

銘傳大學 98 學年度研究所碩士班招生考試
管理研究所碩士班(乙組)、傳播管理研究所碩士班(乙組)、
國際事務研究所碩士班

第二節

經濟學試題

(第 1 頁共 3 頁)(限用答案本作答)

可使用的計算機 不可使用的計算機

I. 單選題(每題 2 分, 共 40 分)

1. If expected inflation is constant, then when the nominal interest rate increases, the real interest rate
A) increases by more than the change in the nominal interest rate. B) increases by the change in the nominal interest rate.
C) decreases by the change in the nominal interest rate. D) decreases by more than the change in the nominal interest rate.
2. In the open economy macroeconomic model net capital outflow is equal to the quantity of
A) dollars supplied in the foreign exchange market. B) dollars demand in the foreign exchange market.
C) funds supplied in the loanable funds market. D) None of the above is correct.
3. In order to maintain stable prices, a central bank must
A) maintain low interest rates. B) keep unemployment low. C) tightly control the money supply. D) sell indexed bonds.
4. The labor force equals the
A) number of people who are employed. B) number of people who are unemployed.
C) number of people employed plus the number of people unemployed. D) adult population.
5. If the government's expenditures exceeded its receipts, it would likely
A) lend money to a bank or other financial intermediary. B) borrow money from a bank or other financial intermediary.
C) buy bonds directly from the public. D) sell bonds directly to the public.
6. The consumer price index is used to
A) differentiate gross national product from net national product.
B) turn dollar figures into meaningful measures of purchasing power.
C) characterize the types of goods and services that consumers purchase.
D) measure the quantity of goods and services that the economy produces.
7. Why is it difficult to compare household income distributions among countries?
A) Countries collect data in different ways.
B) Some countries collect data on expenditures instead of incomes.
C) The task is not difficult because international agreements require countries to standardize their income accounting procedures.
D) Both a and b are correct.
8. Factor markets are different from product markets in an important way because
A) equilibrium is the exception, and not the rule, in factor markets.
B) the demand for a factor of production is a derived demand.
C) the demand for a factor of production is likely to be upward sloping, in violation of the law of demand.
D) All of the above are correct.
9. In a market that is characterized by imperfect competition,
A) firms are price takers.
B) there are always a large number of firms.
C) there are at least a few firms that compete with one another.
D) the actions of one firm in the market never have any impact on the other firms' profits.

本試題兩面印刷

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(第 2 頁共 3 頁) (限用答案本作答)

可使用計算機 不可使用計算機

10. Which of the following is NOT a characteristic of a perfectly competitive market?
A) Firms are price takers. B) Firms have difficulty entering the market.
C) There are many sellers in the market. D) Goods offered for sale are largely the same.
11. When compared to nonpoor countries, poor countries usually have
A) very high tax burdens. B) similar tax burdens. C) relatively low tax burdens. D) no taxes because of high poverty levels.
12. Externalities
A) cause markets to fail to allocate resources efficiently. B) cause equilibrium prices to be too high
C) benefit producers at the expense of consumers. D) cause equilibrium prices to be too low.
13. It does not matter whether a tax is levied on the buyers or the sellers of a good because
A) sellers always bear the full burden of the tax.
B) buyers always bear the full burden of the tax.
C) buyers and sellers will share the burden of the tax.
D) None of the above is correct; the incidence of the tax does depend on whether the buyers or the sellers are required to pay the tax.
14. A binding price floor in a market is set
A) above equilibrium price and causes a shortage. B) above equilibrium price and causes a surplus.
C) below equilibrium price and causes a surplus. D) below equilibrium price and causes a shortage.
15. For a competitive market, which of the following statements is correct?
A) A seller can always increase her profit by raising the price of her product.
B) If a seller charges more than the going price, buyers will go elsewhere to make their purchases.
C) A seller often charges less than the going price to increase sales and profit.
D) A single buyer can influence the price of the product, but only when purchasing from several sellers in a short period of time.
16. Other things equal, the demand for a good tends to be more inelastic, the
A) fewer the available substitutes. B) longer the time period considered.
C) more the good is considered a luxury good. D) more narrowly defined is the market for the good.
17. Consumer surplus is the
A) amount of a good consumers get without paying anything for it.
B) amount a consumer pays minus the amount the consumer is willing to pay.
C) amount a consumer is willing to pay minus the amount the consumer actually pays.
D) value of a good to a consumer.
18. Trade among nations is ultimately based on
A) absolute advantage. B) strategic advantage. C) comparative advantage. D) technical advantage.
19. Which of the following is *not* considered a public good?
A) national defense B) basic research C) fire protection D) fighting poverty
20. Economists normally assume that the goal of a firm is to
(i) make profit as large as possible even if it means reducing output.
(ii) make profit as large as possible even if it means incurring a higher total cost.
(iii) make revenue as large as possible.
A) (i) and (ii) are true. B) (i) and (iii) are true. C) (ii) and (iii) are true. D) (i), (ii), and (iii) are true.

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(第3頁共3頁)(限用答案本作答)

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II. 問答題(每題 10 分，共 60 分)

1. 在此回全球經濟風暴中，譬如台灣以及鄰近的日韓兩國都受到嚴重的經濟衰退影響時，請問有別於歐美國家的主要共同原因為何？為什麼？
2. 在全球貿易談判行為當中，有人認為 Doha Development Round 已於 2006 年正式停擺，請問主要的原因為何？為什麼？
3. 目前可說是處於知識經濟時代，請問接下來較有可能會出現何種類型的經濟時代？為什麼？
4. 全球很多名校都已認同的一個事實，便是大學教育應該培育學生們，在目前發展階段中(其實也是目前台灣大學生)最為缺乏但又最為重要的某個(些)特質，請問這個(些)特質是什麼？應可歸屬於四種主要經濟生產要素中的那一項？為什麼？
5. 公司主要產品因為邁入成熟階段與碰到高度競爭之後，使得產品的市場需求彈性已從略高於 1 下滑至 0.7，請問當競爭對手們都將再度展開降價競爭動作時，公司是否也應該立即跟進？為什麼？
6. 某樣產品或服務的價格越低則社會福利(或總剩餘)越大，請問此點在基本上(也就是非極端狀況下)是否絕對正確？為什麼？

試題完