

國立彰化師範大學 101 學年度碩士班招生考試試題

系所： 企業管理學系行銷與流通管理碩士班

科目： 經濟學

☆☆請在答案卷上作答☆☆

共 4 頁，第 1 頁

I. 選擇題（共 20 題，每題 2.5%，共 50%）

1. The effect of changes in the level of interest rates on security returns is an example of _____.
 - a. systematic risk
 - b. unsystematic risk
 - c. nondiversifiable risk
 - d. a and c only
 - e. b and c only
2. The _____ method assumes that the cash flows over the life of the project are reinvested at the _____.
 - a. net present value; computed internal rate of return
 - b. internal rate of return; firm's cost of capital
 - c. net present value; firm's cost of capital
 - d. net present value; risk-free rate of return
 - e. none of the above
3. All of the following except _____ are shortcomings of cost-benefit analysis.
 - a. difficulty in measuring third-party costs
 - b. difficulty in measuring third-party benefits
 - c. failure to consider the time value of benefits and costs
 - d. difficulty of accounting for program interactions
 - e. a and b
4. Which of the following should not be counted in a cost-benefit analysis?
 - a. direct benefits and costs
 - b. real secondary benefits
 - c. technological secondary costs
 - d. pecuniary benefits
 - e. intangibles
5. The social rate of discount is best approximated by _____.
 - a. the cost of government borrowing
 - b. the opportunity cost of resources taken from the private sector
 - c. 3 percent
 - d. 30 percent
 - e. none of the above

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共 4 頁，第 2 頁

6. In cost-effectiveness analysis, constant cost studies _____.
 - a. are rarely used
 - b. attempt to specify the output which may be achieved from a number of alternative programs, assuming all are funded at the same level
 - c. are useless because they fail to adequately evaluate program benefits
 - d. try to find the least expensive way of achieving a certain objective
 - e. none of the above
7. Cost-benefit analysis is the public sector counterpart to _____ used in private, profit-oriented firms.
 - a. ratio analysis
 - b. break-even analysis
 - c. capital budgeting techniques
 - d. economic forecasting
 - e. none of the above
8. Direct costs of a public sector investment project are generally easier to measure than the direct benefits.
 - a. true
 - b. false
9. In calculating the benefit-cost ratio, social benefits and costs are discounted at the _____.
 - a. internal rate of return
 - b. federal funds rate
 - c. Treasury Bill rate
 - d. long-term government bond rate
 - e. none of the above
10. The discount rate utilized in public sector budgeting performs the functions of _____.
 - a. allocating funds between the public and private sectors
 - b. allocating funds between present consumption and investment (i.e., future consumption)
 - c. allocating funds between debt and equity securities
 - d. a and b only
 - e. none of the above
11. Which of the following statements is (are) true concerning a pure competition situation?
 - a. Its demand curve is represented by a vertical line.
 - b. Firms must sell at or below market price.
 - c. Marginal revenue is equal to price.
 - d. both b and c
 - e. both a and b

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共 4 頁，第 3 頁

12. In pure competition, _____.
a. the optimal price-output solution occurs at the point where marginal revenue is equal to price
b. a firm's demand curve is represented by a horizontal line
c. a firm is a price-taker since the products of every producer are perfect substitutes for the products of every other producer
d. a and b only
e. a, b, and c
13. In the short-run for a purely competitive market, a manufacturer will stop production when _____.
a. the total revenue is less than total costs
b. the contribution to fixed costs is zero or less
c. the price is greater than AVC
d. operating at a loss
e. a and b
14. In the purely competitive case, marginal revenue (MR) is equal to _____.
a. cost
b. profit
c. price
d. total revenue
e. none of the above
15. In long-run equilibrium, all firms in a pure competition market situation operating under a condition of certainty will have identical costs even though they may use different production and operation techniques.
a. true
b. false
16. If price exceeds average costs under pure competition, _____ firms will enter the industry, supply will _____, and price will be driven _____.
a. more; decrease; down
b. more; decrease; up
c. more; increase; down
d. more; increase; up
e. none of the above

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共 4 頁，第 4 頁

17. A firm in pure competition would shut down when _____.
a. price is less than average total cost
b. price is less than average fixed cost
c. price is less than marginal cost
d. price is less than average variable cost
18. In the long-run, firms in a monopolistically competitive industry will _____.
a. earn substantial economic profits
b. tend to just cover costs, including normal profits
c. seek to increase the scale of operations
d. seek to reduce the scale of operations
19. Uncertainty includes all of the following except _____.
a. unknown effects of deliberate actions
b. incomplete information as to the type of competitor
c. random disturbances
d. unverifiable claims
e. accidents due to weather hazards
20. Experience goods are products or services _____.
a. that the customer already knows
b. whose performance is highly unusual
c. whose quality is undetectable when purchased
d. not likely to cause repeat purchases
e. all of the above

II. 問答題 (共 2 題，每題 25%，共 50%)

1. Suppose that the utility function $U = f(q_1, q_2)$ is strictly quasi-concave. Show mathematically and graphically that the corresponding indifference curves are convex to the origin. (25%)
2. The risks associated with bonds issued by governments tend to change with the budget positions of the issuing governments. In the **IS-LM** framework, discuss mathematically and graphically the effects successive government budget deficits might have on the demand for government bonds and thus on the demand for money, the equilibrium interest rate, and the equilibrium income. (25%)