

# 銘傳大學 101 學年度研究所碩士班招生考試

## 企業管理學系碩士班乙組、國際企業學系碩士班

### 第一節

#### 「經濟學(乙)」試題

(第 1 頁共 2 頁) (限用答案本作答)

可使用計算機  不可使用計算機

#### 一、單選題(每題 2 分):

1. 在何種情況下，廠商差別定價之訂價較高？  
(A)需求彈性小的市場訂價愈高。(B)廠商能夠防止轉售套利行為。  
(C)需求彈性大的市場訂價愈高。(D)規定十五天前才可享訂票優待，因提前訂者之需求彈性較小。
2. 我國央行如果進入外匯市場拋售美元，結果是？  
(A)外匯供給增加 (B)美元會貶值 (C)台幣會升值 (D)以上皆是。
3. 廠商以每小時\$5.00 僱用 100 位工人，若要僱用 101 位工人則必須支付每小時\$5.05，此廠商僱用第 101 位工人之邊際要素成本是多少？  
(A)\$5.00 (B)\$5.05 (C)\$11.05 (D)\$10.05。
4. 設生產函數為  $Y = AK^\alpha L^{1-\alpha}$ ，其中 Y 代表產出，A、K 即 L 分別代表技術、資本與勞動，則總要素生產力(total factor productivity)衡量什麼變數的成長率？  
(A)技術 (B)資本 (C)勞動 (D)產出。
5. 在商品與債券市場的兩期模型中，債券利率上升會有何效果？  
(A)期內替代效果(intratemporal effect)而使第一期相對第二期的消費增加。(B)期內替代效果而使第一期相對第二期的消費減少。  
(C)跨期替代效果(intertemporal effect)而使第一期相對第二期的消費增加。(D)跨期替代效果而使第一期相對第二期的消費減少。
6. 將 IS-LM 模型與簡單凱因斯模型作一比較，執行相同的擴張性財政政策所造成的所得增加，效果有何不同？  
(A)IS-LM 模型的所得增加幅度一定較小。(B)除了 LM 曲線水平的情形，IS-LM 模型的所得增加幅度一定較小。  
(C)除了 LM 曲線垂直的情形，IS-LM 模型的所得增加幅度一定較小。(D)除了 IS 曲線垂直的情形，IS-LM 模型的所得增加幅度一定較小。
7. 在一個二部門經濟，若充分就業所得水準為 2000， $C = 100 + 0.8Y$ ， $I = 800$ ，則均衡實質所得水準為？  
(A) 2500 (B) 3500 (C) 4500 (D) 900
8. Consider a small town that has two grocery stores from which residents can choose to buy a gallon of milk. The store owners each must make a decision to set a high milk price or a low milk price. The payoff table, showing profit per week, is provided below. The profit in each cell is shown as (Store 1, Store 2).

		Store 2	
		Low Price	High Price
Store 1	Low Price	(500, 500)	(800, 100)
	High Price	(100, 800)	(650, 650)

What is grocery store 2's dominant strategy?

- (A) Grocery store 2 does not have a dominant strategy.
  - (B) Grocery store 2 should always set a low price.
  - (C) Grocery store 2 should always set a high price.
  - (D) Grocery store 2 should set a low price when grocery store 1 sets a low price, and grocery store 2 should set a high price when grocery store 1 sets a high price.
9. Studies indicate that the price elasticity of demand for cigarettes is about 0.4. A government policy aimed at reducing smoking changed the price of a pack of cigarettes from \$2 to \$6. According to the midpoint method, the government policy should have reduced smoking by  
(A)30%. (B) 40%. (C) 80%. (D) 250%.
  10. The supply and demand of cauliflower can be described as below:  
Supply:  $Q_s = 4P - 80$  Demand:  $Q_d = 100 - 2P$   
Please compute the equilibrium price and quantity of the cauliflower.  
(A) Equilibrium  $Q = 50$  (B) Equilibrium price = 20 (C) Equilibrium  $Q = 80$  (D) Equilibrium price = 30
  11. If the government places a \$1,000 tax on luxury cars, then  
(A) the price paid by consumers rise by more than \$1,000. (B) the price paid by consumers rise by \$1,000.  
(C) Sellers receive falls by less than \$1,000. (D) Sellers receive falls by more than \$1,000.
  12. Economists typically measure efficiency using  
(A) the price paid by buyers. (B) the quantity supplied by sellers. (C) total surplus. (D) profits to firms.
  13. The world price of a pound of T-bone steak is \$9.00. Before Latvia allowed trade in beef, the price of a pound of T-bone steak there was \$7.50. Once Latvia began allowing trade in beef with other countries, Latvia began  
(A) exporting T-bone steak and the price per pound in Latvia remained at \$7.50.  
(B) exporting T-bone steak and the price per pound in Latvia increased to \$9.00.  
(C) importing T-bone steak and the price per pound in Latvia remained at \$7.50.  
(D) importing T-bone steak and the price per pound in Latvia increased to \$9.00.
  14. Suppose that the economy is at long-run equilibrium. If there is a sharp decline in the stock market combined with a significant increase in immigration of skilled workers, then in the short run  
(A) real GDP will rise and the price level might rise, fall, or stay the same. (B) real GDP will fall and the price level might rise, fall, or stay the same.  
(C) the price level will fall, and real GDP might rise, fall, or stay the same. (D) the price level will rise, and real GDP might rise, fall, or stay the same.

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15. Which of the following equations is always correct in an open economy?  
(A)  $I = Y - C$  (B)  $I = S$  (C)  $I = S - NCO$  (D)  $I = S + NX$
16. Suppose that this year's money supply is \$500 billion, nominal GDP is \$10 trillion, and real GDP is \$5 trillion. What is the velocity of Money?  
(A) 10 times (B) 20 times (C) 5 times (D) None of the above is correct.
17. Economists in Funlandia, a closed economy, have collected the following information about the economy for a particular year:  
 $Y=10,000$ ;  $C=6,000$ ;  $T=1,500$ ;  $G=1,700$ .  
The economists also estimate that the investment function is:  $I = 3,300 - 200r$ , where  $r$  is the country's real interest rate, expressed as a percentage. Public saving is  
(A) 200. (B) 2500. (C) -200 (D) 2300
18. In which of the following instances is the present value of the future payment the largest?  
(A) You will receive \$1,000 in 5 years and the annual interest rate is 5%. (B) You will receive \$1,000 in 10 years and the annual interest rate is 3%.  
(C) You will receive \$2,000 in 10 years and the annual interest rate is 10%. (D) You will receive \$2,400 in 15 years and the annual interest rate is 8%.
19. According to the efficient market hypothesis, which of the following statements is not correct?  
(A) Stock market prices tend to rise today if they rose yesterday.  
(B) As judged by the typical person in the market, all stocks are fairly valued all the time.  
(C) At the market price, the number of shares being offered for sale matches the number of shares people want to buy.  
(D) All of the above statements are incorrect.
20. In June 2011 the government reported an adult population of 234.9 million, a labor force of 154 million and employment of 141.6 million. Based on these numbers the unemployment rate was  
(A)  $93.3/234.9$ . (B)  $12.4/234.9$ . (C)  $93.3/154$ . (D)  $12.4/154$ .
21. According to the Phillips curve, policymakers would reduce inflation but raise unemployment if they  
(A) decreased the money supply. (B) increased government expenditures. (C) decreased taxes. (D) None of the above is correct.
22. If the sacrifice ratio is 2, reducing the inflation rate from 4 percent to 2 percent would  
(A) cost 1 percent of annual output. (B) cost 4 percent of annual output.  
(D) imply that unemployment would rise by 1%. (E) imply that unemployment would rise by 4%.
23. If the  $MPC = 0.85$ , then the government purchases multiplier is about  
(A) 1.18. (B) 3.33. (C) 6.67. (D) 8.5.
24. The misperceptions theory of the short-run aggregate supply curve says that if the price level is higher than people expected, then some firms believe that the relative price of what they produce has  
(A) decreased, so they increase production. (B) decreased, so they decrease production.  
(C) increased, so they increase production. (D) increased, so they decrease production.
25. Suppose the price of a Big Mac in Taiwan is NT\$80. The price in the USA is US\$4. According to the purchasing power parity, the predicted nominal exchange rate is  
(A)  $US\$1 = NT\$29$ . (B)  $NT\$1 = US\$1/20$ . (C)  $US\$1 = NT\$30$ . (D)  $NT\$1 = US\$1/29$ .

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### 二、問題分析(第 1 和 2 題各佔 15 分; 第 3 和 4 題每題佔 10 分):

1. 我國人均 GNP 於 2011 年上升到 US\$20,713, 然而媒體卻報導實質平均月薪資近十年來不升反降, 由 1999 年的 NT\$43,037 降至 2011 年的 NT\$42,664 (工商時報, 2012/03/04)。  
(A) 請列述組成國民所得(National Income, NI)的四大要素所得?  
(B) 請以所得法列述 GNP 恆等式, 並由此式子說明 GNP 與工資的關係?  
(C) 依據(B)的回答, 請列述三個可能原因, 說明為何 GNP 上升的同時, 實質平均月薪資卻下降?
2. 假設我國原本處於需求不足, 總體不均衡的緊縮缺口狀況(產出在  $Y_1$  水準), 請以 AD-AS 模型分析, 當前中東緊張, 原油價格上漲快速, 我國中央銀行又與歐美同步採取寬鬆的貨幣政策, 對於總體產出及物價之影響為何? 請以文字說明您的邏輯, 並在 AD-AS 圖形上標示:  
(A) 原緊縮缺口狀況;  
(B) 原油價格上漲的影響;  
(C) 我國中央銀行又與歐美同步採取寬鬆的貨幣政策的影響。
3. 請以供給和需求的市場圖形分析雲端科技的進一步發展, 如何影響雲端產品市場和其替代產品的市場? 請由均衡價和量來說明。
4. 福利制度提供有需要的家庭在所得方面的補助。一般來說, 那些完全沒所得的家庭可以獲得最多補助; 當這些家庭開始賺錢時, 福利補助會逐漸減少, 然後完全終止。請分析此一福利制度對勞動供給可能會造成的影響。  
(A) 畫出福利制度不存在時, 家庭的預算限制線。另外, 在同一個圖上, 畫出福利制度存在時的預算限制線。  
(B) 請在圖中加入無異曲線, 並畫出福利制度可能使家庭工作時數改變的結果。請分別以替代效果與所得效果來說明。

試題完  
End of exam