

銘傳大學八十七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、 選擇題:(單選，一題 2 分，共 40 分)

1. If the demand for good Y is inelastic, then
 - (A) total revenue increases as quantity demanded increases.
 - (B) total revenue increases as price decreases.
 - (C) total revenue remains constant as quantity demanded increases.
 - (D) total revenue decreases as quantity demanded increases.
2. If, by purchasing a little more wine and a little less beer, you could increase your total utility,
 - (A) the MU of wine must be greater than that of beer.
 - (B) the MU of beer must be greater than that of wine.
 - (C) the MU/P of wine must be greater than that of beer.
 - (D) wine must be cheaper than beer.
3. For inferior goods, a rise in price causes
 - (A) negative income and substitution effects.
 - (B) positive income and substitution effects.
 - (C) a negative income effect and a positive substitution effect.
 - (D) a positive income effect and a negative substitution effect.
4. The demand curve faced by a firm in perfect competition
 - (A) is the market demand curve.
 - (B) slopes downward.
 - (C) is perfectly elastic.
 - (D) is vertical.
5. If a firm is a natural monopolist, its
 - (A) average costs decline over the full range of market demand
 - (B) average costs rise over the full range of market demand.
 - (C) fixed costs decline over the full range of market demand.
 - (D) fixed costs rise over the full range of market demand.
6. If total cost at $Q = 0$ is \$100 and total cost at $Q = 10$ is \$500, then average variable cost at $Q = 10$ is
 - (A) \$500.
 - (B) \$400.
 - (C) \$50.
 - (D) \$40.

7. Dumping is the practice of
- (A) selling a lower quality product abroad.
 - (B) selling a commodity abroad at a price lower than the domestic price.
 - (C) selling a commodity abroad at a price higher than the domestic price.
 - (D) flooding a foreign market with large quantities of a good.
8. According to Coase theorem,
- (A) government regulation will almost always be necessary to eliminate negative externalities.
 - (B) externality problems can be solved efficiently by the assignment of property rights if transaction costs are low.
 - (C) when bargaining costs are high, it is necessary to assign property rights.
 - (D) there really is no externality problem with renewable resources.
9. Excess capacity occurs
- (A) in the short run in perfect competition.
 - (B) in the short run in monopolistic competition.
 - (C) in long-run equilibrium in perfect competition.
 - (D) in long-run equilibrium in monopolistic competition.
10. Suppose the exchange rate is such that 1 U.S. dollar equals 5.5 French francs in New York and 5.1 French francs in Paris. An arbitrageur would
- (A) sell U.S. dollars in New York and buy French francs in Paris.
 - (B) sell U.S. dollars in Paris and buy French francs in New York.
 - (C) sell U.S. dollars in New York while buying them in Paris.
 - (D) sell U.S. dollars in Paris while buying them in New York.
11. If the CPI is 160 on year and 175 the next, the annual rate of inflation as measured by the CPI is approximately
- (A) 4.5 percent.
 - (B) 8.6 percent.
 - (C) 9.4 percent.
 - (D) 15 percent.
12. Full employment
- (A) exists when everyone in the economy has a job.
 - (B) exists when everyone who wants a job has one.
 - (C) exists when the unemployment rate is zero.
 - (D) will always include some unemployment.

13. Which of the following would shift the consumption function down?
- (A) A decrease in stock prices.
 - (B) A lower interest rate.
 - (C) A lower price level.
 - (D) Lower disposable income.
14. The larger the marginal propensity to save, other things constant,
- (A) the larger the marginal propensity to consume.
 - (B) the smaller the multiplier.
 - (C) the larger the multiplier.
 - (D) the steeper the consumption function.
15. Which of the following would shift the LRAS curve to the left?
- (A) An increase in the average workweek.
 - (B) An improvement in technology.
 - (C) A civil war.
 - (D) A decrease in aggregate demand.
16. Supply-side economics emphasized government policies to
- (A) stimulate aggregate demand.
 - (B) increase minimum wage to improve labor productivity.
 - (C) stimulate real GDP by improving incentives to work.
 - (D) lower interest rates.
17. Which of the following might cause a rightward shift in the aggregate demand curve?
- (A) An increase in planned investment.
 - (B) A drop in the price level.
 - (C) A rise in the price level.
 - (D) A decrease in autonomous consumption.
18. Suppose the official unemployment rate is 10 percent. We can conclude without question that
- (A) every person in the labor force was out of work for 10 percent of the year.
 - (B) one of every ten people in the labor force is currently unemployed.
 - (C) The same 10 percent of the people in the economy were out of work for the entire year.
 - (D) None of the above.

二、問答題與計算題:(共 60 分，計算題無計算過程者，不予計分)

1. $Q_{xd} = 10 - 0.2P_x + 0.01I + 0.1PY$ ，其中 Q_{xd} 為 X 之需求量， P_x 為價格， I 為消費所得，且 $PY = \$20$ ， $I = \$1000$ ， $P_x = 60$ ，試問

- (1) X 為何種財？
 - (2) X 與 Y 互為何種財？
 - (3) 由 X 之彈性可看出總支出與價格成正向或反向變動？(15 分)
2. 試根據下列資料計算某國一年度之(1)NNP(2)PI(3)DI。(單位億元)(1)民間消費性支出 1,500 (2)政府移轉性支付 20 (3)公司未分配盈餘 150 (4)淨輸出 200 (5)公債利息 29 (6)折舊 200 (7)企業間接稅 500 (8)營利事業所得稅 180 (9)政府支出 400 (10)國內資本形成淨額 400 (11)個人直接稅 300。(15 分)
3. 某獨占廠商打廣告後，對其價格影響如下： $P = 50 - 4Q + A$ ，其成本為 $C = 2Q^2 + 8Q + 9A$ ，A 為其廣告量，試問該廠商應打多少廣告，才會使其利潤達到最大，此時其價格、利潤又各是多少？(15 分)
4. 試說明當通貨膨脹發生時，政府可採取那些財政政策及貨幣政策來對應之。(15 分)

試題完