

國立勤益科技大學九十九學年度研究所碩士班招生筆試試題卷
所別：工業工程與管理系 組別：經濟學組
科目：經濟學

准考證號碼：□□□□□□□□ (考生自填)

考生注意事項：

- 一、考試時間 100 分鐘。
- 二、總分 200 分
- 三、

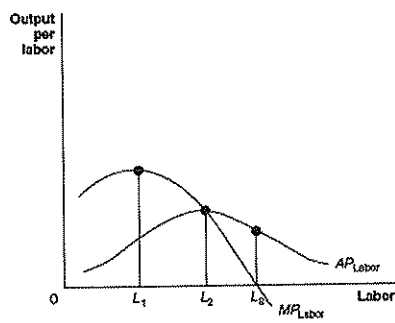
一、選擇題：〈25 題 每題 4 分，共計 100 分〉

1. Consider a shoemaker and a vegetable farmer. Potentially, trade could benefit both individuals if
 - a. the shoemaker can produce only shoes and the vegetable farmer can produce only vegetables.
 - b. the shoemaker is capable of growing vegetables, but he is not very good at it.
 - c. the vegetable farmer is better at growing vegetables *and* better at making shoes than the shoemaker.
 - d. All of the above are correct.
2. Two goods are complements if a decrease in the price of one good
 - a. decreases the quantity demanded of the other good.
 - b. decreases the demand for the other good.
 - c. increases the quantity demanded of the other good.
 - d. increases the demand for the other good.
3. Suppose today people change their expectations about the future. This change in expectations
 - a. results in a movement along a demand curve.
 - b. can affect future demand, but not today's demand.
 - c. can affect today's demand.
 - d. cannot affect either today's demand or future demand.
4. You love peanut butter. You hear on the news that 50 percent of the peanut crop in the South has been wiped out by drought, and that this will cause the price of peanuts to double by the end of the year. As a result,
 - a. your demand for peanut butter will increase, but not until the end of the year.
 - b. your demand for peanut butter increases today.
 - c. your demand for peanut butter decreases as you look for a substitute good.
 - d. you will wait for the price of jelly to change before altering your demand for peanut butter.
5. If the number of buyers in the market decreases, the
 - a. market demand will increase.
 - b. market demand will decrease.
 - c. market supply will increase.
 - d. market supply will decrease.
6. Quantity demanded falls as the price rises and rises as the price falls, so we say that
 - a. quantity demanded is determined by quantity supplied.
 - b. price is determined by quantity demanded.
 - c. quantity demanded is a function of demand.
 - d. quantity demanded is negatively related to the price.

7. Demand is said to be elastic if
- the price of the good responds substantially to changes in demand.
 - demand shifts substantially when income or the expected future price of the good changes.
 - buyers do not respond much to changes in the price of the good.
 - buyers respond substantially to changes in the price of the good.
8. If demand is inelastic, then
- buyers do not respond much to a change in price.
 - buyers respond substantially to a change in price, but the response is very slow.
 - buyers do not alter their quantities demanded much in response to advertising, fads, or general changes in tastes.
 - the demand curve is very flat.
9. The demand for Chocolate Chip Cookie Dough ice cream is likely quite elastic because
- ice cream must be eaten quickly.
 - this particular flavor of ice cream is viewed as a necessity by many ice-cream lovers.
 - the market is broadly defined.
 - other flavors of ice cream are good substitutes for this particular flavor.
10. There are very few, if any, good substitutes for motor oil. Therefore,
- the demand for motor oil would tend to be inelastic.
 - the demand for motor oil would tend to be elastic.
 - the demand for motor oil would tend to respond strongly to changes in prices of other goods.
 - the supply of motor oil would tend to respond strongly to changes in people's tastes for large cars relative to their tastes for small cars.
11. When the price of bubble gum is \$0.50, the quantity demanded is 400 packs per day. When the price falls to \$0.40, the quantity demanded increases to 600. Given this information and using the midpoint method, we know that the demand for bubble gum is
- inelastic.
 - elastic.
 - unit elastic.
 - perfectly inelastic.
12. Of the following characteristics of competitive markets, which are necessary for firms to be price takers?
- There are many sellers.
 - Firms can freely enter or exit the market.
 - Goods offered for sale are largely the same.
- (i) and (ii) only
 - (i) and (iii) only
 - (ii) only
 - All are necessary.
13. Suppose a firm in a competitive market produces and sells 8 units of output and has a marginal revenue of \$8.00. What would be the firm's total revenue if it instead produced and sold 4 units of output?
- \$4.00
 - \$8.00
 - \$32.00
 - \$64.00
14. XYZ corporation produced 300 units of output but sold only 275 of the units it produced. The average cost of production for each unit of output produced was \$100. Each of the 275 units sold was sold for a price of \$95. Total profit for the XYZ corporation would be
- \$3,875.
 - \$26,125.
 - \$28,500.
 - \$30,000.
15. Which of the following would be categorized as an implicit cost?
- forgone investment opportunities
 - wages of workers
 - raw materials costs
- (i)
 - (ii)
 - (ii) and (iii)
 - (i) and (iii).

16. As output increases, the difference between average total cost and average variable cost
- A) increases.
 - B) remains constant.
 - C) decreases.
 - D) cannot be determined.
17. In the short run if marginal product is below average product then:
- A) average total cost is at its minimum.
 - B) marginal cost is falling.
 - C) total cost is at its minimum.
 - D) average variable cost is increasing.
18. If a producing firm does not have enough time to expand its plant capacity, it is:
- A) bankrupt.
 - B) losing money.
 - C) operating in the short run.
 - D) operating in the long run.
19. The short run is:
- A) one day.
 - B) one week.
 - C) six months.
 - D) as long it takes a particular firm to change its plant capacity.
20. Marginal cost is U-shaped because of the:
- A) law of diminishing returns.
 - B) law of demand.
 - C) law of increasing costs.
 - D) law of diminishing marginal utility.
21. A reason marginal product of labor might increase at first when more workers are hired in the short run is:
- A) the first workers get to use the best equipment.
 - B) the best workers are hired first and later hires are not as skillful.
 - C) the firm has hired too many workers.
 - D) the more a worker does one task, the more proficient at the task the worker becomes.
22. The short run marginal product of labor increasing at first and then falling is an example of the law of:
- A) diminishing marginal utility.
 - B) supply.
 - C) demand.
 - D) diminishing returns.
23. In the short run if marginal product is at its maximum then:
- A) total cost is at its maximum.
 - B) marginal cost is at its minimum.
 - C) average cost is at its minimum.
 - D) fixed cost is at its minimum.

Refer to Figure 2. for the questions below.



24. In figure 2, diminishing returns to labor set in after:

- A) L1.
- B) L2.
- C) L3.
- D) none of the above.

25. Economies of scale exist because as a firm increases its size in the long run:

- A) as a larger input buyer the firm can purchase inputs at a lower per unit cost.
- B) the firm can afford more sophisticated technology in production.
- C) labor and management can specialize their activities more.
- D) all of these.

下頁還有題目

二、問答題：〈5題 每題 20分，共計 100分〉

1. 試以圖形分析：(a)供給不變，需求增加；(b)需求不變，供給減少。對價格及交易量所產生的影響。
2. 亞當·史密斯(Adam Smith)在國富論(The Wealth of Nations)中曾提出，經濟活動是受「一隻看不見的手」的指揮而進行的。何謂「一隻看不見的手」？試簡答之。
3. 在經濟發展過程中，許多產業對同一產品的外銷價格與內銷價格，採取差別訂價。請問實行差別訂價的條件為何？又如何訂定？試簡答之。
4. 何謂非價格競爭？在獨佔性競爭市場為何常見此一行銷模式？試簡答之。
5. 近年來國內景氣低迷，投資意願不高。根據凱因斯學派論點，政府可採取那些措施，以提高國民生產水準。試簡答之。