

國立彰化師範大學 99 學年度碩士班招生考試試題

系所：行銷與流通管理研究所

選考乙

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。

1. The scarcity principle indicates that _____ and the cost-benefit principle indicates _____.
 - A) choices must be made; how to make the choices
 - B) choices must be made; how to calculate the costs of those choices
 - C) choices must be made; the costs can never outweigh the benefits of the choices
 - D) rare goods are expensive; the costs should outweigh the benefits of the choices
 - E) rare goods are expensive; the costs can never outweigh the benefits of the choices

2. 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:
 - A) not study the additional hour of economics, but rather should study an additional hour of biology.
 - B) study the additional hour of economics, but no more than one additional hour.
 - C) not study the additional hour of economics, but rather should study an additional one-and-one-half hours of biology.
 - D) study the additional hour of economics, plus some additional time studying economics.
 - E) not study economics nor biology.

3. Ginger and Maryann are lost in the jungle, where the only things to eat are mangoes and fish. Ginger can gather mangoes faster than Maryann and can also catch more fish per hour than can Maryann. Therefore,
 - A) Ginger should specialize in mango gathering because they are more nutritious and Maryann should specialize in fishing.
 - B) Ginger should specialize in fishing because it is harder than gathering mangoes, and Maryann should specialize in gathering mangoes.
 - C) Ginger should strike out on her own, because Maryann is of no use.
 - D) Maryann should specialize in the activity for which she has a comparative advantage.
 - E) Ginger should specialize in the activity for which she has an absolute advantage.

4. The slope of any production possibilities curve is _____ because _____.
 - A) negative; production of one of the two goods is always insufficient
 - B) negative; to produce more of one good means less production of the other
 - C) constant; the tradeoff in production never changes
 - D) positive; to produce more of one good means more production of the other
 - E) positive; to produce more of one good means less production of the other

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5. A point on Mark's production possibilities curve represents 8 TVs and 4 DVDs produced in a week. A combination of 4 TVs and 1 DVD is a(n):
- A) efficient and attainable point.
 - B) efficient but not attainable point.
 - C) attainable and inefficient point.
 - D) unattainable point.
 - E) unattainable and inefficient point.
6. Your economics professor told you that the quantity demanded of a good is higher when prices are lower, and the quantity demanded is lower when prices are higher. But you can think of a lot of people who would rather shop in an upscale mall than in a discount warehouse. This is
- A) inconsistent with the economic model because it shows that people are irrational.
 - B) evidence that the abstract economic model of demand does not apply in the real world.
 - C) because malls and warehouse stores are two different markets, so have different demand curves.
 - D) because the supply curve is more important in determining where people like to shop.
 - E) because the people you know have not studied economics.
7. Which of following is **not** true of an equilibrium price?
- A) Consumers who are willing to pay the equilibrium price can acquire the good.
 - B) It measures the value of the last unit sold to consumers.
 - C) It is always a fair and just price.
 - D) Firms who are willing to accept the equilibrium price can sell what they produce.
 - E) It measures the cost of resources required to produce the last unit.
8. 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.
9. Suppose that the equilibrium price of pickles falls while the equilibrium quantity rises. The most consistent explanation for these observations is
- A) a decrease in demand for pickles with no change in supply.
 - B) an increase in demand for pickles with no change in supply.

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- C) a decrease in the supply of pickles and a decrease in the demand for pickles.
D) a decrease in the supply of pickles with no change in demand.
E) an increase in the supply of pickles with no change in demand.
10. 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.
D) the government does not interfere with market prices.
E) all of the above are required for efficiency.
11. If consumers completely cease purchasing a product when its price increases by any amount, demand is classified as
A) inelastic. B) perfectly inelastic. C) unitary elastic. D) perfectly elastic. E) elastic.
12. 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.
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. 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

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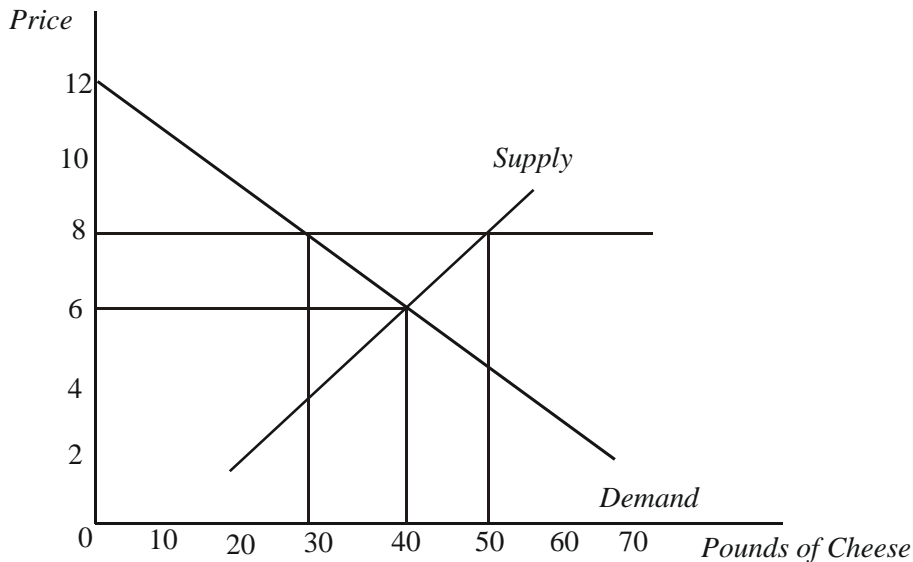
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Use the following to answer questions 15-16:



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.
E) decrease it due to the reduction in price, but increase it due to the increase in quantity.
17. The concept of efficiency is illustrated by which of the following statements?
- A) The production of the good generates very little pollution.
B) At equilibrium, all mutually beneficial transactions have taken place.
C) The production of the good generates very few by-products.
D) The consumption of the good produces very little waste.
E) At disequilibrium, no mutually beneficial transactions have occurred.

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18. Which of the following describes a surplus enhancing transaction?
- A) The Federal government taxes wealthy individuals to pay for income support payments to poor people.
 - B) The public television station cancels Sesame Street because nobody pledged during that show even though many kids were watching it.
 - C) I pay \$5.00 for one scoop of ice cream at the ballgame even though I have a whole gallon at home in my freezer that cost me less than \$5.00.
 - D) All of the above are surplus enhancing.
 - E) None of the above is surplus enhancing.
19. Price ceilings result in
- A) increased total economic surplus.
 - B) shortages.
 - C) surpluses.
 - D) quantity supplied exceeding quantity demanded.
 - E) the same amount of total economic surplus with a reallocation from producers to consumers.
20. If all firms in a perfectly competitive industry earn a normal profit, then
- A) new firms will enter the industry.
 - B) old firms will exit the industry.
 - C) the number of firms in the industry is stable.
 - D) market supply will shift to the left.
 - E) market supply will shift to the right.
21. 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.
22. 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.

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E) that country will maximize surplus by specializing in either one of the two goods shown.

23. To sell an extra unit of output, a perfect competitor _____ while an imperfect competitor _____.
- A) does not alter price; must lower price
 - B) must hope the market price falls; must lower price
 - C) does not alter price; does not alter price either
 - D) must lower price; must lower price
 - E) must lower price; must offer discounts
24. 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.
25. In order to maximize profits or minimize losses, a firm facing a perfectly competitive labor market must hire workers until
- A) the extra revenue from the last worker equals the extra profit.
 - B) the extra revenue from the last worker equals the extra cost.
 - C) the marginal wage rate equals marginal product.
 - D) the marginal product of workers begin to decline.
 - E) the marginal product of workers becomes negative.

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)