

國立彰化師範大學 99 學年度碩士班招生考試試題

系所：企業管理學系

科目：經濟學

☆☆請在答案紙上作答☆☆

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Part I. 選擇題 25 題，每題 2 分，共 50 分。

- The cost-benefit principle indicates that an action should be taken
 - if the total benefits exceed the total costs.
 - based on flipping a coin or speaking with a psychic.
 - if the average benefits exceed the average costs.
 - if the net benefit (benefit minus cost) is zero.
 - if the extra benefit is greater than or equal to the extra costs.
- Jeff has estimated that the marginal benefit of studying an additional hour of economics (instead of biology) is an increase of 20 points on the weekly test and the marginal cost is a decrease of 15 points on his weekly biology test. Applying the optimal quantity rule to maximize his test scores, he should:
 - not study the additional hour of economics, but rather should study an additional hour of biology.
 - study the additional hour of economics, but no more than one additional hour.
 - not study the additional hour of economics, but rather should study an additional one-and-one-half hours of biology.
 - study the additional hour of economics, plus some additional time studying economics.
 - not study economics nor biology.
- Which of the following statements is always true?
 - Comparative advantage implies absolute advantage.
 - Absolute advantage implies comparative advantage.
 - Comparative advantage does not require absolute advantage.
 - Absolute advantage requires comparative advantage.
 - Comparative advantage requires absolute advantage.
- When each individual concentrates on performing the tasks and producing the goods for which he or she has the lowest opportunity cost, they are producing in accordance with the principle of:
 - cost-benefit.
 - not all costs and benefits matter equally.
 - comparative advantage.
 - scarcity.
 - low-hanging-fruit.
- The production possibilities curve shows
 - the relationship between inputs and output.
 - the minimum production of one good for every possible production level of the other good.
 - how increasing the inputs used for one good increases the production of the other good.
 - the maximum production of one good for every possible production level of the other good.
 - how increasing the production of one good allows production of the other good to also rise.
- You can spend \$5 for lunch and you would like to have two Double Cheeseburgers. When you get to the restaurant, you find out the price for Double Cheeseburger has increased from \$2.50 to \$2.99.

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- You decide to have two single Cheeseburgers for lunch. This is best described as a(n)
- A) substitution effect.
 - B) income effect.
 - C) buyer's reservation price.
 - D) seller's reservation price.
 - E) none of the above.
7. Suppose you bought a concert ticket from Ticketmaster for \$50, but when you got to the concert, the scalpers were selling tickets in the same seating area as yours for \$25. What is probably true?
- A) There is excess demand for this concert at the Ticketmaster price.
 - B) The ticket you bought was under-priced for the market.
 - C) There is an excess supply of tickets for this concert at the Ticketmaster price.
 - D) The Ticketmaster price is an equilibrium price.
 - E) The concert completely sold out at the Ticketmaster price.
8. Suppose that the equilibrium price of French fries rises while the equilibrium quantity falls. The most consistent explanation for these observations is
- A) a decrease in demand for French fries with no change in supply.
 - B) an increase in demand for French fries with no change in supply.
 - C) an increase in the supply of French fries and an increase in the demand for French fries.
 - D) a decrease in the supply of French fries with no change in demand.
 - E) an increase in the supply of French fries with no change in demand.
9. Your economics professor used riding the city bus as an example of an inferior good, but you know some people who ride the bus who are not poor. You conclude that
- A) riding the city bus is a normal good, since at least some riders are not poor.
 - B) your professor is elitist.
 - C) your professor does not care about the environmental damage caused by private car use.
 - D) if most people ride the bus less often when their incomes increase, finding an exception to this pattern does not change the fact that it is an inferior good.
 - E) even if most people ride the bus less often when their incomes increase, finding an exception to this pattern means that riding the bus is not an inferior good.
10. An increase in the price of hamburger from \$3 to \$4 leads to an increase in quantity supplied from 100 units to 150 units. At the original price, the price elasticity of supply for hamburgers is _____ and at this point the supply curve is _____.
- A) 2/3; elastic
 - B) 2/3; inelastic
 - C) 3/2; elastic
 - D) 3/2; inelastic
 - E) 1; unitary elastic.
11. If the price of textbooks increases by one percent and the quantity demanded falls by one-half percent, then demand for textbooks is
- A) negative.
 - B) price inelastic.
 - C) price elastic.
 - D) perfectly inelastic.
 - E) unitary elastic.
12. Efficiency occurs when
- A) a market is in equilibrium.
 - B) the socially optimal quantity of goods and services is being produced.
 - C) the individually rational quantity of goods and services is being produced.

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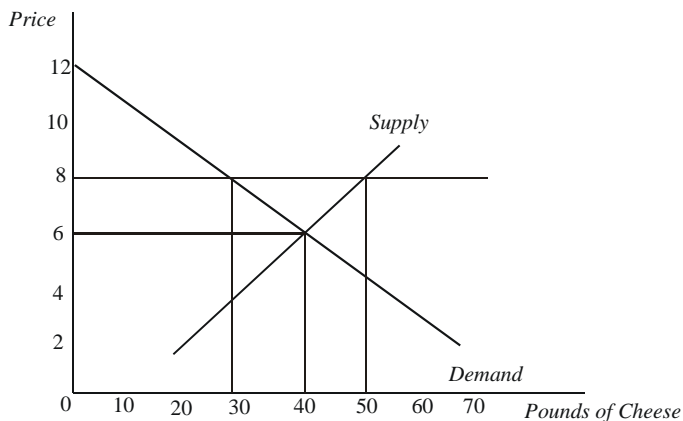
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- D) the government does not interfere with market prices.
E) all of the above are required for efficiency.
13. If the price of plane tickets increased, more people might choose to travel by train. If this happened, you would know that
- A) plane tickets are now an inferior good.
 - B) the cross-price elasticity of plane tickets and train tickets is positive.
 - C) the cross-price elasticity of plane tickets and train tickets is negative.
 - D) plane tickets and train tickets are complements.
 - E) the elasticity of demand for plane tickets is less than one.
14. Firms that produce goods with many substitutes will find that
- A) lowering price increases total revenues.
 - B) lowering price decreases total revenues.
 - C) raising price increases total revenues.
 - D) lowering price leaves total revenues unchanged.
 - E) raising price leaves total revenues unchanged.

Use the following to answer questions 15-16:



15. Suppose the dairy lobby convinces the government to impose price controls in this market. If the government requires all cheese to be sold for a price of at least \$8, consumer surplus would equal _____.
- A) \$30
 - B) \$60
 - C) \$80
 - D) \$120
 - E) None of the above.
16. Suppose a consumer protection group convinces the government to impose price controls in this market. If the government requires that cheese be sold for a price less than the equilibrium, then relative to the original equilibrium the effects on consumer surplus would be to
- A) necessarily increase it, because consumers would be able to purchase the same quantity of cheese at a lower price.
 - B) necessarily decrease it, because consumers would be able to purchase less cheese.
 - C) necessarily increase it, because consumers would purchase more cheese at a lower price.
 - D) increase it due to the reduction in price, but decrease it due to the reduction in quantity.

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- E) decrease it due to the reduction in price, but increase it due to the increase in quantity.
17. Pareto efficiency is a situation in which
- A) no one is made better off.
 - B) trades that make some better off without harming others exist.
 - C) trades have benefited some and harmed others.
 - D) any further trades will harm someone.
 - E) all trades have harmed someone.
18. Excess demand in the market is evidence of
- A) Pareto efficiency.
 - B) the opportunity for surplus-enhancing trades.
 - C) government interference in the market.
 - D) equilibrium.
 - E) an economic pie that is too small.
19. Price floors result in
- A) quantity demanded exceeding quantity supplied.
 - B) shortages.
 - C) increased total economic surplus.
 - D) the same sized total economic surplus with a reallocation from consumers to producers.
 - E) quantity supplied exceeding quantity demanded.
20. In an industry with free entry and exit, economic profits
- A) indicate a market failure.
 - B) can never occur.
 - C) induce a reallocation of resources out of other industries and into the one with economic profits.
 - D) can be sustained indefinitely.
 - E) allow one firm to dominate the industry.
21. If the absolute value of the slope of the line tangent to a point on an economy's PPC increases as more of the good measured on the horizontal axis is produced, you know that
- A) that country should specialize in the good measured on the horizontal axis.
 - B) that country should specialize in the good measured on the vertical axis.
 - C) production in that country displays increasing marginal costs.
 - D) that country will be just as well off without trade as if it traded with other countries.
 - E) that country will maximize surplus by specializing in either one of the two goods shown.
22. A proportional tax results in
- A) a larger percentage of income going to taxes as income rises.
 - B) a smaller percentage of income going to taxes as income rises.
 - C) the same amount of income going to taxes as income rises
 - D) the same percentage of income going to taxes as income rises.
 - E) a smaller amount of income going to taxes as income rises.

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23. Technological advances shift the demand for labor
- A) to the left.
 - B) to the right.
 - C) to the left if technology is a complement of labor, but to the right if it is a substitute.
 - D) to the right if technology is a complement of labor, but to the left if it is a substitute.
 - E) not at all, but they may shift the supply of labor.
24. Any hurdle method of price discrimination is an attempt to
- A) separate consumers on the basis of their reservation prices.
 - B) inconvenience all consumers.
 - C) separate consumers on the basis of their incomes.
 - D) encourage consumers with high reservation prices to make a purchase they were not going to make.
 - E) encourage consumers with low reservation prices to refrain from buying.
25. Suppose a firm increases its labor usage and office space (the only inputs used) by 10% and observes a 13% increase in output. The firm has
- A) increasing returns to scale.
 - B) constant returns to scale.
 - C) violated the law of diminishing marginal returns.
 - D) increased its average costs.
 - E) reduced its total costs.

Part II 問答題2題，每題25分，共50分。

1. Suppose that a monopolist is confronted with a straight-line demand curve passing through the 2-tuples (*quantity, price*) of $(0, 6)$ and $(24, 0)$ in the *quantity-price* space and the marginal cost curve for the monopolist is a straight line passing through the 2-tuples (*quantity, cost*) of $(0, 0)$ and $(12, 3)$. Show numerically and graphically the maximum profit the monopolist can obtain with the fixed cost equal to zero and the loss in economic surplus from monopoly. (25 分)
2. Let the consumption function be represented as $C = a + bY - bT$, where T is the fixed level of tax. In the *IS-LM* framework, discuss mathematically and graphically the effect of an expansionary fiscal policy with an increase in government spending from G_0 to G_1 on the equilibrium income as the interest elasticity of investment is zero. (25 分)