管理研究所
銘傳大學94學年度傳播管理研究所碩士班招生考試
公共事務學系
應用統計資訊學系

第一節

經濟學試題

（限用答案本作答）

一  選擇題(單選題，每題3分)

1. Market failure can be caused by
   a. low consumer demand,
   b. government intervention and price controls,
   c. externalities and market power,
   d. high prices and foreign competition.

2. Suppose a producer is able to separate customers into two groups, one having a price inelastic demand and the other having a price elastic demand. If the producer's objective is to increase total revenue, she should
   a. increase the price charged to customers with the price elastic demand and decrease the price charged to customers with the price inelastic demand,
   b. decrease the price charged to customers with the price elastic demand and increase the price charged to customers with the price inelastic demand,
   c. charge the same price to both groups of customers,
   d. increase the price for both groups of customers.

3. When her income increased from $10,000 to $20,000, Heather's consumption of macaroni decreased from 10 pounds to 5 pounds and her consumption of soy-burgers increased from 2 pounds to 4 pounds. We can conclude that for Heather,
   a. macaroni and soy-burgers are both normal goods with income elasticities equal to 1,
   b. macaroni is an inferior good and soy-burgers are normal goods; both have income elasticities of 1,
   c. macaroni is an inferior good with an income elasticity of -1 and soy-burgers are normal goods with an income elasticity of 1,
   d. macaroni and soy-burgers are both inferior goods with income elasticities equal to -1.

4. If a tax is imposed on a market with elastic demand and inelastic supply,
   a. buyers will bear most of the burden of the tax,
   b. sellers will bear most of the burden of the tax,
   c. the burden of the tax will be shared equally between buyers and sellers,
   d. it is impossible to determine how the burden of the tax will be shared.

5. The Coase theorem suggests that private solutions to the externality problem
   a. will always allocate resources efficiently if private parties can bargain without cost,
   b. are effective under all conditions,
   c. are only efficient when there are negative externalities,
   d. may not be possible because of the distribution of property rights.

6. If a monopolist is able to perfectly price discriminate,
   a. consumer surplus is always increased,
   b. total surplus is always decreased,
   c. the price effect dominates the output effect on monopoly revenue,
   d. consumer surplus and deadweight losses are transformed into monopoly profits.

7. The labor supply curve may have a "backward bending" portion because at higher wages the
   a. income effect is greater because the individual's income is higher,
   b. income effect is greater than the substitution effect,
   c. effect of greater income overcomes the desire for more income,
   d. All of the above are correct.

8. A government can encourage growth and, in the long run, raise the economy's standard of living by encouraging
   a. population growth,
   b. consumption,
   c. saving and investment,
   d. spending.

9. In a fractional reserve banking system, a decrease in reserve requirements
   a. increases both the money multiplier and the money supply,
   b. decreases both the money multiplier and the money supply,
   c. increases the money multiplier, but decreases the money supply,
   d. decreases the money multiplier, but increases the money supply.
10. If purchasing-power parity holds, then the value of the
   a. real exchange rate is equal to the difference in inflation rates between the two countries.
   b. nominal exchange rate is equal to one.
   c. real exchange rate is equal to the nominal exchange rate.
   d. real exchange rate is equal to one.

11. The Fisher effect says that
   a. the nominal interest rate adjusts one for one with the inflation rate.
   b. the growth rate of the money supply determines the inflation rate.
   c. real variables are heavily influenced by the monetary system.
   d. All of the above are correct.

12. When a country’s central bank increases the money supply, its
   a. price level rises and its currency appreciates relative to other currencies in the world.
   b. price level rises and its currency depreciates relative to other currencies in the world.
   c. price level falls and its currency appreciates relative to other currencies in the world.
   d. price level falls and its currency depreciates relative to other currencies in the world.

13. The sticky price theory of the short-run aggregate supply curve says that when prices fall unexpectedly, some firms will have
   a. lower than desired prices which increases their sales.
   b. lower than desired prices which depresses their sales.
   c. higher than desired prices which increases their sales.
   d. higher than desired prices which depresses their sales.

14. According to the theory of liquidity preference, which variable adjusts to balance the supply and demand for money?
   a. interest rate
   b. money supply
   c. quantity of output
   d. price level

15. Suppose that a central bank increases the money supply. According to the Phillips curve this should make
   a. prices, output, and employment rise.
   b. prices and output rise, employment fall.
   c. prices rise and output and employment fall.
   d. prices fall, output, and employment rise.

二. 問題題 (24%)
1. 我們常聽說一國生產某種商品具有比較利益，請說明什麼是比較利益以及產生比較利益的原因?
2. 當我們說某一國處於充分就業時，這是什麼意義?
3. 什麼是菲利普斯曲線？代表什麼經濟意義，有何政策上的涵義？
4. 高附加價值的產業是否代表高利潤的產業？請說明什麼是附加價值？附加價值和利潤有何關係？

三. 問題題(31%)
1. (16%) 假定生產 A 商品的邊際成本是 50，而對 A 商品的需求表列如下

<table>
<thead>
<tr>
<th>價格</th>
<th>$120</th>
<th>110</th>
<th>100</th>
<th>90</th>
<th>80</th>
<th>70</th>
<th>60</th>
<th>50</th>
<th>40</th>
<th>30</th>
<th>20</th>
<th>10</th>
<th>0</th>
</tr>
</thead>
<tbody>
<tr>
<td>數量</td>
<td>0</td>
<td>10</td>
<td>20</td>
<td>30</td>
<td>40</td>
<td>50</td>
<td>60</td>
<td>70</td>
<td>80</td>
<td>90</td>
<td>100</td>
<td>110</td>
<td>120</td>
</tr>
</tbody>
</table>

(1) 如果 A 商品為一完全競爭市場，請問 A 商品的市場均衡價格和數量分別為何？廠商的利潤為何？
(2) 如果 A 商品為一獨占市場，請問 A 商品的市場均衡價格和數量分別為何？廠商利潤為何？
(3) 如果 A 商品只有甲、乙兩家公司而形成寡占市場。若這兩家公司協議組成卡特爾(carrel)，然後平分市場，請問市場上 A 商品的定價和產量分別為何？甲、乙兩家的利潤分別為何？
(4) 如果 A 商品只有甲、乙兩家公司而形成寡占市場，且兩家公司為 Cournot 的方式競爭，請問市場上 A 商品的定價和產量分別為何？甲、乙兩家的利潤分別為何？

2. (15%) 政府支出增加，對經濟體系的影響必須看中央銀行的貨幣政策指標而定。一般而言，中央銀行的貨幣政策指標有下列兩種，
(1) 首先貨幣數量固定不變，GDP 增長率上升，
請在中央銀行不同的貨幣政策指標下，比較政府支出增加對經濟體系長期和短期物價、產出的影響。

試題完