

中原大學 94 學年度碩士班入學考試

3 月 19 日 16:00~17:30 企業管理系甲組

誠實是我們珍視的美德，
我們喜愛「拒絕作弊，堅守正直」的你！

科目：經濟學(甲)

(共 2 頁 第 1 頁)

可使用計算機，惟僅限不具可程式及多重記憶者 不可使用計算機

一律作答於答案卷內，不可答題於本試題卷。

壹、單選題 (題號 1~10, 每題 5%, 共 50%)

- All of the following describe the concept of marginal cost EXCEPT
 - the value of the best alternative forgone.
 - the maximum amount that a person is willing to pay for one more unit of a good or service.
 - the opportunity cost of producing one more unit of a good or service.
 - the dollar value of other goods and services that must be forgone to consume one more unit of a good or service.
- An efficient allocation of resources occurs when we
 - produce the goods and services that people need.
 - cannot produce more of a good or service without giving up some other good or service that we value more highly.
 - cannot produce more of a good or service without giving up some other good or service that we need.
 - produce the goods and services that people want.
- Which of the following statements is true?
 - The price effect is shown by moving up or down a fixed budget line.
 - To determine a consumer's best affordable point, we need only the budget line or the indifference curve.
 - Every point on a budget line lies on an indifference curve.
 - Both A and B are true.
- Which of the following statements regarding the marginal product curve is FALSE?
 - Along the marginal product curve, increasing marginal returns occur first and then diminishing marginal returns.
 - Increasing marginal returns occur when the total product increases as the number of workers increases.
 - The law of diminishing returns applies in the short run.
 - Increasing marginal returns is due to greater efficiency from specialization in the production process.
- One of the reasons that concentration ratios are not a perfect measure of competitiveness is that
 - they ignore potential competition.
 - they cannot be measured.
 - they tell nothing about how high prices were in the past.
 - they do not measure how high the industry's prices are.
- For a good to be nonrival, which of the following must be true?
 - A person is willing to pay any price to ensure that the product is available.
 - A person is not willing to pay for the good because even without paying for it, the person can consume the good anyway.
 - A person cannot be prevented from consuming that good even if he or she did not pay for it.
 - One person's consumption of that good does not decrease another person's consumption of that good.
- Free riders are not a problem in the market for a private good because
 - the good can be produced only at a positive marginal cost.
 - the free rider will not get caught.
 - non-payers can be excluded from consuming the good.
 - the good is a rival good.
- Which of the following approximately equals the real interest rate?
 - The nominal interest rate minus the inflation rate
 - The rate paid when the best customers of banks borrow money
 - The nominal interest rate minus the growth rate of GDP
 - The nominal interest rate plus the inflation rate
- Which of the following explains why investment demand is negatively related to the real interest rate?
 - Consumers are willing to spend less and hence save more at higher real interest rates.
 - Interest rate flexibility in financial markets assures an equilibrium in which saving equals investment.
 - A lower real interest rate makes more investment projects profitable and hence undertaken.
 - All of the above are correct reasons why investment demand is negatively related to the real interest rate.

中原大學 94 學年度碩士班入學考試

3 月 19 日 16:00~17:30 企業管理系甲組

誠實是我們珍視的美德，
我們喜愛「拒絕作弊，堅守正直」的你！

科目：經濟學(甲)

(共 2 頁 第 2 頁)

可使用計算機，惟僅限不具可程式及多重記憶者 不可使用計算機

10. The Ricardo-Barro effect proposes that
- (1) tax payers do not have the ability to neutralize the effects of government deficits.
 - (2) people expect lower disposable incomes in the future if the government runs a deficit.
 - (3) interest rates will probably increase because of government deficits.
 - (4) people expect government dissaving to increase their incomes.

貳、複選題 (題號 11~15, 每題 7%, 共 35%)

11. 假設政府採取增加定額稅的政策，此政策將造成？
- (1) 消費支出改變，且使邊際消費傾向減少
 - (2) 政府支出改變，且使進口消費支出減少
 - (3) 可支配所得改變，且使總供給減少
 - (4) 可支配所得改變，且使消費與總支出減少
12. 從一般短期的 IS-LM 模型來看，若政府同時採取擴張性的財政和貨幣政策時，下列何者正確？
- (1) 利率將有上升的趨勢
 - (2) 所得將有上升的趨勢
 - (3) 投機性和交易性動機之貨幣需求都會增加
 - (4) IS 曲線將向右移，但 LM 曲線的移動則要視所得之變動而定
13. 下列何者對完全競爭市場之描述何者正確？
- (1) 價格 = 廠商平均收入
 - (2) 短期廠商不堪虧損失者將退出市場
 - (3) 廠商邊際收入 = 廠商之邊際成本
 - (4) 市場長期規模將達平均總成本最低點
14. 下列對典型的「囚犯困境賽局」(prisoners' dilemma game) 之描述何者正確？
- (1) 若此賽局是 one-shot game, 則 Nash 均衡是兩囚犯皆認罪
 - (2) 若此賽局是 repeated game, 則 Nash 均衡是兩囚犯皆不認罪
 - (3) 若此賽存在 Nash 均衡, 則此均衡不一定滿足 Pareto 均衡
 - (4) 若此賽局是 one-shot game, 則囚犯認罪符合 dominant strategy 的定義
15. 若張三之總效用函數 $U = \ln(XY)$, X、Y 代表 X、Y 財貨之消費量，且其預算線 $10X + 20Y = 200$ 。在效用極大的前提下，下列敘述何者正確？
- (1) 張三將消費 $X = 10$
 - (2) 張三之總效用將等於 $\ln(50)$
 - (3) 張三之貨幣邊際效用為 2
 - (4) 張三對 Y 財貨之消費支出將為 100

參、問題答 (題號 16, 每題 15%, 共 15%)

16. 假設你是某公司的總經理，若根據市調，已知貴公司將上市的產品分成兩類潛在客戶，第一類是願付價格為 W_H 的客戶，人數共有 N_H ；第二類是願付價格為 W_L 的客戶，人數共有 N_L 。又知 $W_H > W_L$ 且 $N_H > 2N_L$ 。若在法令規範下，你無法對不同的客戶採取差別訂價的策略，以利潤極大為前提，(a) 請推導貴公司對此產品的定價，(b) 並計算你的預期收入。