

大葉大學 96 學年度轉學招生考試試題紙

學系	部別： 日間部/第二部/ 進修學士班/四技	年級	考試科目 (中文名稱)	考試日期	節次	備註 共 二 頁
國企系	日	二	經濟學	7月31日	4	p2-1

註：考生可否攜帶計算機或其他資料作答，請在備註欄註明（如未註明，一律不准攜帶）。

13:30 ~ 14:50

一、個體經濟學部份：第 1 至 12 題，每題四分，每題有 4 個備選答案，選出一個正確答案，答錯不倒扣。請依題號於答案卡上畫記作答。(48%)

1. Jen won \$900 in a lottery. She has a choice between using the money to buy a sofa, a television, or going on a vacation. If she chooses to buy a television, the opportunity cost of this decision is

- A) zero because she won the money.
- B) the sofa and the vacation trip.
- C) the sofa, the vacation trip, and \$900.
- D) the sofa if that was her second choice.

2. Widgets, Inc., can increase its total revenue by lowering the price of its product. From this result we can conclude that the

- A) decrease in price increases demand for the firm's product.
- B) firm sells an inferior good.
- C) demand for the firm's product is price inelastic.
- D) demand for the firm's product is price elastic.

3. If OPEC cuts oil production to increase their total revenue, we know that the

- A) demand for gasoline will decrease.
- B) price of gasoline will rise.
- C) demand for oil in the global market is elastic.
- D) supply of gasoline will increase.

4. Lizzie takes 20 seconds to stuff an envelope and 10 seconds to seal it. Arnold takes 15 seconds to stuff an envelope and 5 seconds to seal it. Lizzie has a comparative advantage in ____ and Arnold has a comparative advantage in ____.

- A) sealing envelopes; stuffing them.
- B) stuffing envelopes; sealing them.
- C) neither of these activities; both activities
- D) both activities; neither of these activities

5. Simon spends \$150 per month on DVD movie rentals and music CDs. The price of a movie rental is \$3 and a CD is \$15. If Simon buys 10 CDs per month, how many DVDs will he rent?

- A) 0.
- B) 1.
- C) 2.
- D) It is impossible to determine how many DVDs Simon will rent without more information.

6. As Matt's consumption of root beer increases, his

- A) marginal utility from root beer increases.
- B) marginal utility from root beer decreases.
- C) total utility from root beer decreases.
- D) both total and marginal utility from root beer increase.

7. If the marginal benefit of the fifth slice of pizza is greater than the marginal cost of the fifth slice of pizza then the output level is

- A) efficient and more pizza should be produced.
- B) efficient and less pizza should be produced.
- C) inefficient and more pizza should be produced.
- D) inefficient and less pizza should be produced.

8. The marginal social cost of a chemical is \$45 per ton and its marginal private cost is \$30 per ton. What is the marginal external cost of the chemical?

- A) \$75 per ton.
- B) \$30 per ton.
- C) \$15 per ton.
- D) zero.

9. If the demand for its product is elastic, a monopoly's

- A) total revenue is unchanged when the firm lowers its price.
- B) total revenue decreases when the firm lowers its price.
- C) marginal revenue is positive.
- D) marginal revenue is zero.

10. The most important goal of the firm is to

- A) maximize its revenues.
- B) maximize its sales volume.
- C) maximize its profits.
- D) minimize its costs.

11. The long run is distinguished from the short run in that, in the long run,

- A) output prices can vary.
- B) input prices can vary.
- C) the quantities of all inputs can vary.
- D) the firm no longer maximizes its profit.

12. At a firm's break-even point, definitely its

- A) total revenue equals its total opportunity cost.
- B) marginal revenue exceeds its marginal cost.
- C) marginal revenue equals its average variable cost.
- D) marginal revenue equals its average fixed cost.