

## 一、選擇題：60分（每題4分）

1. An increase in the price of the good measured on the vertical axis of a budget line diagram will (A) cause a parallel outward shift of the budget line. (B) leave the budget line unchanged. (C) cause a parallel inward shift of the budget line. (D) make the budget line flatter. (E) make the budget line steeper.
2. According to the principle of marginal decision making, in order to make the best of any situation, a decision maker should (A) consider the impact on average costs and benefits. (B) take the marginal costs and benefits of the action into account. (C) look at the total benefits received up to that point. (D) choose a consumption level where marginal utility equals price. (E) never consume a good whose price is less than the marginal utility.
3. Myron worked at a factory where he earned \$20,000 per year. One day, he quit his job and opened his own business. After one year, his business earned \$60,000 in sales revenue and he incurred \$30,000 in direct business expenses. If he received no salary from the new business, what is his economic profit? (A) \$10,000 (B) \$30,000 (C) \$60,000 (D) \$20,000 (E) \$50,000
4. Which of the following determines the maximum price a firm may charge for a particular quantity of output? (A) the firm's supply curve (B) opportunity costs (C) explicit and implicit costs of production (D) the minimum point of the average total cost curve (E) the demand curve facing the firm
5. Java Joe sells 200 cups of coffee each day in a perfectly competitive market at the market price of \$1.00 per cup. If Java Joe independently decreased its price per cup to \$0.75, (A) its sales would rise to 250 cups. (B) its revenue would decrease. (C) its revenue would rise. (D) its total revenue would equal \$200. (E) the market price will fall to \$0.75 as other coffee sellers match the price cut.
6. A natural monopoly is based on (A) diseconomies of scale. (B) diseconomies of scope. (C) external diseconomies. (D) economic freedom. (E) economies of scale.
7. When there are many buyers and sellers, no significant barriers to entry, and a differentiated product, the market structure is called (A) an oligopoly. (B) perfect competition. (C) monopolistic competition. (D) a monopoly. (E) unbalanced monopoly.
8. When the sellers in a market are aware of their strategic interdependence, then (A) each firm bases its pricing and output decisions on the monopoly model. (B) each firm, when making pricing or output decisions, must consider the reactions of its competitors. (C) the firms have little incentive to collude in their pricing and output decisions. (D) the firms undertake little, if any, advertising since they cannot recoup the cost through higher prices. (E) no firm is able to earn above-normal

- profit in the long run.
9. If a firm makes cookies and sells them for \$1,000 while spending \$100 on sugar, \$150 on chocolate, \$50 on other supplies, \$300 on wages and \$400 on rent, what is its value added? (A) \$300 (B) \$0 (C) \$700 (D) \$200 (E) \$400
  10. The equation  $GDP = C + I + G + NX$  describes the (A) output approach to measuring GDP. (B) factor payments approach to measuring GDP. (C) value added approach to measuring GDP. (D) expenditures approach to measuring GDP. (E) exchanges approach to measuring GDP.
  11. If we knew that the prices of goods rose, on average, by 5 percent last year and by 4 percent this year, we would know (A) nothing about the rate of inflation. (B) that the inflation rate is rising. (C) that the inflation rate is falling. (D) we are in a depression. (E) we are in a recession.
  12. A newspaper article refers to expansions and contractions in the economy. The references are to changes in (A) wage rates. (B) inflation rates. (C) movements in exchange rates. (D) real GDP. (E) investment expectations.
  13. If the required reserve ratio is 0.2, and a bank has \$100 million in demand deposits and \$40 million in property and buildings, it must hold reserves of at least (A) \$8 million. (B) \$20 million. (C) \$26 million. (D) \$12 million. (E) \$10 million.
  14. In the aggregate demand-aggregate supply model, an increase in the price level will (A) increase money demand, increase the interest rate, decrease total spending, and decrease equilibrium real GDP. (B) decrease money demand, lower the interest rate, increase total spending, and increase real GDP. (C) increase the money supply, lower the interest rate, increase total spending, and increase real GDP. (D) decrease the money supply, increase the interest rate, decrease total spending, and decrease real GDP. (E) not change money supply, money demand, or the interest rate, but will decrease total spending.
  15. In the short run, an increase in real GDP will (A) increase unit costs and increase the price level. (B) increase unit costs and decrease the price level. (C) decrease unit costs and decrease the price level. (D) decrease unit costs and increase the price level. (E) have no effect on unit costs or the price level.

二、問答及計算題：40 分

1. 請利用短期 AD-AS 模型繪圖詳細說明假設其他條件不變，國際原油價格持續上升，對國內失業率和物價的影響為何？（10 分）本國政府面對這些影響應該如何運用適當政策，藉以同時解決國內的失業和物價問題？（10 分）
2. 假設完全競爭市場廠商的總成本函數為  $TC = q^3 - 20q^2 + 150q + 100$ ，求廠商的短期供給曲線？【20 分】