量固定不變；
  - 維持利率不變。
- 請在中央銀行不同的貨幣政策指標下，比較政府支出增加對經濟體系長期和短期物價，產出的影響。

試題完