

國立中央大學104學年度碩士班考試入學試題

所別：企業管理學系碩士班 一般丙組(一般生) 科目：經濟學 共 2 頁 第 1 頁
企業管理學系碩士班 一般丁組(一般生)

本科考試禁用計算器

*請在答案卷(卡)內作答

I 簡答題 (共50分, 每題10分): 請針對各題選出選項並請說明理由。每題的正確答案可能有多個或只有一個, 答案全對始予計分, 答錯不倒扣。若無計算式或說明理由, 該題將不予計分。

- (1) In recent years, China's capital stock has increased by about 4 percent from one year to the next. As a result, we would expect A) a movement up along China's short-run aggregate supply curve. B) China's long-run aggregate supply curve to shift rightward. C) a leftward shift in China's aggregate demand curve. D) a rightward shifts in China's short-run aggregate supply curves.
- (2) If drug M were legalized, it is likely that there would be an increase in the supply of drug M. Advocates of drug M legalization argue that this would significantly reduce the amount of revenue going to the criminal organizations that currently supply drug M. These advocates believe that the A) demand for drug M is inelastic. B) supply for drug M is inelastic. C) demand for drug M is elastic. D) supply for drug M is elastic.
- (3) Denmark has a higher tax on dividend and interest income than does Sweden. We would expect Denmark to have A) a smaller tax wedge and a faster growth rate of real GDP. B) a larger tax wedge and a faster growth rate of real GDP. C) a larger tax wedge and a slower growth rate of real GDP. D) a smaller tax wedge and a slower growth rate of real GDP.
- (4) When a market is in equilibrium and the marginal consumer values a commodity at less than the social cost of producing it, then A) at market equilibrium the demand curve lies below the social cost curve. B) the equilibrium price is higher than necessary to insure maximum economic well-being. C) reducing production to a level below the equilibrium level could possibly raise total economic well-being. D) at market equilibrium the demand curve lies above the social cost curve.
- (5) According to the quantity theory, in the long run, an increase in the growth rate of A) real GDP leads to an increase in the growth rate of velocity. B) the quantity of money leads to an increase in the inflation rate. C) the quantity of money leads to an increase in the growth rate of real GDP. D) real GDP leads to an increase in the inflation rate.

參考用

注意: 背面有試題

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II 問答題 (共50分，每題25分)

(1) Please analyze the following paragraph by the concepts of economic theories. (25 分)

MOST research equipment is under-used. Once it has been budgeted for, grant proposals written or fee schedules set to cover its purchase, kit costing millions of dollars can sit idle for most of the working day. Dr Iorns started Science Exchange in 2011 when working as an assistant professor at the University of Miami. She was backed by Y Combinator, a Silicon Valley firm that helps startups, and she now serves as the exchange's chief executive. Laboratories that carry out contract research have existed for a long time. But Science Exchange is exploring a new frontier, that of the shared economy, in which the best-known examples are Uber, an app-based ride-sharing and taxi service, and Airbnb, which helps people rent out rooms. The idea is that the marketmaker shaves away the awkward bits relating to contractual, ad hoc relationships, often between parties who do not know each other, to create something fungible or nearly so. Unlike using a contract-research lab, which may involve lengthy negotiations and numerous visits to lawyers, Science Exchange gets each party to sign an agreement that governs all interactions and expectations for the work which will be carried out. In the first version of her exchange, Dr Iorns asked researchers to post their experimental needs and expected labs to reply with offers. This didn't work. "Researchers are very private about the work they're conducting," she says. So the revised model gets labs to list their offerings. So far, this amounts to over 6,400 possible experiments. Researchers then obtain bids for the work they need or agree to posted fees. Science Exchange now has links to 1,000 labs and has handled \$43.6m in quotations, \$21.5m of that in the first nine months of 2014. The firm does not yet reveal the value of completed transactions, on which it levies a fee.

(Source: The Economist: On-demand science: Uber for experiments, Dec 6th 2014)

(2) Please analyze the following paragraph by the concepts of economic theories. (25 分)

Europe's former competition commissioner, Joaquín Almunia, brokered a series of settlements this year requiring Google to give more prominence to rivals' shopping and map services alongside its own in search results. But the members of European Parliament want his successor, Margrethe Vestager, to take a firmer line for the calls to dismember the company. How worrying is the dominance of the internet by Google and a handful of other firms? There are also good reasons why governments should regulate internet monopolies less energetically than offline ones. First, barriers to entry are lower in the digital realm. It has never been easier to launch a new online product or service: consider the rapid rise of Instagram, WhatsApp or Slack. Building a rival infrastructure to a physical incumbent is far more expensive (just ask telecoms operators or energy firms), and as a result there is much less competition (and more need for regulation) in the real world. Second, although switching from Google and other online giants is not costless, their products do not lock customers in as Windows, Microsoft's operating system, did. And although network effects may persist for a while, they do not confer a lasting advantage: consider the decline of MySpace. Finally, the lesson of recent decades is that technology monopolists (think of IBM in mainframes or Microsoft in PC operating systems) may be dominant for a while, but they are eventually toppled when they fail to move with the times, or when new technologies expand the market in unexpected ways, exposing them to new rivals. Facebook is eating into Google's advertising revenue. So far, no company has remained information technology's top dog from one cycle to the next. Sometimes former monopolies end up with a lucrative franchise in a legacy area, as Microsoft and IBM have. But the kingdoms they rule turn out to be only part of a much larger map.

(Source: The Economist: Trustbusting in the internet age: Should digital monopolies be broken up? Nov 29th 2014)

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