

# 銘傳大學九十學年度轉學生招生考試

七月二十九日 第三節

企、國、會計、財、統、經、風保 轉二

## 經濟學 試題

(1.無須使用計算機；2.請看清題型)

### I. 單選題(每題3分，共30分)

Q1. According to the principle of comparative advantage,

- a. university graduates gain an economic advantage over high school graduates.
- b. Workers who specialize and trade are more productive than non-specialized workers.
- c. countries that specialize and trade are economically better off than countries that are self-sufficient.
- d. both b and c are correct.

Q2. Unemployment insurance

- a. increase job search effort.
- b. increase employment.
- c. increase unemployment
- d. increase wages.

Q3. According to the theory of liquidity preference, which variable adjusts to balance the supply and demand for money?

- a. money supply
- b. quantity of output
- c. price level
- d. interest rate

Q4. An allocation of resources is said to be inefficient if

- a. a good is not being produced by the sellers with lowest cost.
- b. moving production from a low-cost producer to a high-cost producer will decrease total surplus.
- c. moving consumption of the good from a buyer with a high valuation to a buyer with a low valuation will decrease total surplus.
- d. all of the above are correct.

Q5. One characteristic of an oligopolistic market structure is

- a. firms in the industry are typically characterized by very diverse product lines.
- b. products typically sell at a price that reflects their marginal cost of production.
- c. the actions of one seller can have a large impact on the profitability of other sellers.
- d. since markets are typically large, the actions of one seller largely go unnoticed by its competitors

Q6. A profit maximizing, monopolistically competitive firm is characterized by which of the following?

- a. revenue maximization
- b. average revenue exceeds marginal revenue
- c. marginal revenue exceeds average revenue
- d. average revenue is equal to marginal revenue

Q7. Which of the following would be considered an investment in human capital?

- a. a teacher's blackboard
- b. education

- c. purchase of a new computer to enhance labor productivity
- d. all of the above

Q8. Marginal cost is equal to average variable cost when

- a. average total cost is rising
- b. total fixed costs are large relative to variable costs
- c. marginal product of labor is rising
- d. average variable cost is at its minimum

Q9. Goods that go into inventory and are not sold during the current period

- a. are included in GDP as inventory investment
- b. are intermediate goods until sold, hence, are not included in GDP
- c. are included in GDP as consumption
- d. are included in GDP as inventory investment, but not until the goods are sold

Q10. Which of the following does the government use to encourage the research and development of new technologies?

- a. the patent system
- b. research grants
- c. tax breaks
- d. all of the above

## II. 簡答題(配分如題前所示, 共 70 分)

Q1. (5 分)何廠長：「生產在平均成本最低點是我的工作目標」，顧總經理：「可是公司並不是要您達到此目標」，請問謂什麼？

Q2. (10 分)請繪圖說明為何在知道公司甲中 A 產品的市場需求線與目前的銷售情形(價與量)之後，您即可清楚了解公司並未在追求最大收入生產？而公司總經理卻回答說他們並沒有做錯，請問為什麼？

Q3. (5 分)(續上題)但您在清楚知道這 A 產品的生產函數為由兩種生產要素來生產的某種 *Cobb-Douglas* 函數之後，卻可明白指出公司並未在「最佳產能」狀態下生產，請繪圖說明為什麼？

Q4. (5 分)國內不少廠商日漸外移，政府目前更急呼「8100(億)擴張內需」口號，則可推論政府相信國內當前經濟問題以 AD-AS 模型來表達，應為何種主要型態的問題？

Q5. (5 分)在進入電子商務世界之後，常有人提出很多新型態的生產者即可因此產生「自然獨占」的現象，請問為什麼？

Q6. (10 分)國內目前失業率創新高，請問最主要的是哪一種型態的新失業人口？則目前國內失業情況是否仍可說成是在「自然失業率」狀況中？為什麼？

Q7. (10 分)前監察院長王作榮先生曾說會畫供需線的人很多，但真懂的人很少，請問您如何找出一個產品的供給線與需求線？

Q8. (10 分)請問我國為何採用 *GDP per capita* 而不是 *GNP per capita* 來計算個人平均所得？而此種度量有時並不能真正反映一個國家的真正水準，請提出三種主要解釋理由。

Q9. (10 分)央行對銀行提出「存款準備率」的要求，其經濟理由為何？如原總存款準備金共有 1 兆，

央行決定把此種「存款準備率」從 10% 望下調降 8 碼，則一共可因此創造出多少新的貨幣供給量？

〈試題完〉