銘傳大學 99 學年度研究所碩士班招生考試
企業管理學系碩士班（乙組）、資訊管理學系碩士班

第三節

經濟學試題

（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

1. Which of the following is true?
   A) Unexpected inflation benefits lenders and hurts borrowers.
   B) Unexpected inflation benefits borrowers and hurts lenders.
   C) Unexpected inflation benefits borrowers but does not affect lenders.
   D) Unexpected deflation benefits lenders but does not affect borrowers.

2. Which of the following is false?
   A) Both frictional and structural unemployment can occur even if unemployment is at its natural level.
   B) Cyclical unemployment is unemployment that is in excess of that associated with the natural level of employment.
   C) A new college graduate looking for his or her first professional job may experience frictional unemployment.
   D) Efficiency wages may cause frictional unemployment.

3. A binding minimum wage results in:
   A) higher wages for those who were working prior to the minimum wage implementation.
   B) greater amounts of structural unemployment.
   C) a decrease in the amount of cyclical unemployment.
   D) lower actual unemployment rates since higher wages encourage more people to enter the work force.

4. Investment spending is:
   A) spending on productive physical capital.
   B) spending on bonds.
   C) spending on shares of stock.
   D) spending on productive physical capital, on bonds, and on shares of stock.

5. Which of the following is NOT included in the calculation of GDP?
   A) the Social Security check your relative receives each month
   B) the new textbook you purchase for a college course
   C) a coffee you purchase from the coffee shop down the street
   D) the wages you pay to the employee who cleans your house

6. Automatic stabilizers are government spending and taxation rules that:
   A) cause fiscal policy to be expansionary when the economy contracts.
   B) cause fiscal policy to be contractionary when the economy contracts.
   C) cause fiscal policy to be neutral when the economy contracts.
   D) cause fiscal policy to be ineffective when the economy contracts.

7. If a country follows a contractionary monetary policy, with everything else remaining unchanged, then it leads to:
   A) an increase in interest rates and a depreciation in currency.
   B) a decrease in interest rates and an appreciation in currency.
   C) a decrease in interest rates and a depreciation in currency.
   D) an increase in interest rates and an appreciation in currency.
8. The convergence hypothesis helps explain why:
   A) highly educated people converge in high-income countries.
   B) high-income individuals marry other high-income individuals.
   C) high-income countries continue their high growth rates.
   D) high-income countries tend to have slower growth rates compared to lower-income countries.

9. The supply of loanable funds is ______ sloping because ______ respond to lower interest rates by ______ their quantity supplied of loanable funds.
   A) upward; savers; increasing
   B) upward; investors; decreasing
   C) downward; savers; decreasing
   D) downward; investors; increasing

10. If the required reserve ratio is 25% and a customer deposits $300 into her checkable deposit, the money supply will ______ if the banking system does NOT hold any excess reserves.
    A) increase by $1,200
    B) increase by $900
    C) increase by $300
    D) be unchanged

11. Gillian is consuming her optimal consumption bundle of peanuts and raisins. The marginal utility associated with the last peanut she consumes is 4 utils, and the marginal utility associated with the last raisin is 2 utils. What must be the relative price of peanuts in terms of raisins?
    A) 1/2
    B) 1
    C) 2
    D) The relative price is undefined.

12. Which of the following statements is false?
    A) When the marginal product of labor is upward-sloping, the marginal cost curve is upward-sloping.
    B) The average fixed cost curve is downward-sloping and approaches the horizontal axis.
    C) The marginal cost curve intersects the average variable cost curve at the minimum of average variable cost.
    D) When the marginal cost curve is above the average cost curve, the average cost curve is upward-sloping.

13. When a firm experiences diminishing marginal returns:
    A) its output is falling.
    B) marginal product is falling, yet it is still positive.
    C) total product is going down, as marginal product is falling.
    D) marginal product is negative.

14. The market for beef is in long-run equilibrium at a price of $3.25 per pound. The announcement that mad cow disease has been discovered in the United States reduces the demand for beef sharply, and the price falls to $2.00 per pound. If the long-run supply curve is horizontal, then when long-run equilibrium is reestablished the price will be:
    A) $3.25 per pound.
    B) $2 per pound.
    C) greater than $2 per pound, but less than $3.25 per pound.
    D) More information is needed to answer this question.

15. Collusive agreements are typically difficult for cartels to maintain because each firm can increase profits by:
    A) producing more output than the quantity that maximizes joint cartel profits.
    B) producing less output than the quantity that maximizes joint cartel profits.
    C) increasing the price above the price that maximizes joint cartel profits.
    D) engaging in less advertising than the level of advertising that maximizes joint cartel profits.
16. Which of the following is true of the relationship between accounting profit and economic profit?
   A) Economic profit is less than accounting profit if implicit costs exist.
   B) Economic profit is always equal to accounting profit.
   C) Economic profit is greater than accounting profit if implicit costs exist.
   D) Economic profit is less than accounting profit if implicit costs are zero.

17. A beneficial technological change enhances the production of the cranberry crop. At the same time, scientists discover the potential health benefits of cranberries. This will result in:
   A) an increase in both the equilibrium price and quantity in the cranberry market.
   B) an increase in the equilibrium quantity, and an uncertain impact on the equilibrium price of cranberries.
   C) a decrease in both the equilibrium price and quantity in the cranberry market.
   D) a decrease in the equilibrium price, and an uncertain impact on the equilibrium quantity of cranberries.

18. Suppose a competitive market has a downward-sloping demand curve and a perfectly elastic supply curve. If the supply curve shifts downward, what will happen to equilibrium price, equilibrium quantity, consumer surplus, and producer surplus?
   A) decrease, increase, increase, decrease
   B) decrease, decrease, increase, no change
   C) decrease, increase, increase, no change
   D) decrease, increase, no change, increase

19. Assume the supply curve shifts to the right by a given amount at each price. Price in the market will decline the most if demand is more:
   A) price-elastic and supply is more price-elastic.
   B) price-inelastic and supply is more price-elastic.
   C) price-elastic and supply is more price-inelastic.
   D) price-inelastic and supply is more price-inelastic.

20. When Joe's income is $100 per week, he spends $20 per week on pizza. When his income rises to $110 per week, he spends $25 per week on pizza. If the price of pizza remains constant, this information implies that for Joe:
   A) pizza is a normal good and a luxury.
   B) pizza is a normal good and a necessity.
   C) pizza is an inferior good since his expenditure rose by less than the increase in income.
   D) demand for pizza is price-elastic.

II. 分析應用題（每題10分，共 60分）
1. 「中央銀行3月25日召開今年第一季度監理會議，會中決議維持利率不變的貨幣政策；不過，總裁彭淮南也同時強調活躍的貨幣政策已然結束……」請回答下列問題。
   (1) 政策性貨幣政策指的經濟的措施就新興古典學派的看法而言，應如何實施？(5分)
   (2) 延續第(1)題，請繪圖並且解釋此類政策的成效。(15分。注意：未繪圖並無解釋者，將不予計分。)

2. 「主計處上月公布二月份的失業率，結果不減反增。儘管如此，政府仍持續宣示，失業率年底將降到5%以下的決心沒有改變……。」請以 Friedman 的觀點，分析政府欲維持低失業率政策的成效。(10分)

3. 假設「私營纜車」，由「貓空纜車公司」獨占經營，而該公司將纜車乘客區分為貓空地區當地居民與一般遊客，已知前者的需求数量為7，後者的需求數量為25。
   (1) 若貓空運輸公司希望以價格策略來獲取最大利潤，則應採取何種訂價方式？(5分)
   (2) 延續第(1)題，若每運輸人次的邊際成本為36元，請為該公司計算合理票價。(10分)

4. 小英目前手邊有零用錢 W₀ = 400元，以及一張刮刮樂彩券；這張刮刮樂彩券的中獎機會0.5，獎金1200元，若小英要求小英將手中的刮刮樂彩券轉賣給他，小英應該如何決策？已知小英的 expected utility function 爲 U(W) = W^{0.5} (15分)