

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 3 頁) (限用答案本作答)

可使用計算機 不可使用計算機

I. 單選題 (每題 2 分, 共 40 分)

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 county 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.

本試題兩面印刷

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 7 頁共 3 頁) (限用答案本作答)

可使用計算機 不可使用計算機

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) upward; 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/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.

本試題兩面印刷

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 3 頁共 3 頁) (限用答案本作答)

可使用計算機 不可使用計算機

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 (每題配分列於題後, 共 60 分)

1. 「中央銀行 3 月 25 日召開今年第一季理監事會議, 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量化寬鬆的貨幣政策已經結束」請回答下列問題。
- (1) 以擴張性貨幣政策提振經濟的措施, 就新興古典學派的想法而言, 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: 未繪圖並且解釋者, 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, 失業率年底前降到 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的政策效果。(10 分)
3. 假設「貓空纜車」由「貓空運輸公司」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。已知前者的需求彈性為 7, 後者的需求彈性為 2.5。
- (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 $W_0 = 400$ 元, 以及一張刮刮樂彩券; 這張刮刮樂彩券的中獎機率是 50%, 獎金 1200 元。若小馬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 為 $U(W) = W^{0.5}$ 。(15 分)

試題完