

東海大學 100 學年度碩士班招生入學考試試題

考試科目：經濟學 C

應考系所：國貿系

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(如有缺損或印刷不清者，應即舉手請監試人員處理)

一、選擇題(30%)

1. Opportunity cost is the

- a. cost incurred when one fails to take advantage of an opportunity.
- b. cost incurred in order to increase the availability of attractive opportunities.
- c. cost of the best option forgone as a result of choosing an alternative option.
- d. drudgery and undesirable aspects of an option.

2. If the elasticity of demand for a good is less than one, a decrease in the price will cause total spending on the good to

- a. fall.
- b. remain constant, since the decrease in quantity sold is exactly offset by the price increase.
- c. rise.
- d. rise if it is a normal good and fall if it is an inferior good.

3. Which of the following is *not* an example of a market failure?

- a. A imperfectly competitive market
- b. A positive externality
- c. A negative externality
- d. A good characterized by nonrivalry and nonexcludability
- e. A good that few people want

4. The four categories of expenditures that make up GDP are

- a. consumption, investment, net exports, and government purchases.
- b. consumption, investment, government purchases, and depreciation.
- c. consumption, interest, government purchases, and net exports.
- d. consumption, investment, exports, and rental expenditures.

5. The intersection of the AD and AS curves

- a. gives the price at which the quantity of goods demanded equals the quantity supplied
- b. represents sustainable levels of nominal GDP and prices
- c. represents the optimal output and employment levels for the economy
- d. is the short-run macroeconomic equilibrium point
- e. represents one of many possible equilibria, given the two curves

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6. The J curve implies that a real depreciation will cause
- the nominal exchange rate to appreciate in the short run and depreciate in the long run
 - the nominal exchange rate to depreciate in the short run and appreciate in the long run
 - net exports to fall in the short run and rise in the long run
 - net exports to rise in the short run and fall in the long run

二、解釋名詞(30%)

- 個體經濟學與總體經濟學
- 價值矛盾與節儉矛盾
- 賽局理論與囚犯困境
- 碳足跡與綠色會計
- M1A、M1B 與 M2
- BRICs 與 PIGS

三、獨佔性競爭廠商常藉著廣告活動以提高消費者對某產品之需求，並擴大與其他廠商產品之差異性，然而廣告活動亦會增加該廠商之成本，假設某獨佔性競爭廠商所面對之需求函數為 $P = 100 - 3Q + 4A^{1/2}$ ，總成本函數為 $TC = 4Q^2 + 10Q + A$ ，其中，A 表示廣告支出水準，試求 (a) 廠商利潤極大時之產量、價格與廣告支出水準各多少？(b) 在利潤極大時，Lerner 獨佔力指數為多少？(20%)

四、請回答下列二個生活經濟學課題(20%)

- 請利用計數(邊際)效用或(及)序列效用(無異曲線)分析法，解析「守財奴」與「拜金女(男)」之消費行為。
- 請定義並圖式分析 Okun's Law、Beveridge Curve 與 Phillips Curve，並據以解析台灣「冰冷的經濟」、「高學歷高貶值」與「台灣 CPI 沒有大漲的條件」等議題。