

國立彰化師範大學 100 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

☆☆請在答案紙上作答☆☆

共 3 頁，第 1 頁

I. 選擇題(20 題，共 50 分，每題 2.5 分)

1. The segmenting of customers into several small groups such as household, institutional, commercial, and industrial users, and establishing a different rate schedule for each group is known as:
A) first-degree price discrimination B) market penetration
C) third-degree price discrimination D) second-degree price discrimination
E) None of the above
2. Which of the statements about price discrimination is (are) false?
A) It must be possible to segment the market.
B) It must be difficult to transfer the seller's product from one market segment to another.
C) Public utilities practice first-degree price discrimination.
D) There must be differences in the elasticity of demand from one segment to another.
E) c and d
3. Which of the following pricing policies best identifies when a product should be expanded, maintained, or discontinued?
A) full-cost pricing policy B) target-pricing policy
C) marginal-pricing policy D) market-share pricing policy
E) markup pricing policy
4. Second-degree price discrimination:
A) is also known as block rate setting B) is imperfect in the eyes of a monopolist
C) is regularly practiced by public utilities
D) is effective only in the case of services or products which are sold in easily metered units
E) all of the above
5. In _____ price discrimination, the entire consumer surplus is captured by the producer.
A) first-degree B) second-degree
C) third-degree D) a and b
E) None of the above
6. In _____ price discrimination, the monopolist charges each consumer the highest price that purchaser is willing to pay for each unit purchased (provided that this price exceeds the marginal cost of production).
A) first-degree B) second-degree
C) third-degree D) a and b
E) None of the above
7. _____ is a new product pricing strategy which results in a high initial product price. This price is reduced over time as demand at the higher price is satisfied.
A) Prestige pricing B) Price lining
C) Skimming D) Incremental pricing
E) None of the above
8. _____ is the price at which an intermediate good or service is transferred from the selling to the buying division within the same firm.
A) Incremental price B) Marginal price
C) Full-cost price D) Transfer price
E) None of the above

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共 3 頁，第 3 頁

18. In the electric power industry, residential customers have relatively _____ demands for electricity compared with large industrial users and generally are charged at _____ rates.
- A) similar, similar
B) elastic, lower
C) elastic, higher
D) inelastic, lower
E) inelastic, higher
19. _____ as practiced by public utilities is designed to encourage greater usage and therefore spread the fixed costs of the utility's plant over a larger number of units of output.
- A) Peak load pricing
B) Inverted block pricing
C) Block pricing
D) First degree price discrimination
E) None of the above
20. Regulatory agencies engage in all of the following activities except _____.
- A) controlling entry into the regulated industries
B) overseeing the quality of service provided by the firms
C) setting federal and state income tax rates on regulated firms
D) setting prices that consumers will pay
E) None of the above

II. 問答題 (共 50 分，每題 25 分)

1. Suppose a consumer is to maximize the utility function $U = f(q_1, q_2)$ subject to $y^0 - p_1q_1 - p_2q_2 \geq 0$, and $q_1, q_2 \geq 0$. Show mathematically by the Kuhn-Tucker conditions and graphically the relation between the rate of commodity substitution and the price ratio if only the first commodity is consumed at optimum. (25 分)
2. Let rr_d , ΔR , ΔD , and ΔM^s denote the required reserve ratio and an increase in reserves, deposits, and money supply, respectively. Derive the effect of ΔR on the deposits and money supply. In the *IS-LM* and *AD-AS* framework, show the effects of a decrease in the required reserve ratio. (25 分)