

國立勤益科技大學 103 學年度研究所碩士班招生筆試試題卷
所別：工業工程與管理系碩士班 組別：經營管理組
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、試題分二部份，共計 200 分；第一部份含試題一(選擇題)與試題二(簡答題)，計 100 分；第二部份含試題一(選擇題)，計 100 分；請依序標列題號作答。

第一部份

試題一：選擇題〈每題 3 分〉

1. 我國的外匯市場，如果其他情況不變，當外匯需求大於外匯供給，外匯匯率上升時，表示新台幣 (A) 升值，有利出口 (B) 貶值，有利出口 (C) 升值，有利進口 (D) 貶值，有利進口。
2. 生產者使用多種生產因素從事生產，為使要素組合成本最低，生產要素的使用，必符合 (A) 邊際效用均等法則 (B) 邊際報酬遞減法則 (C) 邊際生產力均等法則 (D) 邊際成本均等法則。
3. 菲利浦曲線(Phillips Curve)是說明那兩個經濟變數的關係？ (A) 物價上漲率與利率 (B) 所得與失業率 (C) 所得與利率 (D) 物價上漲率與失業率。
4. 下列何種財貨不適用需求法則？ (A) 季芬財貨 (B) 劣等財貨 (C) 民生必需品 (D) 奢侈品。
5. 央行為避免物價膨脹，可採取的貨幣政策為 (A) 增加公共投資 (B) 降低再貼現率 (C) 在公開市場買進各種證券 (D) 提高銀行的法定存款準備率。
6. 下列何者將導致新台幣升值？ (A) 進口大於出口 (B) 利率較高導致外匯流入 (C) 捐贈外匯予他國 (D) 中央銀行買入外匯。

7. 國際貿易發生的理論基礎是 (A) 絕對利益 (B) 比較利益 (C) 均等利益 (D) 邊際利益。
8. 假設某國家 1991 年國民所得資料如下：國民所得 400，間接稅 25，個人所得 350，個人所得稅 60，資本折舊 40，則國民生產毛額 (GNP) 為 (A) 485 (B) 465 (C) 525 (D) 475。
9. 規模不經濟，是指產量增加： (A) 短期邊際成本上升 (B) 短期平均成本上升 (C) 長期邊際成本上升 (D) 長期平均成本上升。
10. 若今年的芒果大豐收，其產量比去年增加 25%，但其價格卻比去年降低 20%，則其彈性係數為 (A) 0.625 (B) 0.8 (C) 1.04 (D) 1.25。
11. 下列有關消費者剩餘的敘述，何者正確？ (A) 是指消費者在使用財貨時的總滿足程度 (B) 是得自生產者利益的犧牲 (C) 會隨廠商不同的取價而異 (D) 消費者剩餘愈大，價格就愈高。
12. 政府降低關稅，舶來品與國產品的市場變化是 (A) 國產品供給增加，價格下降 (B) 舶來品供給增加，價格下降 (C) 舶來品供給減少，價格上漲 (D) 國產品供給不變，價格上漲。
13. AP 代表平均產量，MP 代表邊際產量，則 (A) $MP=AP$ 時，MP 最大 (B) MP 遞增時， $AP>MP$ (C) AP 遞減時， $MP>AP$ (D) $MP=AP$ 時，AP 最大。
14. (A) 完全競爭廠商 (B) 寡佔廠商 (C) 獨佔性競爭廠商 (D) 獨佔廠商其平均收益線平行於橫座標。
15. 無異曲線凸向原點是因為財貨的 (A) 邊際報酬遞增 (B) 邊際報酬遞減 (C) 邊際效用遞增 (D) 邊際效用遞減。
16. 有關 LAC (長期平均成本) 曲線與 SAC (短期平均成本) 曲線之關係的敘述，下列何者錯誤？ (A) 當 LAC 曲線是最低點時，與其相切的 SAC 曲線也是在最低點 (B) 當 LAC 曲線是遞減時，與其相切的 SAC 曲線也必處於遞減部份 (C) 當 LAC 曲線是遞增時，與其相切的 SAC 曲線也必處於遞增部份 (D) 當 LAC 曲線是遞減時，與其相切的 SAC 曲線也必處於遞增部份。

17. 價格等於邊際成本($P=MC$)的主要經濟意義是： (A) 社會福利最大 (B) 利潤最大 (C) 成本最低 (D) 損失最少。
18. 在總效用曲線的最高點，邊際效用 (A) 最大 (B) 等於 1 (C) 等於 0 (D) 小於 0
19. 當農產品大豐收時，反而使農民總收入減少，是因為農產品 (A) 需求彈性大 (B) 需求彈性小 (C) 供給彈性小 (D) 供給彈性大。
20. 後彎的勞動供給曲線，其後彎部分代表工資率上漲而工作時間減少。此現象表示？ (A) 所得效果 $>$ 替代效果 (B) 所得效果 $<$ 替代效果 (C) 所得效果 $=$ 替代效果 (D) 價格效果 $=$ 所得效果。

試題二：簡答題〈每題 10 分〉

1. 氣象局宣布兩天後颱風將會來襲，則今天、明天菜市場會有什麼影響？
2. 請解釋「薄利多銷」應在何種中情況下實施，才会有更高的利潤？
3. 下列商品組合是互補或替代？(1) 蛋糕與咖啡 (2) 豬肉與牛肉(不考慮宗教禁忌) (3) 左腳鞋與右腳鞋 (4) 鋁裝啤酒與瓶裝啤酒
4. 假設政府實施緊縮的貨幣政策，請分析這項政策對下列各變數的影響。
(1)利率 (2) 消費 (3) 投資 (4) 物價 (5) 產出

第二部份

試題一：選擇題〈每題 4 分〉

1. Efficiency means that
 - a. society is conserving resources in order to save them for the future.
 - b. society's goods and services are distributed equally among society's members.
 - c. society's goods and services are distributed fairly, though not necessarily equally, among society's members.
 - d. society is getting the maximum benefits from its scarce resources.

2. While pollution regulations yield the benefit of a cleaner environment and the improved health that comes with it, the regulations come at the cost of reducing the incomes of the regulated firms' owners, workers, and customers. This statement illustrates the principle that
 - a. trade can make everyone better off.
 - b. rational people think at the margin.
 - c. people face tradeoffs.
 - d. people respond to incentives.

3. The production possibilities frontier illustrates
 - a. the combinations of output that an economy should produce.
 - b. the combinations of output that an economy should consume.
 - c. the combinations of output that an economy can produce.
 - d. All of the above are correct.

4. In a competitive market, the quantity of a product produced and the price of the product are determined by
 - a. a single buyer.
 - b. a single seller.
 - c. one buyer and one seller working together.
 - d. all buyers and all sellers.

Table 1

Assume that Andia and Zardia can switch between producing wheat and producing beef at a constant rate.

	Minutes Needed to Make 1	
	Bushel of Wheat	Pound of Beef
Andia	20	12
Zardia	15	10

5. **Refer to Table 1.** Assume that Andia and Zardia each has 360 minutes available. If each person divides his time equally between the production of wheat and beef, then total production is
 - a. 10.5 bushels of wheat and 16.5 pounds of beef.
 - b. 21 bushels of wheat and 33 pounds of beef.
 - c. 35 bushels of wheat and 22 pounds of beef.
 - d. 42 bushels of wheat and 66 pounds of beef.

6. **Refer to Table 1.** Which of the following combinations of wheat and beef could Andia produce in one 8-hour day?
- 6 bushels of wheat and 35 pounds of beef
 - 9 bushels of wheat and 25 pounds of beef
 - 15 bushels of wheat and 20 pounds of beef
 - 24 bushels of wheat and 40 pounds of beef
7. Which of the following is *not* an example of a market?
- A small town has only one seller of electricity.
 - In the United States, a sick person cannot legally purchase a kidney.
 - In Florida, there are many buyers and sellers of key lime pie.
 - The availability of Internet shopping has expanded the clothing choices for buyers who do not live near large cities.
8. Assume the market for tennis balls is perfectly competitive. When one tennis ball producer exits the market,
- the price of tennis balls increases.
 - the price of tennis balls decreases.
 - the price of tennis balls does not change.
 - there is no longer a market for tennis balls.
9. A monopoly is a market with one
- seller, and that seller is a price taker.
 - seller, and that seller sets the price.
 - buyer, and that buyer is a price taker.
 - buyer, and that buyer sets the price.
10. A decrease in quantity demanded
- results in a movement downward and to the right along a demand curve.
 - results in a movement upward and to the left along a demand curve.
 - shifts the demand curve to the left.
 - shifts the demand curve to the right.
11. A movement upward and to the left along a demand curve is called a(n)
- increase in demand.
 - decrease in demand.
 - decrease in quantity demanded.
 - increase in quantity demanded.

12. A decrease in the price of a good will
- increase demand.
 - decrease demand.
 - increase quantity demanded.
 - decrease quantity demanded.
13. When the price of a good or service changes,
- the supply curve shifts in the opposite direction.
 - the demand curve shifts in the opposite direction.
 - the demand curve shifts in the same direction.
 - there is a movement along a given demand curve.
14. The price elasticity of demand measures how much
- quantity demanded responds to a change in price.
 - quantity demanded responds to a change in income.
 - price responds to a change in demand.
 - demand responds to a change in supply.
15. The price elasticity of demand for a good measures the willingness of
- consumers to buy less of the good as price rises.
 - consumers to avoid monopolistic markets in favor of competitive markets.
 - firms to produce more of a good as price rises.
 - firms to respond to the tastes of consumers.
16. The price elasticity of demand for bread
- is computed as the percentage change in quantity demanded of bread divided by the percentage change in price of bread.
 - depends, in part, on the availability of close substitutes for bread.
 - reflects the many economic, social, and psychological forces that influence consumers' tastes for bread.
 - All of the above are correct.
17. The price elasticity of demand for eggs
- is computed as the percentage change in quantity demanded of eggs divided by the percentage change in price of eggs.
 - will be lower if there is a new invention that is a close substitute for eggs.
 - will be higher if consumers consider eggs to be a necessity.
 - All of the above are correct.

18. Consumer surplus is the
- amount of a good consumers get without paying anything.
 - amount a consumer pays minus the amount the consumer is willing to pay.
 - amount a consumer is willing to pay minus the amount the consumer actually pays.
 - value of a good to a consumer.

Table 2

This table refers to five possible buyers' willingness to pay for a case of Vanilla Coke.

Buyer	Willingness To Pay
David	\$8.50
Laura	\$7.00
Megan	\$5.50
Mallory	\$4.00
Audrey	\$3.50

19. **Refer to Table 2.** If the price of Vanilla Coke is \$6.90, who will purchase the good?
- all five individuals
 - Megan, Mallory and Audrey
 - David, Laura and Megan
 - David and Laura
20. **Refer to Table 2.** Which of the following is *not* true?
- At a price of \$9.00, no buyer is willing to purchase Vanilla Coke.
 - At a price of \$5.50, Megan is indifferent between buying a case of Vanilla Coke and not buying one.
 - At a price of \$4.00, total consumer surplus in the market will be \$9.00.
 - All of the above are correct.
21. **Refer to Table 2.** If the market price is \$5.50, the consumer surplus in the market will be
- \$3.00.
 - \$4.50.
 - \$15.50.
 - \$21.00.
22. What is the fundamental basis for trade among nations?
- shortages or surpluses in nations that do not trade
 - misguided economic policies
 - absolute advantage
 - comparative advantage

23. Market failure can be caused by
- too much competition.
 - externalities.
 - low consumer demand.
 - scarcity.
24. Wiladee used to work as an office manager, earning \$25,000 per year. She gave up that job to start a tailoring business. In calculating the economic profit of her tailoring business, the \$25,000 income that she gave up is counted as part of the tailoring firm's
- total revenue.
 - opportunity costs.
 - explicit costs.
 - marginal costs.
25. Tom quit his \$65,000 a year corporate lawyer job to open up his own law practice. In Tom's first year in business his total revenue equaled \$150,000. Tom's explicit cost during the year totaled \$85,000. What is Tom's economic profit for his first year in business?
- \$0
 - \$20,000
 - \$65,000
 - \$85,000