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 sma and industrial users, and establishing a differe A) first-degree price discrimination C) third-degree price discrimination E) None of the above 	ent rate schedule for each group is known a B) market penetration	
 2.Which of the statements about price discrimina A) It must be possible to segment the mark B) It must be difficult to transfer the seller's C) Public utilities practice first-degree price D) There must be differences in the elasticit E) c and d 	et. s product from one market segment to anot e discrimination.	
 3.Which of the following pricing policies best id maintained, or discontinued? A) full-cost pricing policy C) marginal-pricing policy E) markup pricing policy 	lentifies when a product should be expande B) target-pricing policy D) market-share pricing policy	ed,
 4.Second-degree price discrimination: A) is also known as block rate setting C) is regularly practiced by public utilities D) is effective only in the case of services of E) all of the above 	B) is imperfect in the eyes of a monopoli or products which are sold in easily metere	
5.In price discrimination, the ent A) first-degree C) third-degree E) None of the above	ire consumer surplus is captured by the pro B) second-degree D) a and b	oducer.
 6.In price discrimination, the monop purchaser is willing to pay for each unit purch of production). A) first-degree C) third-degree E) None of the above 		
7 is a new product pricing strategy reduced over time as demand at the higher pri A) Prestige pricing C) Skimming E) None of the above		ce. This price is
 8 is the price at which an intermed buying division within the same firm. A) Incremental price C) Full-cost price E) None of the above 	ediate good or service is transferred from t B) Marginal price D) Transfer price	he selling to the

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共3頁,第2頁

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	tion, when the price elasticity in market 1 is less (in the in market 1 will exceed the optimal price in market 2.		
A) true	o) talse		
	in price discrimination must allocate output in such a in all markets.		
A) ratio of price to marginal cost	in all markets. B) ratio of marginal cost to marginal utility		
C) ratio of price to elasticity	D) marginal revenue		
E) None of the above			
11. The profit-maximizing monopolist, faced with a A) at an output greater than the output where a	negative-sloping demand curve, will always produce: verage costs are minimized		
B) at an output short of that output where average costs are minimized			
C) at an output equal to industry output under pure competition			
D) a and cE) None of the above			
E) None of the above			
12. In the case of pure monopoly:			
A) one firm is the sole producer of a good or se			
B) the firm's profit is maximized at the price and output combination where marginal cost equals			
marginal revenue			
C) the demand curve is always elastic			
D) a and b onlyE) a, b, and c			
E) a, b, and c			
13. A monopoly will always produce less than a purely competitive industry, <i>ceteris paribus</i>.A) true B)false			
14. The demand curve facing the firm in	is the same as the industry demand curve.		
A) pure competition	B) monopolistic competition		
C) oligopoly	D) pure monopoly		
E) None of the above			
15 When the constitution of the control of the cont			
15. When the cross elasticity of demand between one product and all other products is low, one is generally referring to a(n) situation.			
A) oligopoly	B) monopoly		
C) pure competition	D) substitution		
E) monopolistic competition			
16. Of the following, which is <u>not</u> an economic ratio	onala for public utility regulation?		
A) production process exhibiting increasing ret			
B) constant cost industry	unis to searc		
C) avoidance of duplication of facilities			
D) protection of consumers from price discrimi	nation		
E) None of the above			
17 The practice by telephone companies of chargin	a lawer long distance rates at night than during the		
17. The practice by telephone companies of chargin day is an example of:	g lower long-distance rates at hight than during the		
A) inverted block pricing	B) second-degree price discrimination		
C) peak-load pricing	D) first-degree price discrimination		
E) None of the above			

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共3頁,第3頁

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18. In the electric power industry, residential customers have relatively	
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 \Re)	d
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 <i>IS-LM</i> and <i>AD-AS</i> framework, show the effects of a decrease in the required reserve ratio. (25 $\frac{1}{2}$)	3