大葉大學 99 學年度 研究所碩士班 招生考試試題紙

系 所 別	組 別	考 試 科 目 (中 文 名 稱)	考 試 日 期	節 次	備 註
企業管理學系碩士班	一般生	經 濟 學	3月21日	第 二 節 10:40～12:10	第 1 頁 共 2 頁

說明1：可否攜帶特殊作答輔助工具：□否 ☑是，考生可使用 不可程式計算機（如未註明，一律不准攜帶）

一、選擇題：(40%)

1. In one day, Sue can change the oil on 20 cars or change the tires on 20 cars. In one day, Fred can change the oil on 20 cars or change the tires on 10 cars. Sue 's opportunity cost of changing oil is _____ than Fred's and her opportunity cost for changing tires is _____ than Fred's. A) greater; less　　B) less; greater　　C) less; less　　D) greater; greater

2. Suppose that a typical German factory can produce 20 cameras or 1 computer in an hour, and that a typical American factory can produce 10 cameras or one computer in an hour. Germany wishes to purchase computers from the United States in exchange for cameras. What is the maximum number of cameras per computer that Germany would be willing to pay the United States?

A) 10 cameras　　　　B) 20 cameras　　　　C) 1 camera　　　　D) 2 cameras

3. Business people often speak about price elasticity without actually using the term. Which statement describes a good with an elastic demand?

A) "A price cut won't help me. It won 't increase my sales, and I'll just get less money for each unit."

B) "I don't think a price cut will help my bottom line any. Sure, I'll sell a bit more, but I'll more than lose because the price will be lower."

C) "My customers are real shoppers. After I cut my prices just a few cents below those my competitors charge, customers have been flocking to my store and sales are booming."

D) "The economic expansion has done wonders for my sales. With more people back at work, my sales are taking off!"

4. Suppose Clyde always eats ice cream and chocolate syrup together. If the price of syrup increases by 10 percent, and the cross elasticity of demand is -2, the demand for ice cream

A) increases by 5 percent.　　B) increases by 20 percent.　　C) decreases by 5 percent.　　D) decreases by 20 percent.

5. As Mary's income increases by 20 percent, her demand for tickets to National Hockey League games increases by 10 percent. Mary's demand for tickets is income _____; for Mary, hockey tickets are _____ good.

A) elastic; a normal　　B) inelastic; a normal　　C) elastic; an inferior　　D) inelastic; an inferior

6. The latest model car in the dealer's showroom has a sticker price of $35,000.00. Fred, the shopper, has decided that he would pay no more than $32,000.00 for the car. After two hours of bargaining with the saleswoman, Fred actually purchases the car for $31,000.00. Fred, therefore, has obtained a consumer surplus of

A) $35,000.00.　　B) $32,000.00.　　C) $4,000.00.　　D) $1,000.00.

7. Farmer Jones knows that the opportunity cost to produce a bushel of tomatoes is $5 per bushel. He also knows that a consumer is willing to pay a maximum of $9 for the bushel. The price of the bushel is $6 and Farmer Jones sells his bushel for $6. On this bushel, Farmer Jones earns a producer surplus equal to　　A) $1.　　　B) $3.　　　C) $5.　　　D) $6.

8. Suppose the marginal propensity to consume is equal to 0.75 and there are no income taxes or imports. If prices remain constant and government purchases increase by $10 billion, what will be the change in real GDP?

A) $8 billion　　B) $2 billion　　C) $10 billion　　D) $40 billion

9.
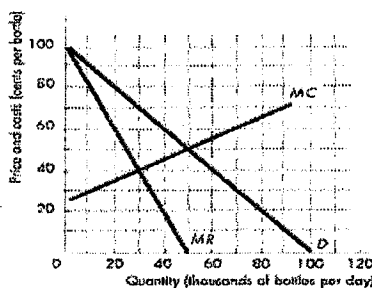
Interlace, Inc. produces and a unique soda. The company cannot price discriminate. The figure on the left-hand side shows Interlace's demand curve, marginal revenue curve, and marginal cost curve. Interlace's profit maximizing level of output is

A) 30,000 bottles.　　　　　　　　B) 50,000 bottles

C) 100,000 bottles　　　　　　　　D) 0; that is, the firm shuts down.

10.
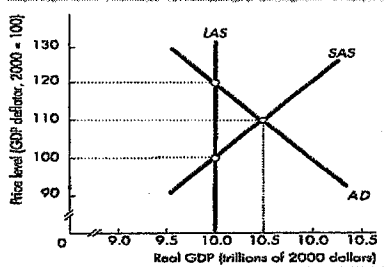
The figure on the left-hand side illustrates

A) a recessionary gap.　　　　　　B) a full-employment equilibrium.

C) an inflationary gap.　　　　　　D) an equilibrium at the economy's physical limits.

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二、綜合題：**(60%)**

1. 主計處公佈之實質 GDP (real GDP)與消費者物價指數(CPI)如下：

以民國 95 年爲基期，民國 95 年 real GDP=3.30 兆元；民國 96 年 Real GDP=3.52 兆元，CPI=101.80

民國 97 年 Real GDP=3.27 兆元，CPI=105.39；民國 98 年 Real GDP=3.57 兆元，CPI=104.98

(1) 請以實質 GDP (Real GDP)，計算民國 96、97、98 年，各年之經濟成長率。(9%)

(2) 請以消費者物價指數(CPI)，計算民國 96、97、98 年，各年年底之通貨膨脹率。(9%)

(3) (a) 哪一年發生了「產出減少且物價上漲」的情形？(3%)

(b) 若經濟體系「產出減少且物價上漲」，我們稱之爲何？(3%)

(c) 此種通貨膨脹導因於「需求推動之通貨膨脹」或「成本推動之通貨膨脹」？(3%)

2. 若造紙業爲完全競爭市場，該產業共有 1,000 家廠商。下表爲造紙業之市場需求表：

單價 (元/箱)	需求量 (千箱/週)
3.65	500
5.20	450
6.80	400
8.40	350
10.00	300
11.60	250
13.20	200

每家造紙廠以最低成本生產，其成本如下表：

產量 (箱/週)	邊際成本 (元/每增加一箱)	平均變動成本 (元/箱)	平均總成本 (元/箱)
200	6.40	7.80	12.80
250	7.00	7.00	11.00
300	7.65	7.10	10.43
350	8.40	7.20	10.06
400	10.00	7.50	10.00
450	12.40	8.00	10.22
500	20.70	9.00	11.00

試問：　(1) 每箱紙的市價爲何？ (3%)　　(2) 造紙業總產量爲何？ (3%)

(3) 每家造紙廠的產量爲何？ (3%)　　(4) 每家造紙廠的經濟利潤(或經濟虧損)爲何？ (3%)

3. 2007 年 8 月全球金融風暴始於美國，並迅速蔓延至全球。美國聯準會(Fed)大幅採用之貨幣政策便是公開市場操作。

(1) 試問美國聯準會應採擴張性貨幣政策或緊縮性貨幣政策？(3%)　　(2) 試敘述何謂公開市場操作？(3%)

(3) 公開市場操作將 造成什麼樣的影響？(3%)　　(4) 公開市場操作應如何進行，方能達成目標？(3%)

4. 閱讀下列文章並回答問題。

"Textbook prices have been rising at double the rate of inflation for the past two decades … [and] nearly 60 percent of students nationwide choose not to buy all the course materials. … For students working to pay for school or for those whose parents sweat every increase in tuition, book prices can be a nasty surprise. … And plenty of students come up with their own strategies: Hunting down used copies and selling books back at the end of the semester; buying online, which is sometimes cheaper than the campus store; asking professors to put a copy in the library and waiting around till it's free.　Or borrowing, copying, taking careful notes in class—and gambling that the exam questions don't come from the text…

Washington Post, January 23, 2006

Explain what this news clip implies about

(1) The price elasticity of demand for college textbooks. **(3%)**

(2) The income elasticity of demand for college textbooks. **(3%)**

(3) The cross elasticity of demand for college textbooks from the campus bookstore with respect to the online price of a textbook. **(3%)**