

# 臺北市立大學

## 105 學年度第一學期學士班二、三年級轉學生招生考試試題

系 別：都會產業經營與行銷學系（二年級）

科 目：經濟學

考試時間：90 分鐘【8:30-10:00】

總 分：100 分

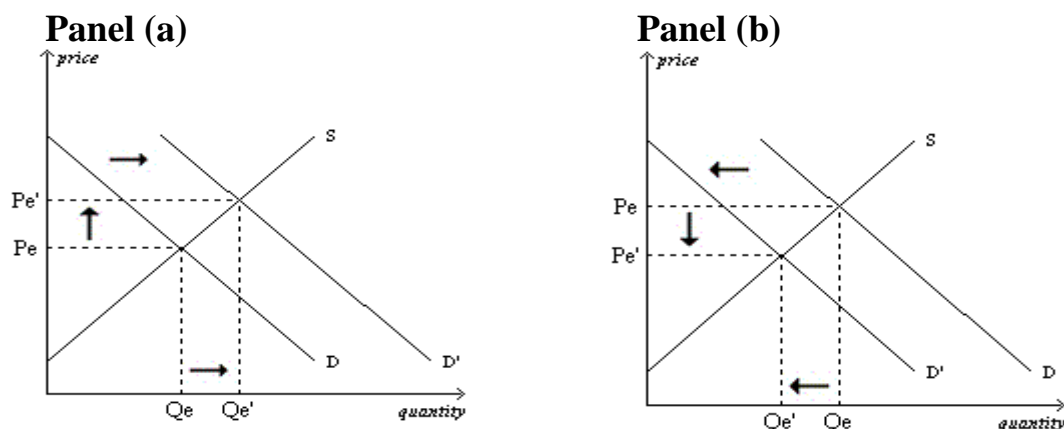
不得使用計算機  
或任何儀具。

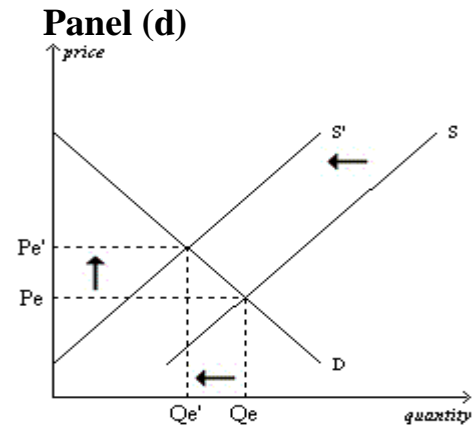
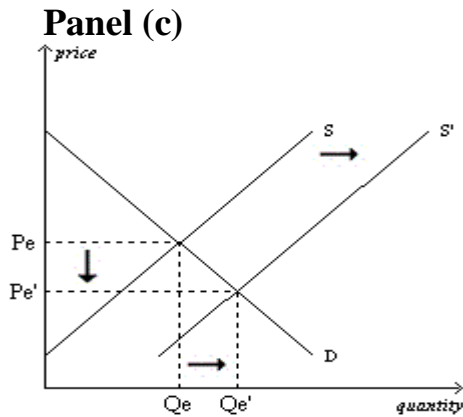
※ 注意：不必抄題，作答時請將試題題號及答案依照順序寫在答案卷上；限用藍色或黑色筆作答，使用其他顏色或鉛筆作答者，所考科目以零分計算。（於本試題紙上作答者，不予計分。）

### 一、選擇題（2 分，共 40 分）

1. A T-shirt maker would be willing to supply 75 T-shirts per day at a price of \$18.00 each. At a price of \$20.00, the T-shirt maker would be willing to supply 100 T-shirts. Using the midpoint method, the price elasticity of supply for T-shirts is about
  - (A) 0.37, and supply is elastic.
  - (B) 0.37, and supply is inelastic.
  - (C) 2.71, and supply is elastic.
  - (D) 2.71, and supply is inelastic.
2. If the demand for textbooks is inelastic, then a decrease in the price of textbooks will
  - (A) increase total revenue of textbook sellers.
  - (B) decrease total revenue of textbook sellers.
  - (C) not change total revenue of textbook sellers.
  - (D) There is not enough information to answer this question.

Figure 1





3. Refer to Figure 1. Panel (a) shows which of the following?  
 (A) an increase in demand and an increase in quantity supplied.  
 (B) an increase in demand and an increase in supply.  
 (C) an increase in quantity demanded and an increase in quantity supplied.  
 (D) an increase in quantity demanded and an increase in supply.
4. Refer to Figure 1. Which of the four panels represents the market for cars as a result of the adoption of new technology on assembly lines?  
 (A) Panel (a)      (B) Panel (b)      (C) Panel (c)      (D) Panel (d)

**Table 1**

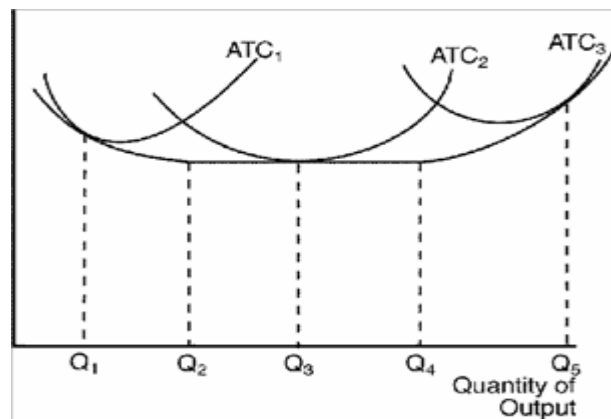
Assume that Brad and Theresa can switch between producing wheat and producing beef at a constant rate.

	Minutes Needed to Make 1	
	Bushel of Wheat	Pound of Beef
Brad	10	12
Theresa	6	10

5. Refer to Table 1. What is Brad's opportunity cost of producing one pound of beef?  
 (A)  $5/6$  bushels of wheat      (B)  $6/5$  bushels of wheat  
 (C)  $3/5$  bushels of wheat      (D)  $5/3$  bushels of wheat
6. Refer to Table 1. Brad should specialize in the production of  
 (A) wheat and Theresa should specialize in the production of beef.  
 (B) beef and Theresa should specialize in the production of wheat.  
 (C) both goods and Theresa should specialize in the production of neither good.  
 (D) neither good and Theresa should specialize in the production of both goods.

7. Efficiency is **attained** when
- (A) total surplus is maximized.
  - (B) producer surplus is maximized.
  - (C) all resources are being used.
  - (D) consumer surplus is maximized and producer surplus is minimized.
8. Market failure is the inability of
- (A) buyers to interact harmoniously with sellers in the market.
  - (B) a market to establish an equilibrium price.
  - (C) buyers to place a value on the good or service.
  - (D) some unregulated markets to allocate resources efficiently.

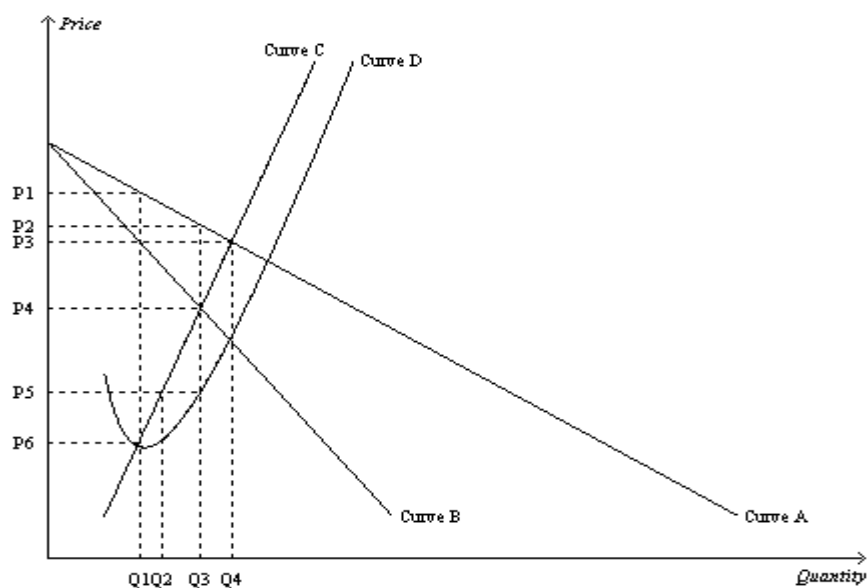
**Figure 2**



9. **Refer to Figure 2.** The three average total cost curves on the diagram labeled  $ATC_1$ ,  $ATC_2$ , and  $ATC_3$  most likely correspond to three different
- (A) time horizons.
  - (B) products.
  - (C) firms.
  - (D) factory sizes.
10. **Refer to Figure 2.** The firm experiences constant returns to scale if it changes its level of output from
- (A)  $Q_1$  to  $Q_2$ .
  - (B)  $Q_2$  to  $Q_4$ .
  - (C)  $Q_1$  to  $Q_3$ .
  - (D)  $Q_4$  to  $Q_5$ .
11. When a perfectly competitive firm decides to shut down, it is most likely that
- (A) marginal cost is above average variable cost.
  - (B) marginal cost is above average total cost.
  - (C) price is below the firm's average variable cost.
  - (D) fixed costs exceed variable costs.

12. When new firms have an incentive to enter a competitive market, their entry will
- (A) increase the price of the product.
  - (B) drive down profits of existing firms in the market.
  - (C) shift the market supply curve to the left.
  - (D) increase demand for the product.

**Figure 3**



13. **Refer to Figure 3.** A profit-maximizing monopoly will produce an output level of
- (A) Q1.
  - (B) Q2.
  - (C) Q3.
  - (D) Q4.
14. **Refer to Figure 3.** A profit-maximizing monopoly will charge a price of
- (A) P1.
  - (B) P2.
  - (C) P3.
  - (D) P4.
15. **Refer to Figure 3.** A profit-maximizing monopoly's profit is equal to
- (A)  $P2 \times Q3$ .
  - (B)  $(P2 - P4) \times Q3$ .
  - (C)  $(P2 - P5) \times Q3$ .
  - (D)  $(P1 - P6) \times Q1$ .
16. Private ownership of a monopoly may benefit society because the monopoly will have an incentive to
- (A) charge a price that is consistent with that of a benevolent social planner.
  - (B) charge a price that prevents some people from buying.
  - (C) price its good according to the intersection of marginal cost and average revenue.
  - (D) lower its costs to earn a higher profit.

17. Monopolistic competition differs from perfect competition because in monopolistically competitive markets
- (A) there are barriers to entry.
  - (B) all firms can eventually earn economic profits.
  - (C) each of the sellers offers a somewhat different product.
  - (D) strategic interactions between firms are important.
18. In which of the following product markets are we likely to observe the largest amount of advertising?
- (A) markets with highly differentiated products.
  - (B) perfectly competitive markets.
  - (C) markets in which industrial products are sold.
  - (D) markets in which there is very little difference between different firms' products.

**Table 2**

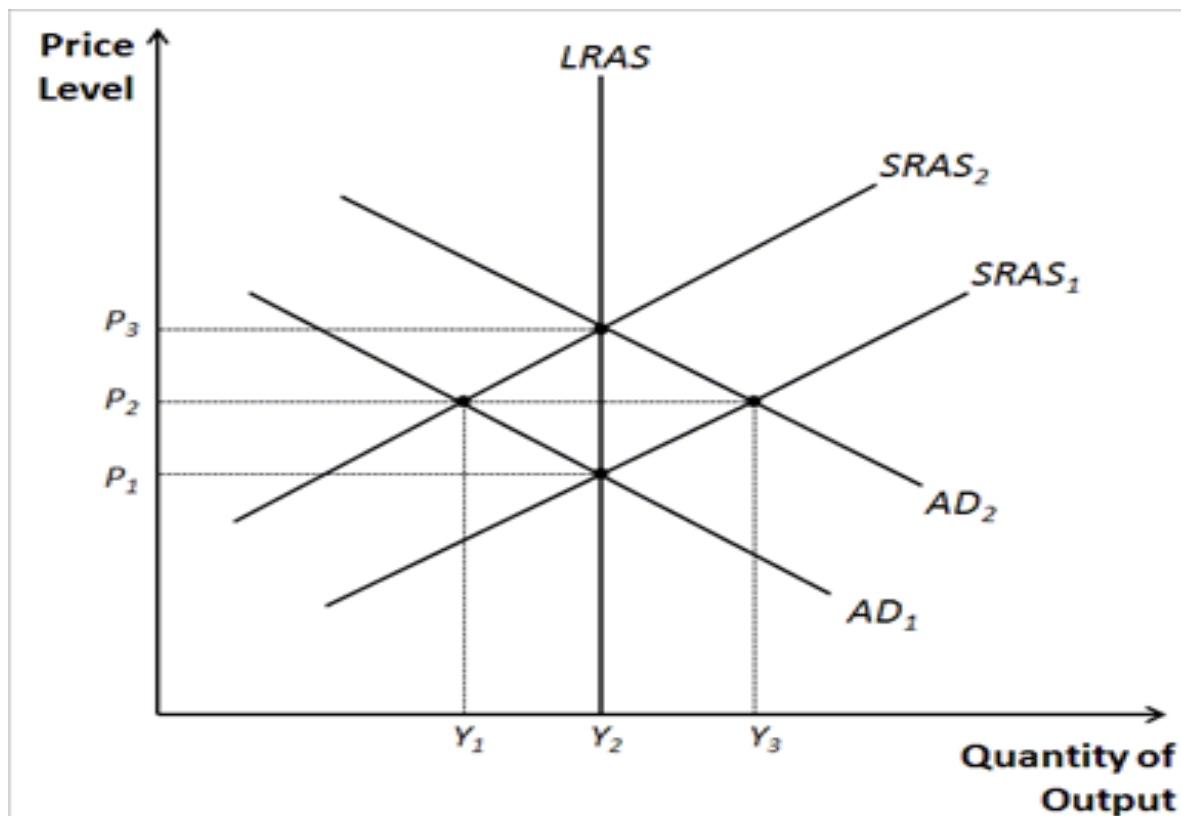
This table shows a game played between two firms, Firm A and Firm B. In this game each firm must decide how much output ( $Q$ ) to produce: 10 units or 12 units. The profit for each firm is given in the table as (Profit for Firm A, Profit for Firm B).

		<b>Firm B</b>	
		$Q=10$	$Q=12$
<b>Firm A</b>	$Q=10$	(48, 48)	(20, 60)
	$Q=12$	(60, 20)	(38, 38)

19. **Refer to Table 2.** The dominant strategy For Firm A is to produce
- (A) 10 units and the dominant strategy for Firm B is to produce 10 units.
  - (B) 10 units and the dominant strategy for Firm B is to produce 12 units.
  - (C) 12 units and the dominant strategy for Firm B is to produce 10 units.
  - (D) 12 units and the dominant strategy for Firm B is to produce 12 units.
20. **Refer to Table 2** If these two firms agree to cooperate to maximize their joint profit, the outcome of the game will be
- (A) 10 units of output for Firm A and 10 units of output for Firm B.
  - (B) 10 units of output for Firm A and 12 units of output for Firm B.
  - (C) 12 units of output for Firm A and 10 units of output for Firm B.
  - (D) 12 units of output for Firm A and 12 units of output for Firm B.

## 二、簡答題（共 60 分）

### I. AD-AS model



1. Suppose the economy starts at  $P_3$  and  $Y_2$ . If there is a decrease in government purchases, which curves in the aggregate demand and aggregate supply model would be affected? Identify the price and output levels that the economy would move to in the short run. (5 分)
2. Suppose the economy starts at  $P_2$  and  $Y_3$ . What kind of policy can the Central Bank adopt to stabilize the economy? Why? (5 分)
3. Suppose the economy starts at  $P_1$  and  $Y_2$ . If ISIS accidentally damages the oil fields in Iran during the war against united army, which curves in the aggregate demand and aggregate supply model would be affected? Identify the price and output levels that the economy would move to in the short run. (5 分)
4. Following question 3. Which term is used to describe such a new equilibrium? (5 分)

## II. Read the words below and answer the following questions.

“The Fed’s aggressive easing has depressed yields, encouraging capital to flow elsewhere. In principle, countries can insulate themselves from the Fed’s actions by allowing their currencies to float upwards against the dollar. But in practice, countries are reluctant to do so.”

~ Economist (2011.6.4)

1. Translate the above paragraph into Chinese. (20 分)
2. “Fed’s aggressive easing” refers to Quantitative Easing (QE) policy implemented by the Fed. What is the difference of QE policy from regular expansionary monetary policy? (5 分)
3. Why QE policy encourages U. S. capital to flow to other countries?  
(5 分)
4. Take the Central Bank in Taiwan as an example. Try to explain why the appreciation of NTD, i.e., “float upwards against the dollar”, can “insulate themselves from the Fed’s actions”. (5 分)
5. Following question 4. Try to explain the reason why the Central Bank in Taiwan “reluctant to do so”. (5 分)