

# 國立中興大學 112 學年度碩士班招生考試試題

科目：經濟學

系所：行銷學系

本科目可以使用計算機

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## 一、單選題 (請於答案卷上列出題號，每題 4 分)

1. Suppose biochemists discover an enzyme that can double the amount of ethanol that may be derived from a given amount of biomass. Based on this technological development, we expect the:
  - A. supply curve for ethanol to shift leftward.
  - B. supply curve for ethanol to shift rightward.
  - C. demand curve for ethanol to shift leftward.
  - D. demand curve for ethanol to shift rightward.
2. The battery packs used in electric and hybrid automobiles are one of the largest cost components for manufacturing these cars. As the price of these batteries decline, we expect that the:
  - A. supply curve for electric and hybrid autos will shift rightward.
  - B. supply curve for electric and hybrid autos will shift leftward.
  - C. demand curve for electric and hybrid autos will shift rightward.
  - D. demand curve for electric and hybrid autos will shift leftward.
3. A consumer prefers market basket A to market basket B, and prefers market basket B to market basket C. Therefore, A is preferred to C. The assumption that leads to this conclusion is:
  - A. transitivity.
  - B. completeness.
  - C. all goods are good.
  - D. diminishing MRS.
4. Indifference curves are convex to the origin because of:
  - A. transitivity of consumer preferences.
  - B. the assumption of a diminishing marginal rate of substitution.
  - C. the assumption that more is preferred to less.
  - D. the assumption of completeness.
5. Envision a graph with meat on the horizontal axis and vegetables on the vertical axis. A strict vegetarian would have indifference curves that are:
  - A. vertical lines.
  - B. horizontal lines.
  - C. diagonal straight lines.
  - D. right angles.
6. Which of the following is true concerning the income effect of a decrease in price?
  - A. It will lead to an increase in consumption only for a normal good.
  - B. It always will lead to an increase in consumption.
  - C. It will lead to an increase in consumption only for an inferior good.
  - D. It will lead to an increase in consumption only for a Giffen good.

7. Joe owns a coffee house and produces coffee drinks under the production function  $q = 5KL$  where  $q$  is the number of cups generated per hour,  $K$  is the number of coffee machines (capital), and  $L$  is the number of employees hired per hour (labor). What is the average product of labor?
- $AP = 5$
  - $AP = 5K$
  - $AP = 5L$
  - $AP = 5K/L$
8. When the average product is decreasing, marginal product
- is increasing.
  - exceeds average product.
  - is increasing then decreasing.
  - is less than average product.
9. The Malthusian dilemma relates to marginal product in that
- starvation can be averted only if marginal product is constant.
  - because of diminishing marginal product, the amount of food produced by each additional member of the population increases.
  - because of diminishing marginal product, the amount of food produced by each additional member of the population decreases.
  - because of diminishing marginal product, the wage falls as the population decreases.
10. The total cost (TC) of producing computer software diskettes ( $Q$ ) is given as:  $TC = 200 + 5Q$ . What is the variable cost?
- 200
  - $5 + (200/Q)$
  - 5
  - $5Q$
11. Suppose that the price of labor ( $P_L$ ) is \$10 and the price of capital ( $P_K$ ) is \$20. What is the equation of the isocost line corresponding to a total cost of \$100?
- $P_L + 20P_K$
  - $100 = 10L + 20K$
  - $100 = 30(L+K)$
  - $100 + 30(P_L + P_K)$
12. Revenue is equal to
- price times quantity.
  - price times quantity minus total cost.
  - price times quantity minus average cost.
  - price times quantity minus marginal cost.
13. The demand curve facing a perfectly competitive firm is
- the same as the market demand curve.
  - downward-sloping and less flat than the market demand curve.
  - downward-sloping and flatter than the market demand curve.
  - perfectly horizontal.
14. Consumer surplus measures
- the extra amount that a consumer must pay to obtain a marginal unit of a good or service.
  - the excess demand that consumers have when a price ceiling holds prices below their equilibrium.
  - the benefit that consumers receive from a good or service beyond what they pay.
  - gain or loss to consumers from price fixing.

15. Barbara is a producer in a monopoly industry. Her demand curve, total revenue curve, marginal revenue curve and total cost curve are given as follows:

$$Q = 160 - 4P \quad TR = 40Q - 0.25Q^2 \quad MR = 40 - 0.5Q \quad TC = 4Q \quad MC = 4$$

How much output will Barbara produce?

- A. 0
  - B. 22
  - C. 56
  - D. 72
16. An electric power company uses block pricing for electricity sales. Block pricing is an example of
- A. first-degree price discrimination.
  - B. second-degree price discrimination.
  - C. third-degree price discrimination.
  - D. Block pricing is not a type of price discrimination.
17. The maximum price that a consumer is willing to pay for each unit bought is the \_\_\_\_\_ price.
- A. market
  - B. consumer surplus
  - C. reservation
  - D. auction
18. A Nash equilibrium occurs when
- A. each firm is doing the best it can, given its opponents' actions.
  - B. each firm chooses the strategy that maximizes its minimum gain.
  - C. a player can choose a strategy that is optimal regardless of its rivals' actions.
  - D. there is no dominant firm in a market.
19. If the interest rate is 5%, in one period the future value of \$1 today is
- A. \$1.20.
  - B. 95 cents.
  - C. 20 cents.
  - D. \$1.05.
20. Externalities
- A. are not reflected in market prices, so they can be a source of economic inefficiency.
  - B. do become reflected in market prices, so they can be a source of economic inefficiency.
  - C. are not reflected in market prices, so they do not adversely affect economic efficiency.
  - D. do become reflected in market prices, so they do not adversely affect economic efficiency.

## 二、簡答題 (每題 5 分)

1. 根據流動性偏好理論，在實質貨幣供給不變的情形下，當所得上升時，實質貨幣需求及利率的變動為何？(請繪圖說明)
2. 在工資具有僵固性的情形下，物價上漲對實質工資水準的影響為何？勞動市場將產生超額供給或超額需求？(請繪圖說明)
3. 成本推動型通貨膨脹(cost-push inflation)對總供給的影響為何？
4. 請解釋何謂「節約的矛盾」(Paradox of Thrift)？