

所別：企業管理學系碩士班 一般類組(丁組) 科目：經濟學  
(戊組)  
(己組)

I 是非題 (共35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) Cell phones are increasingly less expensive to manufacture. Holding all else equal, equilibrium price decreases and equilibrium quantity increases on the market for Cell phones.
- (2) If the real interest rate is 10%, and nominal interest rate is 12%. The deflation rate is 4%.
- (3) In the early 1990s, Taiwan taxicab drivers were on strike demanding lower cab fares. The drivers believed the price elasticity of demand was inelastic.
- (4) Suppose electricity producers create a negative externality equal to \$5 per-unit. The equilibrium quantity is greater than what should be produced.
- (5) If the CPI is 120, this means that prices are 120 percent higher than in the reference base period.
- (6) Suppose Michelle buys juice and only juice. Michelle would never consider buying any other good. Juice is always a Giffen good for Michelle.
- (7) If rice producer A is more productive relative to rice producer B, then economics say that rice producer A has an absolute advantage in the production of rice.

II 選擇題 (共 35 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) Some restaurants offer free refills on drinks. One reason why they can make this offer without fear of losing money is that A) there is no such concept as "marginal utility per dollar spent" on any soft drink after the first. B) the third and fourth refills probably have rapidly diminishing total utility. C) the third and fourth refills probably have rapidly diminishing marginal utility. D) the total utility of three or four soft drinks is probably close to zero.
- (2) Sam's income for gasoline and coffee currently is \$50 per week. If Sam's budget for gasoline and coffee increased from \$50.00 to \$75.00, Sam would experience A) only an income effect. B) only a substitution effect. C) an increase in the marginal rate of substitution of both gasoline for coffee and coffee for gasoline. D) none of the above.
- (3) Which of the following increases aggregate demand? A) A decrease in foreign income. B) A decrease in tax rates. C) A decrease in government spending. D) A decrease in the money supply.
- (4) One potential advantage that a monopoly might have over perfect competition is A) almost always a lower price. B) almost always a higher output. C) diseconomies of scale. D) possibly an increased incentive to innovate.
- (5) Firms use advertising to create brand loyalty. In markets where brand loyalty is created, the firm can A) price below marginal cost. B) price above marginal cost. C) price equal to marginal cost. D) maximize profits where marginal revenue is lower than marginal cost.
- (6) Which of the following items is NOT a part of gross private domestic investment? A) purchase of a share of Microsoft stock. B) purchase of a new house. C) net additions to inventory. D) equipment for a new wing on a factory.
- (7) After an open market operation, a multiple expansion of deposits can occur because A) banks typically hold some excess reserves. B) what one bank can do, the whole system cannot do. C) one bank's excess reserves are loaned out and end up as excess reserves in other banks. D) people convert their demand deposits to cash.

注意：背面有試題

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III 問答題與計算題 (共30分)

1 Please analyze the following paragraph by the concepts of economic theories.

Integrated circuits had their beginnings in the early 1960s, and the intervening years saw the increasing complexity of circuits, the number of chips produced, the circuit speed, and the variety of applications. The general design and production process begins with functional specifications for the IC. This means not just functionality (i.e. what the circuit does in terms of its primary inputs and outputs), but also constraints such as size, package type, power consumption, number of devices to be manufactured, expected product lifetime, etc. The development of the industry in the 1980s laid the base for the rapid rise of the IC fabless industry. Today, there are two types of IC production systems. The first is integrated device manufacturing (IDM), which includes IC design, fabrication, packaging, and testing, all in one company. The other type of system, which is vertically disintegrated, consists of independent production systems: IC fabless, wafer fabrication, mask generation and fabrication, IC packaging, and testing. Each function takes place in a separate company, which concentrates on that one specific item needed for overall IC production. The popular trend of the professional work division model has created numerous IC fabless companies and generated enormous revenue worldwide. The revenue of IC fabless industries is a good indicator of the innovation level of that region's IC industry. Table 1 lists the industrial revenue percentages of the main fabless players.

Table 1. Global main fabless players for the years 2002 (Millions of US dollars)

Ranking	2002	Revenue	Percent of Total	Cumulative Percentage
1	Qualcomm	3,000	15%	15%
2	Nvidia	2,500	12.5%	27.5%
3	Xilinx	2,000	10%	37.5%
4	Broadcom	1,500	7.5%	45%
5	MediaTek	1,000	5%	50%
	Other Companies	10,000	50%	100%

<sup>1</sup>本試題為虛構

<sup>2</sup>Shaded ones are Taiwanese IC fabless companies.

- (1) The most common variables used to measure the market structure of an Industry are the Herfindahl-Hirschman Index (HHI) and four-firm concentration ratio (C4). Please compare the difference of these two indexes ? (10 分)
- (2) If Broadcom wanted to acquire Media Tek, under what circumstances is the merger unlikely to be approved ? (10 分)
- (3) If Media Tek operates in a monopolistically competitive market, under what circumstances might it be possible to earn an economic profit ? (10 分)