銘傳大學 96 學年度研究所碩士班招生考試

管理研究所碩士班(甲組)

應用統計資訊學系碩士班

資訊管理學系碩士班

第一節

經濟學試題

(限用答案本作答)

選擇題 (每題 3 分)

1. When the movie "Jurassic Park" debuted in Westwood, California, the price of tickets was $7.50. After several months the ticket price had fallen to $4.00. This is an example of

   a. peak-load pricing.
   b. second-degree price discrimination.
   c. a two-part tariff.
   d. tying.
   e. none of the above.

2. A local restaurant offers an "all-you-can-eat" salad bar for $3.49. However, with any sandwich, a customer can add the "all-you-can-eat" salad bar for $1.49. This is an example of

   a. peak-load pricing.
   b. second-degree price discrimination.
   c. a two-part tariff.
   d. tying.
   e. none of the above.

3. The change in the price of one good has no effect on the quantity demanded of another good. These goods are:

   a. complements.
   b. substitutes.
   c. both inferior.
   d. both Giffen goods.
   e. none of the above.

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4. A price taker is

   a. a firm that accepts different prices from different customers.
   b. a consumer who accepts different prices from different firms.
   c. a perfectly competitive firm.
   d. a firm that cannot influence the market price.
   e. Both (c.) and (d.).

5. At the profit-maximizing level of output, what is true of the total revenue (TR) and total cost (TC) curves?

   a. They must intersect, with TC cutting TR from below.
   b. They must intersect, with TC cutting TR from above.
   c. They must be tangent to each other.
   d. They cannot be tangent to each other.
   e. They must have the same slope.

6. A variable cost function of the form: $VC = 52 + 2Q + 3Q^2$ implies a marginal cost curve that is

   a. constant
   b. upward sloping.
   c. U-shaped.
   d. quadratic.

7. The difference between the economic and accounting costs of a firm are

   a. the accountant's fees
   b. the corporate taxes on profits
   c. the opportunity costs of the factors of production that the firm owns
   d. the sunk costs incurred by the firm
   e. the explicit costs of the firm

8. Consider the following statements when answering this question

   I. Overall, the sick will always gain from a price ceiling on prescription drugs.
   II. The reduction of supply caused by the imposition of a price ceiling is greater the more inelastic the market supply curve.

   a. I and II are true.
   b. I is true, and II is false.
   c. I is false, and II is true.
   d. I and II are false.

本試題係兩面印刷

9. Which of the following will NOT cause a shift in the supply of gasoline?

   a. An increase in the wage rate of refinery workers.
   b. A decrease in the price of gasoline.
   c. An improvement in oil refining technology.
   d. A decrease in the price of crude oil.

10. From 1970 to 1993, the real price of eggs decreased. Which of the following would cause an unambiguous decrease in the real price of eggs?

    a. A shift to the right in the supply curve for eggs and a shift to the right in the demand curve for eggs.
    b. A shift to the right in the supply curve for eggs and a shift to the left in the demand curve for eggs.
    c. A shift to the left in the supply curve for eggs and a shift to the right in the demand curve for eggs.
    d. A shift to the left in the supply curve for eggs and a shift to the left in the demand curve for eggs.

11. The price elasticity of demand for a demand curve that has a zero slope is

a. zero.
b. one.
c. negative but approaches zero as consumption increases.
d. infinity.

12. In the simplest Keynesian model of the determination of income, interest rates are assumed to be

a. exogenous and to gradually change.
b. endogenous and to gradually change.
c. exogenous and to remain constant.
d. endogenous and to remain constant.

13. If the proportion of GDP that people choose to hold in the form of money balances is 0.25, then a $100 increase in the money supply will lead to a rightward shift in the LM curve in the amount of

a. $400.
b. $ 25.
c. $ 75.
d. $100.

14. The real income per capita is a measure of the

a. well-being of every individual in the nation.
b. well-being of the average individual in the nation.
c. well-being of the average employed person in the nation.
d. total well-being of the nation.

15. Indicate which of the following individuals would be included in the labor force as defined by the Census Bureau.

a. a teenager looking for a part-time job
b. a man waiting for recall from a layoff
c. a woman who has accepted a new job but has not yet begun working
d. All of the above would be included in the labor force.

16. If the Federal Reserve intervenes in the foreign-exchange markets and buys foreign currencies

a. the U.S. money supply rises and foreign currencies depreciate.
b. the U.S. money supply falls and foreign currencies depreciate.
c. the U.S. money supply rises and foreign currencies appreciate.
d. the U.S. money supply falls and foreign currencies appreciate.

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17. The aggregate demand curve may be derived from the IS-LM analysis by shifting

a. the IS curve as the price changes.
b. the real money supply and thus LM curve for each new price level.
c. both the LM and IS curves since the real money supply and real expenditures change when P changes.
d. the LM rightward when P increases to define Y.

18. "Shoe leather costs" refer to

a. a cobbler's payment for leather.
b. "rubber costs: on today's shoes.
c. the inconvenience imposed by higher interest rates.
d. financial deregulation of retail business firms.

19. From the quantity equation we find that the rate of inflation is equal by definition to the growth rate of the money supply _____ the growth rate of velocity _____ the growth rate of real GDP.

a. plus, plus
b. plus, minus
c. minus, plus
d. minus, minus

20. In the Keynesian theory of the demand for money, the transaction demand for money is primarily determined by _____ and the speculative demand by _____.

a. the medium of exchange function and income; store of value function and income
b. the medium of exchange function and interest rates; store of value function and interest rates
c. the medium of exchange function and income; store of value function and interest rates
d. the medium of exchange function and interest rate; store of value function and income

問答與計算 (每題 10 分)

1. 馬小九消費狗骨頭 (x) 與狗餅乾 (y) 的效用函數爲 $U(x,y)=xy$，狗骨頭每個 \$60，狗餅乾每個 \$45，馬小九每週的預算爲 \$360。
若狗餅乾價格跌至每個 \$20，請問替代效果與所得效果數值是多少？

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2. 假設任天堂與新力想要在日本興建新的電玩廠，各家廠商的策略爲：興建大廠，興建小廠，不建新廠。下圖爲產能擴充賽局的報酬表，

		新力		
		興建大廠	興建小廠	不建新廠
任天堂	興建大廠	0 / 0	8 / 12	9 / 18
	興建小廠	12 / 8	16 / 16	15 / 20
	不建新廠	18 / 9	20 / 15	18 / 18

請問同時行動賽局 (simultaneous move games) 的聶徐均衡是多少 ？

3. 上海、深圳股市在 2007 年 2 月 27 日 暴跌兩百八十多點，全球股市受中國大陸股市暴跌波及，一片慘綠。一般人士認爲，利差交易（carry trade）就是引爆這波股災的導火線。請問利差交易的主要貨幣爲何 ？ 股災前後的該貨幣匯率走勢爲何 ？

4. 在不丹這個國家，貨幣流通速度是固定的。若實質 GDP 每年成長 5%，貨幣存量每年增加 14%，名目利率是 11%。請問實質利率是多少？

試題完