

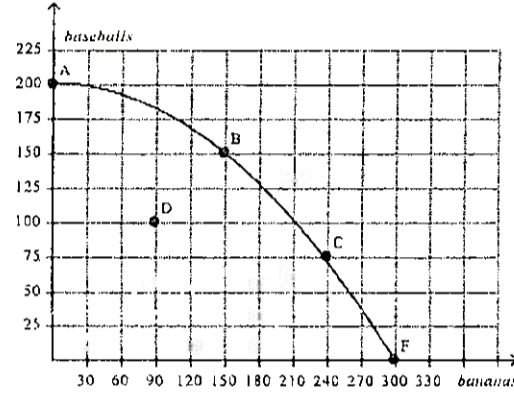
招生學年度	100	招生類別	轉學招生考試
系所班別	企業管理學系二年級、財務金融學系二年級		
科目	經濟學原理		
注意事項	可使用掌上型計算機		

答案卡上之①代表 a；②代表 b；③代表 c；④代表 d。

**Part 1 Multiple-choice questions (60% in total: 3% per question)**

- (1) Sophia is planning activities for a hot summer day. She would like to go to the local swimming pool and see a movie, but because she can only get tickets to the movie for the same time that the pool is open she can only choose one activity. This illustrates the basic principle that
- people respond to incentives.
  - rational people think at the margin.
  - people face tradeoffs.
  - improvements in efficiency sometimes come at the expense of equality.

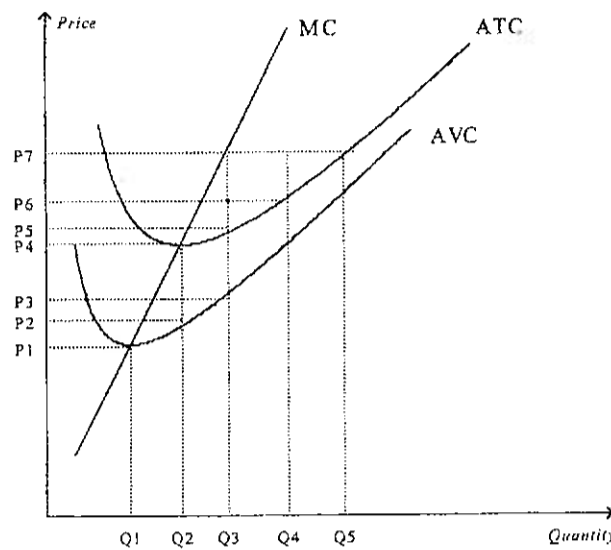
- (2) Refer to Figure on the right-hand side. The opportunity cost of this economy moving from point A to point C is



- 75 baseballs.
  - 125 baseballs.
  - 125 baseballs and 240 bananas.
  - 240 bananas.
- (3) If the price elasticity of demand for coffee is estimated to be 0.25 in the short run, which is the most likely value of the long-run elasticity?
- 0.10
  - 0.25
  - 0.40
  - $\infty$
- (4) If Francis experiences a decrease in his income, then we would expect Francis's demand for
- each good he purchases to remain unchanged.
  - normal goods to decrease.
  - luxury goods to increase.
  - inferior goods to decrease.
- (5) Suppose you like to make pies filled with banana *and* apple. You notice that the price of bananas has increased. How would this price increase affect your demand for apple?
- It would decrease.
  - It would increase.
  - It would be unaffected.
  - There is insufficient information given to answer the question.
- (6) Which of the following statements is correct?
- Monopoly faces a downward-sloping demand curve due to its market power but monopolistic competitive firms face horizontal demand curve due to a large number of firms in the market.
  - Both monopoly and monopolistic competitive firms maximize profits by producing at marginal revenue = marginal cost.
  - In the long run, both monopoly and monopolistic competitive firms can make positive economic profits.
  - Monopoly produces a good without close substitute while monopolistic competitive firms produce identical goods.

招生學年度	100	招生類別	轉學招生考試
系所班別	企業管理學系二年級、財務金融學系二年級		
科目	經濟學原理		
注意事項	可使用掌上型計算機		

Given the figure on the right-hand side which illustrates a perfect competitive firm, answer the following questions (7) and (8)



- (7) Refer to right-hand side figure. When market price is  $P_7$ , a profit-maximizing firm's short-run profits can be represented by the area
- $P_7 \times Q_5$
  - $P_7 \times Q_3$
  - $(P_7 - P_5) \times Q_3$
  - We are unable to determine the firm's profits because the quantity that the firm would produce is not labeled on the graph
- (8) Refer to right-hand side figure. In the short run, if the market price is higher than  $P_1$  but less than  $P_3$ , individual firms in a competitive industry will make
- positive profits.
  - zero profits.
  - losses but will remain in business.
  - losses and will shut down.
- (9) The law of demand states that, other things equal,
- when the price of a good falls, the demand for the good rises.
  - when the price of a good rises, the quantity demanded of the good rises.
  - when the price of a good rises, the demand for the good falls.
  - when the price of a good falls, the quantity demanded of the good rises.
- (10) In the equation  $Y = C + I + G + NX$ ,
- $Y$  represents the economy's total expenditure.
  - $C$  represents household expenditures on services and durable goods.
  - all of the variables are always positive numbers.
  - All of the above are correct.
- (11) Net exports equal
- exports plus imports.
  - exports minus imports.
  - imports minus exports.
  - GDP minus imports.
- (12) When the consumer price index rises, the typical family
- has to spend more dollars to maintain the same standard of living.
  - can spend fewer dollars to maintain the same standard of living.
  - finds that its standard of living is not affected.
  - can offset the effects of rising prices by saving more.
- (13) Productivity is defined as
- the amount of difficulty that is involved in producing a given quantity of goods and services.
  - the quantity of labor that is required to produce one unit of goods and services.
  - the quantity of goods and services produced from each unit of labor input.
  - the quantity of goods and services produced over a given amount of time.

招生學年度	100	招生類別	轉學招生考試
系所班別	企業管理學系二年級、財務金融學系二年級		
科目	經濟學原理		
注意事項	可使用掌上型計算機		

- (14) Human capital is the
- knowledge and skills that workers acquire through education, training, and experience.
  - stock of equipment and structures that is used to produce goods and services.
  - total number of hours worked in an economy.
  - same thing as technological knowledge.

- (15) The bond market
- is a financial market, whereas the stock market is a financial intermediary.
  - is a financial intermediary, whereas the stock market is a financial market.
  - is a financial market, as is the stock market.
  - is a financial intermediary, as is the stock market.

- (16) The unemployment rate is computed as the number of unemployed
- divided by the labor force, all times 100.
  - divided by the number of employed, all times 100.
  - divided by the adult population, all times 100.
  - times the labor-force participation rate, all times 100.

- (17) Which of the following is a function of money?
- a unit of account
  - a store of value
  - medium of exchange
  - All of the above are correct.

- (18) The right-hand side table (Table 1) shows the information of The First Bank of Johnson City.

The reserve ratio for this bank is

- 0 percent.
- 20 percent.
- 80 percent.
- 100 percent.

		Assets	Liabilities
Table 1	Reserves		Deposits
	\$2,000		\$10,000
	Loans		
	8,000		

- (19) Refer to Table 1 above, Assuming The First Bank of Johnson City and all other banks have the same reserve ratio, then what is the value of the money multiplier?

- 1
- 5
- 10
- 20

- (20) If  $P$  denotes the price of goods and services measured in terms of money, then
- $1/P$  represents the value of money measured in terms of goods and services.
  - $P$  can be regarded as the "overall price level."
  - an increase in the value of money is associated with a decrease in  $P$ .
  - All of the above are correct.

招生學年度	100	招生類別	轉學招生考試
系所班別	企業管理學系二年級、財務金融學系二年級		
科目	經濟學原理		
注意事項	可使用掌上型計算機		

**Part 2 名詞解釋 (20 % in total: 4% per question)**

- (1) 價格彈性
- (2) 正常財
- (3) 機會成本
- (4) 國內生產毛額 GDP
- (5) 通貨膨脹

**Part 3 簡答題(20 % in total)**

- (1) 下列的事件各會對產品 X 的需求線或是供給線造成什麼影響？(6%)  
請從以下四個選項中擇一作答，填於空格。

“需求線向右移”，“需求線向左移”，“供給線向右移”，“供給線向左移”

影響產品 X 市場均衡的事件 (Changes to market equilibrium of good X)	對需求線或供給線的影響 (Effect on Demand/Supply)
(a) 替代品 Y 的價格上升 (Price of substitute good Y rises)	
(b) 互補品 Z 的價格上升 (Price of complement good Z rises)	
(c) 產品 X 的生產投入的價格增加 (Price of input of good X rises)	

- (2) 上個月，出售產品 Y 的銷售者們，總共出售 50 單位的 Y，所賺的收入(total revenue)為 \$100。這個月，出售產品 Y 的銷售者們，總共出售 40 單位的 Y，所賺的收入為 \$120。請問：產品 Y 的價格彈性是多少？(4%)

[註：請用弧彈性(arc elasticity)——又稱為 midpoint method——來計算]

- (3) 在咖啡市場中已知：需求線  $Q^d = 189 - 2.25P$ ，供給線  $Q^s = 124 + 1.5P$  (註：P 是價格)。

- 請問：(a) 均衡價格是多少？(2%)  
(b) 均衡產量是多少？(2%)

- (4) 假設在一小國中，只生產及消費兩種產品：蘋果跟雞肉。在 2006 年時，銷售 50 單位蘋果(每單位售價 20 元)以及 100 單位的肌肉(每單位售價 8 元)。在基期 2005 年時，銷售 70 單位蘋果(每單位售價 10 元)以及 80 單位的雞肉(每單位售價 15 元)。

在 2006 年，(a) 名目 GDP、(b) 實質 GDP 以及 (c) GDP 平減指數各為多少？(6%)