

## 一、選擇題（單選不倒扣，每題5分）

1. When a firm advertises the superior virtues of its brand compared to other brands, it is trying to
  - A. reduce the cross elasticity of demand.
  - B. increase the cross elasticity of demand.
  - C. reduce the income elasticity of demand.
  - D. increase the income elasticity of demand.
  
2. Suppose a consumer consumes two goods, steak and potatoes, and, in equilibrium, is observed to consume twice as many potatoes as steaks. We can conclude that
  - A. the marginal utility of steak is twice that of potatoes.
  - B. the marginal utility of steak is half that of potatoes.
  - C. the ratio of the marginal utility of steak divided by its price is twice that of the equivalent ratio for potatoes.
  - D. the ratio of the marginal utility of steak divided by its price is half that of the equivalent ratio for potatoes.
  - E. None of the above.
  
3. Suppose a risky investment has a 60 percent chance of being profitable with a profit rate of 15 percent and a 40 percent chance of earning nothing. If government bonds are yielding 7 percent, economic profit on the investment would be
  - A. 0 percent.
  - B. 2 percent.
  - C. 7 percent.
  - D. 9 percent.
  
4. A perfectly competitive firm in short-run equilibrium will earn
  - A. profits at the normal rate if it chooses the optimal level of output to produce.
  - B. zero profits.
  - C. losses whenever the marginal cost is greater than the average total cost.
  - D. profits if  $P=MC$ .
  - E. either profits or losses depending on its costs and the market price.
  
5. A common problem with the regulation of natural monopolies is that technological change often creates new competition by generating products that compete with the monopoly product. The existence of these alternative products implies that a monopoly no longer exists, so the rationale for regulation no longer exists. To determine if this is the case, the best evidence would be
  - A. a comparison of the demand elasticities of the products.
  - B. a comparison of the supply elasticities of the products.
  - C. the cross-elasticity of demand for the products.
  - D. the income elasticity of demand for the products.

參考用

6. Suppose a perfectly competitive market has the following market demand and market supply schedules:

Quantity Demanded	Price	Quantity Supplied
9	\$2	3
8	\$4	4
7	\$6	5
6	\$8	6
5	\$10	7
4	\$12	8

The perfectly competitive firms in the market are all purchased by a single, price discriminating monopolist who charges \$10 and \$8. Consumer surplus in the monopolized market would decrease by

- A. 0.  
B. 2.  
C. 5.  
D. 8.  
E. 10.

參考用

## 二、簡答題

- (10分)1. 某經濟學者認為中央銀行若以貨幣政策來降低利率將會引發通貨膨脹，並造成未來更高的利率。請解釋為何有此可能。（答案字數以三行為限）
- (10分)2. 許多學者對於政府赤字及債務的高漲感到擔憂。試從總體經濟觀點說明其理由。（答案字數以三行為限）
- (15分)3. 當某國家的失業問題日益嚴重時，有些經濟學家提出政府應以赤字預算的方式來增加基礎（如電力、交通等）建設。試評估此政策在短期下能否降低失業率，在長期下有何影響？（答案字數以三行為限）
- (15分)4. 簡述一國政府如何以下列三種方式來影響其匯率：(1)外匯市場上直接干預 (2)財政政策 (3)貨幣政策（答案字數以六行為限）
- (10分)5. 試以經濟效率性與公平性的觀點探討應否以法律訂定最低工資以保障低收入勞工。（答案字數以三行為限）
- (10分)6. 假設某醫生蓄意執行某些不必要的手術，而病人也無從得知該手術是否為必要。因此雙方對此手術均感覺很滿意，試以經濟效率的觀點評論之。（答案字數以三行為限）