

銘傳大學 96 學年度研究所碩士班招生考試

傳播管理研究所碩士班 (乙組)

公共事務學系碩士班 (乙組)

國際事務研究所碩士班

第二節

經濟學試題

(第 1 頁共 2 頁)

(限用答案本作答)

一、Multiple Choice(30%)

Identify the letter of the choice that best completes the statement or answers the question.

- \_\_\_\_\_ 1. When Lana graduated from college and got her first higher-paying job, her purchases of macaroni and cheese fell considerably; for Lana, macaroni and cheese is a(n)
- inferior good
  - necessity
  - luxury
  - inverse good
- \_\_\_\_\_ 2. The assumption that humans are always maximizing their own utility means that economists cannot explain
- none of the above
  - why people vote
  - why parents provide for their children
  - charitable donations
- \_\_\_\_\_ 3. After college, Diane turns down an offer for a job that would pay \$50,000 per year in order to open her own marketing firm. Her annual office rental is \$12,000, secretarial support is \$30,000, office supplies and utilities are \$5,000, and advertising and other costs are \$2,000. In the first year, Diane earns revenues of \$75,000. Diane's accounting profit is
- \$26,000
  - \$25,000
  - \$24,000
  - \$75,000
- \_\_\_\_\_ 4. After an increasing-cost industry responds to an increase in demand, the long-run equilibrium price will be \_\_\_\_\_ than before the demand increase.
- higher
  - lower
  - the same as
  - impossible to predict
- \_\_\_\_\_ 5. Which of the following is an example of price discrimination?
- a Burger King in New York City charging more for a hamburger than a Burger King in Manhattan, Kansas charges
  - a clothing store offering shirts at ten dollars each or two for fifteen dollars
  - a movie theater charging lower ticket prices to children and senior citizens
  - a car dealer charging higher prices for cars with air conditioning
- \_\_\_\_\_ 6. Suppose a U.S. automobile manufacturer produced \$200 million worth of automobiles in the United States in 2004, but \$50 million worth went unsold. How much was the company's contribution to GDP?
- \$50 million
  - \$250 million
  - \$150 million
  - \$200 million
  - \$0
- \_\_\_\_\_ 7. Suppose Mike agrees to borrow \$100 from Renee for one year at a one-time interest payment of 5%. They both expected the inflation rate to be 2% during the one-year period. However, during that year the inflation rate was actually 1%. Which of the following has occurred?
- The unexpectedly low inflation rate has redistributed \$1 from Mike to Renee.
  - The unexpectedly low inflation rate has redistributed \$5 from Mike to Renee.
  - The unexpectedly high inflation rate has redistributed \$1 from Mike to Renee.
  - There have not been any redistribution costs to either party.
  - The unexpectedly low inflation rate has redistributed \$1 from Renee to Mike.
- \_\_\_\_\_ 8. If prices (as measured by the CPI) fell by one-half and nominal wages fell by one-third, what would happen to real wages?
- They would increase.
  - They would remain unchanged.
  - They would decrease.
  - They would fall by one-third.
  - They would fall by one-half.

本試題係兩面印刷

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第二節

經濟學試題

(第 2 頁共 2 頁)  
(限用答案本作答)

9. What is the equilibrium condition in the loanable funds market?
- $S = I^p + G - T$
  - $S = I^p + T - G$
  - $S + I^p = G - T$
  - $S - T = I^p + G$
  - $S + G = I^p - T$
10. If autonomous consumption decreases, which of the following would occur in the short run?
- a decrease in GDP, a decrease in the price level, a decrease in money demand, and a decrease in the interest rate
  - an increase in GDP, an increase in the price level, an increase in money demand, and an increase in the interest rate
  - a decrease in GDP, an increase in the price level, an increase in money demand, and an increase in the interest rate
  - an increase in GDP, a decrease in the price level, a decrease in money demand, and an increase in the interest rate

二、何謂市場失靈？造成市場失靈的原因有哪些？(10%)

三、何謂所得彈性？經濟學中利用所得彈性的大小，將財貨分為哪幾種？(10%)

四、凱因斯學派的總合供給曲線與古典模型有何不同。(10%)

五、假設一廠商的短期總成本曲線是

$$STC = 100 + 20Q + Q^2$$

其中總固定成本是 100，而總變動成本是  $20Q + Q^2$ ，短期邊際成本曲線  $SMC = 20 + 2Q$

試求(a)平均變動成本(AVC)的方程式是什麼？(5%)

(b)平均變動成本的最低水準為何？(5%)

六、設有一獨占廠商，P 為價格，Q 為數量， $\epsilon_{Q,P}$  為需求價格彈性，MC 為邊際成本。

(a)試證  $MR = P(1 + \frac{1}{\epsilon_{Q,P}})$  (5%)

(b)由(a)推證反彈性價格法則(inverse elasticity pricing rule, IEPR) (5%)

$$\frac{P - MC}{P} = -\frac{1}{\epsilon_{Q,P}}$$

(c)若獨占廠商  $MC = 50$ ，其所面對的商品需求曲線為

$$P = 100 - \frac{1}{2}Q$$

試利用 IEPR 求出獨占廠商利潤最大的價格與產量(10%)

七、已知效用函數為

$$U(X, Y) = X^2 Y^{\frac{1}{2}} \text{ 且 } P_x = 2, P_y = 1, M = 100$$

試求(a)X、Y 財是否均符合邊際效用遞減法則？(5%)

(b)在消費者均衡下，X、Y 各為若干？(5%)

本試題係兩面印刷

試題完