

國立中央大學100學年度碩士班考試入學試題卷

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

本科考試禁用計算器

*請在試卷答案卷(卡)內作答

I 是非題 (共50分，每題5分): 請針對以下各題回答「對」或「錯」。答「錯」者請簡單說明理由，若無解釋該題將不予計分。

- (1) You are studying with Tom, and he says "To maximize utility, a consumer must consume the combination of goods so that the marginal utility of good X equals the marginal utility of good Y." Whether Tom's statement is correct or incorrect?
- (2) To achieve faster growth, economies can increase income tax rates in order to increase saving rates.
- (3) The law of diminishing returns applies is the same as the decreasing returns to scale.
- (4) During the first quarter of 2010, the US initiated an anti-dumping case against Korea for imports of mobile phones. Dumping is when Korea sells its phones to the US at a lower price than other producers.
- (5) In the short-run, real GDP can be greater than or less than potential GDP because in the short run the money wage rate is fixed.
- (6) The four-firm concentration ratio equals the percentage of the value of profits accounted for by the four largest firms in the industry.
- (7) The nation's production possibilities frontier is bowed outward. Suppose that the government decides to increase the production of armaments by \$40 billion, and that as a result the output of consumer goods falls by \$40 billion. If a further \$40 billion increase beyond the initial \$40 billion increase in armaments output is sought, we can expect that the output of consumer goods and services will fall further by \$40 billion.
- (8) As more and more of the variable input is used, the total product curve increases quickly at first because marginal product increases and then more slowly because marginal product diminishes.
- (9) If newspaper headlines detailed an increased Taiwan interest in Japanese goods, we would expect to observe in the market for yens "an increase in demand, a depreciation of the yen, and a smaller number of yens traded".
- (10) If private investment increased by \$20 billion while GDP remained the same, consumption spending decreased by \$20 billion could have occurred, all else being the same.

II 選擇題 (共 25 分，每題 5 分): 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。

- (1) Your employer has asked you to start working overtime and has offered to pay \$20 per hour for every hour you work beyond forty hours a week. The wage rate for each of the first forty hours will continue to be the usual \$15 per hour. In terms of dollars, what is the marginal benefit of working each hour of overtime? A) zero B) \$5.00 C) \$15.00 D) \$20.00.
- (2) What happens to the demand for CDs if the price of a CD player falls? A) The demand for CDs decreases because the price of a substitute falls. B) The demand for CDs decreases because the price of a complement falls. C) The demand for CDs increases because the price of a complement falls. D) The demand for CDs remains unchanged.
- (3) If minimum efficient scale is small relative to the maximum potential market, A) relatively small firms will have a cost advantage over relatively large firms. B) the market price will be low. C) relatively large firms will have a cost advantage over relatively small firms. D) the market price will be high.
- (4) Nicole Kidman considers kids to be an inferior good. As a result of kids being an inferior good, the A) substitution effect must be larger in magnitude than the income effect so that less is purchased as the price falls. B) substitution effect must be smaller in magnitude than the income effect so that less is purchased as the price falls. C) income effect is positive, so that more is purchased as income increases. D) income effect is negative, so that less is

參考用

注意：背面有試題

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purchased as income increases.

- (5) You are the new vice president in charge of advertising at Burger King. In your upcoming advertising campaign, you plan to degrade the fast food competitor whose product is the closest substitute for Burger King's tacos. That would be the fast food chain whose cross elasticity of demand with your tacos is equal to A) negative 2.21. B) positive 1.66. C) negative 1.75. D) positive 1.00.

III 問答題(共25分)

With rain forests nearly as vast as those of Brazil or Indonesia, the nation of Equitania has a quarter of its 210 million acres of land in some type of forestry production. The country produces nearly 20% of the world's tropical hardwoods and supplies the wood for about two million tons of paper pulp annually. All told, forestry contributes some \$2 billion annually in foreign exchange and is Equitania's second highest export earner. In the mid-1980s, Vermilion Paper Company of U.S. began exploring the possibility of starting a eucalyptus plantation in Equitania to help meet the company's growing pulp and paper needs. However, the Forest Defense Legion - a militant U.S. environmental group - ran in four major U.S. dailies a full-page ad entitled "398,000 ACRES OF VIRGIN RAIN FOREST DOWN THE DRAIN" condemning Vermilion.

(Adopted from Stern, A. J. (1991). The Case of the Environmental Impasse. Harvard Business Review, 69(3), 14-29.)

Extended Problems: The table below shows costs and benefits arising from the production of paper.

Quantity of paper produced (tons per week)	Vermilion Paper Company's marginal cost (dollars per ton)	eucalyptus' marginal cost from Environmental problem (dollars per ton)	Marginal social benefit of paper (dollars per ton)
10	100	50	550
20	150	100	450
30	200	150	350
40	250	200	250
50	300	250	150
60	350	300	50

- 1) What is the efficient level of paper production? If no one owns the eucalyptus forestry and there is no regulation of Environmental problem, what is the quantity of paper produced per week? Draw the figure and illustrate the deadweight loss in your figure. (5分)
- 2) If the government introduces a Pigovian tax, what is the tax per ton of paper produced that achieves an efficient outcome? What is the amount of the tax? (5分)
- 3) If the eucalyptus landlord owns the forestry, how much paper is produced per week and what does the Vermilion Paper Company pay the landlord per ton? Explain your answer. (5分)
- 4) If the Vermilion Paper Company owns the eucalyptus forestry, how much paper is produced per week? Explain. (5分)
- 5) Compare the quantities of paper produced in 3) and 4) and explain the relationship between these quantities. (5分)

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