

國立中山大學 95 學年度碩士班招生考試試題

科目：企業管理【企管系碩士班甲班甲組】

共 1 頁 第 1 頁

一、解釋名詞 (每題 4 分，共 40 分)

- | | |
|----------------------------------|-------------------------------------|
| 1. Breakeven Analysis | 2. Customer relationship management |
| 3. Span of control | 4. Target costing |
| 5. Corporate governance | 6. Critical Path Method |
| 7. Client/server Computing | 8. Outsourcing |
| 9. Material Requirement Planning | 10. DoS attack |

二、如何改善業務人員 (Sales) 的招聘、訓練、發展與考核，以提振業務人員的士氣，滿足顧客的需要與慾望，及達成公司的營業目標？請以實例說明。(15 分)

三、如何針對企業的管理活動執行的技巧 (Implementation Skills) 以提昇公司的競爭優勢 (Competitive Advantage) 及達成公司既定的管理目標？請以實例說明。(15 分)

四、何謂『倫理 ethics』？任意列舉一項可以幫助經理人員處理資訊社會的倫理衝突之『倫理準則 (ethical principals)』。請以實例說明。(15 分)

五、何謂『分眾生產 mass customization』？任意列舉一項可以幫助經理人員達成分眾生產的管理手法。請以實例說明。(15 分)

國立中山大學 95 學年度碩士班招生考試試題

科目：經濟學甲【企管系碩士班甲班甲組】

共 6 頁 第 1 頁

第一部份：個體經濟學

(一) 單選題，每題 3 分，共 39 分，答錯不倒扣。

1. If the demand curve for a good is a downward sloping straight line, then at which of the following prices is demand most elastic?
 - A) \$1/unit
 - B) \$2/unit
 - C) \$3/unit
 - D) It is impossible to determine at which price the demand will be most elastic without more information.
2. Sam can spend an hour of his time either working or staying home and watching his favorite television show, "Gilligan's Island." If Sam's wage rate increases, the
 - A) substitution effect would induce Sam to work less and spend more time watching "Gilligan's Island."
 - B) income effect would induce Sam to work less and spend more time watching "Gilligan's Island."
 - C) income effect would induce Sam to work more and spend less time watching "Gilligan's Island."
 - D) Both answers A and C are correct.
3. Sheila's Sports Shop is a very popular sporting goods store, which has a yearly revenue of \$600,000. Sheila runs the business herself. Her alternative employment options are to be a college swimming coach for \$50,000 per year or a construction worker for \$40,000 per year. Sheila spends \$230,000 purchasing goods for resale to her customers. She also has four employees, who each earn \$25,000 per year. Sheila owns the building that her Sports Shop is housed in—she remodeled a house that she owns and that she could have rented out for \$20,000 per year instead. Sheila's implicit costs equal
 - A) \$70,000 per year.
 - B) \$90,000 per year.
 - C) \$110,000 per year.
 - D) \$330,000 per year.
4. Which of the following statements regarding principal-agent relations is correct?
 - A) Workers are principals for managers.
 - B) Stockholders are agents.
 - C) Managers are both principals and agents.
 - D) All of the above answers are correct.
5. A single-price monopoly will set its price according to which of the following rules?
 - A) $P = MR$ and MR equals MC .
 - B) P equals MC where the MC curve crosses the demand curve.
 - C) P equals MR where the MR curve crosses the demand curve.
 - D) None of the above answers is correct.
6. Monopolies can earn an economic profit in the long run because of
 - A) rent seeking by competitors.
 - B) the elastic demand for the monopoly's product.
 - C) the cost-savings gained by the monopoly.
 - D) barriers to enter the monopoly's market.

國立中山大學 95 學年度碩士班招生考試試題

科目：經濟學甲【企管系碩士班甲班甲組】

共 6 頁 第 2 頁

7. Which of the following is NOT necessary for a monopoly to increase its economic profit by discriminating among groups of buyers?
 - A) The firm must be able to separate different buyer types.
 - B) The firm must be able to identify each individual consumer's precise willingness to pay.
 - C) Each group of buyers must have a different average willingness to pay.
 - D) Resale of the product is difficult or unlikely.
8. Which of the following statements is true?
 - A) Perfectly competitive markets are efficient, but monopoly markets never are.
 - B) Perfectly competitive markets always reach equilibrium but monopoly markets never reach equilibrium.
 - C) Perfect price discriminating monopolists can eliminate all deadweight losses and achieve efficiency.
 - D) All the above statements are true.
9. The kinked demand curve model of oligopoly is based on the assumption that each firm believes that
 - A) if it raises or lowers its price other firms will follow.
 - B) if it raises its price other firms will not follow, and if it lowers its price other firms will follow.
 - C) if it raises or lowers its price other firms will not follow.
 - D) if it raises its price other firms will follow, and if it lowers its price other firms will not follow.
10. Which of the following statements about the elasticity of the demand for labor is correct?
 - A) The demand for labor is more elastic in the short-run as opposed to long-run.
 - B) The demand for labor is more elastic when capital can be easily substituted for labor.
 - C) The demand for labor is more elastic when the elasticity of demand for the good is perfectly inelastic.
 - D) The demand for labor is more elastic when the production process uses more capital and less labor.
11. A backward-bending supply curve of labor exists whenever
 - A) the substitution effect of a wage increase is larger than the income effect of that wage increase.
 - B) the substitution effect of a wage increase is smaller than the income effect of that wage increase.
 - C) the substitution effect and the income effect of a wage increase work in the same direction.
 - D) the substitution effect and the income effect of a wage increase work in opposite directions.

國立中山大學 95 學年度碩士班招生考試試題

科目：經濟學甲【企管系碩士班甲班甲組】

共 6 頁 第 3 頁

12.

Quantity (hours per day)	Marginal cost (dollars per hour)	Marginal benefit for Pooh (dollars per hour)	Marginal benefit for Piglet (dollars per hour)
0			
1	6	10	20
2	12	8	16
3	18	6	12
4	24	4	8
5	30	2	4

Suppose two individuals, Pooh and Piglet, desire protection (provided by Tigger) of their community, The Hundred Acre Wood, from heffalumps. Protection is a public good. The marginal cost of protection as well as Piglet's and Pooh's marginal benefits from protection are in the table above. What is the quantity of protection that achieves the maximum net benefit?

- A) 1 hour per day
 B) 2 hours per day
 C) 3 hours per day
 D) 4 hours per day
13. Both firm A and firm B emit 300 tons of pollution. Suppose both firm A and firm B have marketable permits that allow each to emit 100 tons of pollution. If it costs \$5,000 for firm A to eliminate 100 tons of pollution and it costs firm B \$6,000 to eliminate 100 tons of pollution, then
- A) firm B will sell its permits to firm A for a price above \$6,000.
 B) firm A will sell its permits to firm B for a price below \$6,000.
 C) firm A will sell its permits to firm B for a price above \$6,000.
 D) firm B will sell its permits to firm A for a price below \$6,000.

(二) 計算分析題，共 11 分

1. There are four consumers willing to pay the following amounts for haircuts:

Jelly: \$7 Oprah: \$2 Sally Jessy: \$8 Montel: \$5

There are four haircutting businesses with the following costs:

Firm A: \$3 Firm B: \$6 Firm C: \$4 Firm D: \$2

Each firm has the capacity to produce only one haircut.

- (1) For efficiency, how many haircuts should be given? (5 分)
 (2) How large is the maximum possible total surplus (Note that total surplus is the sum of consumer surplus and producer surplus)? (6 分)

國立中山大學 95 學年度碩士班招生考試試題

科目：經濟學甲【企管系碩士班甲班甲組】

共 6 頁 第 4 頁

第二部份，總體經濟學，單選題，每題 2 分，共 50 分，答錯不倒扣。

1. If an Edgeworth box lies wholly inside of a society's production possibility frontier, which of the following is true?
A) The two goods are perfect substitutes. B) There is no competitive equilibrium.
C) The economy is underutilizing its resources. D) The technology is not linear.
2. If all individuals' marginal rates of substitution are equal to nine and the technical rate of substitution is equal to fifteen then which of the following is true?
A) The economy is at a Pareto optimal allocation.
B) Society should increase the production of good one at the expense of good two.
C) Society should increase the production of good two at the expense of good one.
D) The price ratio is equal to six
3. If aggregate demand is dependent only on prices and aggregate income then which of the following must be true?
A) All individuals have linear demand curves.
B) The marginal propensity to consume is constant and the same for all agents.
C) All individuals have the same level of income.
D) The aggregate demand curve is horizontal.
4. Which of the following represents the strong axiom of revealed preference?
A) If bundle X is revealed directly to bundle Y then it can not be the case Y is revealed directly to X.
B) If bundle X is revealed directly to bundle Y then Y can still be directly revealed preferred to X.
C) If bundle X is indirectly revealed preferred to bundle Y then it can not be the case Y is indirectly revealed preferred to X.
D) If bundle X is directly or indirectly revealed preferred to bundle Y then it cannot be the case that Y is directly or indirectly revealed preferred to X.
5. If, after a price change, the relative price effect is zero then which of the following is true?
A) The goods are perfect substitutes. B) The goods are perfect compliments.
C) The income effect is zero. D) The preferences are convex.
6. If a consumer is a borrower and the interest rate decreases which of the following is true?
A) The consumer will become a saver. B) The consumer is worse off.
C) The consumer will be better off. D) The consumer will purchase the same bundle.
7. Which of the following can cause the budget constraint to be 'bowed out'?
A) As saving or borrowing increase the interest rate increases.
B) As saving or borrowing increases the interest rate decreases.
C) As saving increases the interest rate decreases and as borrowing increases the interest rate increases.
D) As saving increases the interest rate increases, as borrowing increases the interest rate decreases.
8. If individual A is more impatient than individual B, which of the following is true?
A) A prefers consumption tomorrow more than agent B. B) A has steeper indifference curves than B.
C) B has flatter indifference curves than A. D) A will achieve a higher level of utility than B.
9. If a consumer is a net seller of a good and the price of the good falls then which of the following will occur?
A) The consumer sells even more units of the good. B) The consumer becomes a net buyer.
C) The consumer remains at initial position. D) Not enough information to determine the answer.
10. A consumer has a reservation price of £8 for purchasing a unit of a good and a reservation price of £9 to sell a unit of the same good. If the prevailing market price is £12 then which of the following will occur?
A) The consumer sells a unit and makes a surplus of £4. B) The consumer buys a unit and makes a surplus of £3.
C) The consumer buys a unit and makes a surplus of £4. D) The consumer sells a unit and makes a surplus of £3.
11. Right shoes and left shoes are a good example of what type of preferences?
A) Perfect substitutes. B) Quasi-linear preferences. C) Perfect complements. D) Concave preferences.
12. If good one is desirable and good two is undesirable then which of the following is true (assuming good 1 is on horizontal axis)?
A) Indifference curves are downward sloping. B) Indifference curves are horizontal.
C) Indifference curves are upward sloping. D) Indifference curves are vertical.

國立中山大學 95 學年度碩士班招生考試試題

科目：經濟學甲【企管系碩士班甲班甲組】

共 6 頁 第 5 頁

13. A utility function that represents preferences:
- A) Assigns the same number to bundles that lie on the same indifference curve and higher numbers to bundles that are preferred.
 - B) Assigns the same number to bundles that lie on the same indifference curve and lower numbers to bundles that are preferred.
 - C) Assigns same number to all bundles.
 - D) Assigns different numbers to bundles that lie on the same indifference curve.
14. One similarity between the IS-LM model and the Mundell-Fleming model is:
- A) both models assume real exchange rate as given.
 - B) both models analyze the effect of changes in the real exchange rate on output and interest rate.
 - C) both models assume prices as given.
 - D) both models assume real and nominal exchange rates move together.
15. In an open economy, which of the following shifts the IS curve to the right?
- A) Real depreciation.
 - B) Decline in the real exchange rate, all else fixed.
 - C) Real appreciation.
 - D) Decrease in foreign income, all else fixed.
16. Given the expected future exchange rate and foreign interest rate:
- A) an increase in the domestic interest rate causes a real depreciation.
 - B) a decrease in domestic prices causes an increase in foreign prices.
 - C) an increase in the domestic interest rate causes a real appreciation.
 - D) an increase in domestic prices decreases foreign prices.
17. In an open economy with a fixed exchange rate, if the economy is in a recession and the government decided not to change its exchange rate,
- A) the price level will be higher than the price level the year before.
 - B) the aggregate demand curve will shift to the right causing output to increase.
 - C) the real exchange rate will experience a depreciation caused by lower domestic prices.
 - D) the real exchange rate will decrease as a result of higher domestic prices.
18. If an open economy with a fixed exchange rate is in a recession and the government decided to revalue its currency:
- A) the aggregate demand curve shifts left causing a further recession.
 - B) the real exchange rate increases.
 - C) the economy can achieve the natural rate of output.
 - D) the aggregate supply curve shifts down causing output to increase.
19. Devaluation provides an open economy with fixed exchange rate an effective way to get rid of recessions. Why is not devaluation used more often in these countries?
- A) Devaluation, compared to price adjustment, takes a long time to work.
 - B) Devaluation may lead to further reduction in output in the short run.
 - C) Devaluation may lead to lower prices of imports.
 - D) Countries with fixed exchange rate do not have the power to devalue.
20. Why do economists worry about long-term unemployment?
- A) Long term unemployment may cause workers to lose their skills and work habits.
 - B) Long term unemployment may lead to a low natural rate of unemployment.
 - C) Long term unemployment may lead to steady deflation.
 - D) Long term unemployment implies large indirect labor cost.
21. The largest hyperinflation was in:
- A) Hungary after World War II.
 - B) Germany after World War II.
 - C) Germany from 1922 to 1923.
 - D) Hungary from 1922 to 1923.
22. The main cause of hyperinflation in Germany and Hungary during the 1940's was:
- A) high money growth rate.
 - B) large budget deficit.
 - C) adverse shocks on the economy.
 - D) active sale of government bonds to reduce the deficit.

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共 6 頁 第 6 頁

23. One of the main causes of the Bolivian hyperinflation during the 1980's was:
- A) a dramatic drop in the world price of tin.
 - B) a major war which reduced tax revenues and increased government spending.
 - C) a large reconstruction program implemented by the government.
 - D) a civil war which destroyed the country's ability to collect taxes.
24. Making the central bank independent and appointing a conservative banker for a longer period of time are ways to:
- A) make monetary policy more powerful.
 - B) reduce the time lag between a policy and its effect on the economy.
 - C) minimize the problem of time inconsistency.
 - D) all of the above.
25. A tax cut today:
- A) increases tax revenue in the short-run.
 - B) forces the government to increase government spending.
 - C) may lead to a decrease in pre-tax income in the long run.
 - D) will lead to an increase in taxes in the future if it is not matched by cuts in government spending.

共兩大題(合計一百分)

一、簡答題(60分)

1. 你最注重什麼(列出至少五項)? 為什麼? 請舉實例印証之。(10分)
2. 一個好的企業最注重什麼(列出至少五項)? 為什麼?(10分)
3. 一個好的團隊最注重什麼(列出至少五項)? 為什麼?(10分)
4. 一個好的領導者最注重什麼(列出至少五項)? 為什麼?(10分)
5. 一個好的個人最注重什麼(列出至少五項)? 為什麼?(10分)
6. 綜合一下你前面五題的答案, 你有什麼想法?(10分)

二、解釋名詞(每題4分, 每題限80字以內)

1. 帕金森定律 (Parkinson's Law)
2. SWOT
3. CSR (Corporate Social Responsibility)
4. 組織文化 (Organization Culture)
5. 決策支援系統 (Decision Support Systems, DSS)
6. 策略管理 (Strategic Management)
7. 領導中的情境領導理論 (Situational Leadership Theory)
8. Alderfer 的三需求理論 (ERG Theory)
9. Natural Capitalism
10. NPO

第一大題 (>5 小題共 50 分)

單選(每題 2 分)

1. A buyer's reservation price is the minimum price that he or she is willing to pay to buy one unit of a good.
 - A) TRUE
 - B) FALSE

2. Total surplus is the area between the demand curve and the horizontal axis (assuming quantity is on the horizontal axis).
 - A) TRUE
 - B) FALSE

3. A consumer has a reservation price of £8 for purchasing a unit of a good and a reservation price of £9 to sell a unit of the same good. If the prevailing market price is £12 then which of the following will occur?
 - A) The consumer sells a unit and makes a surplus of £4.
 - B) The consumer sells a unit and makes a surplus of £3.
 - C) The consumer buys a unit and makes a surplus of £4.
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4. If good one is desirable and good two is undesirable then which of the following is true (assuming good 1 is on horizontal axis)?
 - A) Indifference curves are upward sloping.
 - B) Indifference curves are horizontal.
 - C) Indifference curves are downward sloping.
 - D) Indifference curves are vertical.

5. A utility function that represents preferences:
 - A) Assigns the same number to bundles that lie on the same indifference curve and higher numbers to bundles that are preferred.
 - B) Assigns the same number to bundles that lie on the same indifference curve and lower numbers to bundles that are preferred.
 - C) Assigns same number to all bundles.
 - D) Assigns different numbers to bundles that lie on the same indifference curve.

6. In a two good case, if a consumer has quasi-linear preferences with respect to a good and the consumer's income increases, which of the following will occur?
 - A) An increase in the demand for good two.
 - B) A decrease in the demand for good two.
 - C) Demand for good two remains constant.
 - D) The fraction of income spent on good two increases.

7. If individuals have different preferences but society's preferences are consistent with the aggregation of individual preferences, which of the following is true?
 - A) All endowments are equal.
 - B) There are only two individuals in the society.
 - C) Society's preferences are determined by a single individual.
 - D) The social welfare function is Rawlsian.

8. If a firm's long-run total cost function is linear then the firm must always experience:
 - A) Constant marginal products for all inputs.
 - B) Decreasing returns to scale.
 - C) Constant returns to scale.
 - D) Increasing returns to scale.

9. If the total cost function is concave then the production function is:
 - A) Concave.
 - B) Linear.
 - C) Convex.
 - D) Of a constant elasticity of substitution form.

10. If the average cost curve is decreasing then the marginal cost curve is:
 A) Always decreasing. B) Always increasing. C) Decreasing or increasing.
 D) Always constant.
11. If a profit-maximising firm faces a production technology that exhibits decreasing returns to scale, which of the following profit levels can the firm never achieve in the short-run or the long-run?
 A) A positive finite amount. B) A positive infinite amount. C) Zero profit.
 D) A finite negative amount.
12. In the case of two individuals, if one individual is allowed to set the prices in the market then which of the following is true?
 A) The individual achieves a higher level of satisfaction than under price taking conditions.
 B) The resulting allocation will be efficient.
 C) The other individual will not engage in trade.
 D) The individual will choose the competitive equilibrium prices.
13. If individuals have different preferences but society's preferences are consistent with the aggregation of individual preferences, which of the following is true?
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14. If a firm's long-run total cost function is linear then the firm must always experience:
 A) Constant marginal products for all inputs. B) Decreasing returns to scale.
 C) Constant returns to scale. D) Increasing returns to scale.
15. What is the largest component of GDP?
 A) Consumption. B) Investment. C) Government Spending. D) Net Exports.
16. If the consumption equation is in the form $C = 1,500 + 0.75 YD$, then at zero YD :
 A) consumption is zero. B) saving is \$1,500. C) income must be greater than taxes.
 D) dissaving is \$1,500.
17. Holding money supply constant, an increase in output, Y , shifts the money demand curve, M_d , to the right, which causes the equilibrium interest rate to rise. This relationship is depicted by the:
 A) LM curve. B) ZZ line. C) IS curve. D) M_d curve.
18. An increase in the price level, all else fixed, will:
 A) shift the LM curve to the left, increase interest rate, increase the demand for goods, and increase output and prices.
 B) shift the LM curve to the left, increase interest rate, decrease the demand for goods, and decrease output and prices.
 C) shift the LM curve to the left, decrease interest rate, increase the demand for goods, and increase output and prices.
 D) shift the LM curve to the left, increase interest rate, increase the demand for goods, and decrease output and prices.

19. Which of the following shifts the AD curve to the right?
A) Expansionary fiscal policy and expansionary monetary policy.
B) Contractionary fiscal policy and contractionary monetary policy.
C) Contractionary fiscal policy and expansionary monetary policy.
D) Expansionary fiscal policy and contractionary monetary policy.
20. For a given expected inflation rate and a given natural unemployment rate, an increase in actual unemployment:
A) lowers inflation. B) increases inflation. C) does not affect inflation.
D) none of the above.
21. Which of the following causes the inflation rate to increase?
A) Lower expected inflation. B) Lower unemployment rate.
C) Lower unemployment benefits D) Lower markup price.
22. Assuming labor is the only factor of production, growth in output, Y, can be generated by:
A) growth in employment only. B) growth in labor productivity only.
C) a combination of growth in employment and growth in labor productivity.
D) all of the above.
23. According to Okun's Law, what is the result of an increase in output growth?
A) a decrease in unemployment. B) a decrease in inflation.
C) an increase in unemployment. D) an increase in inflation.
24. An increase in the saving rate _____ the steady state value of capital per worker, and _____ the steady state value of output per worker.
A) increases, decreases. B) decreases, decreases. C) increases, increases.
D) decreases, increases.
25. The purchasing power parity (PPP) approach is a more useful method used to compare the standard of living of different countries because:
A) using current exchange rates, which can vary a lot, cause large fluctuations in output per capita among countries.
B) current exchange rates do not take into account differences in prices of basic goods among countries.
C) the PPP method does not ignore differences in prices of basic goods.
D) all of the above.

第二大題 (3 小題共 50 分)

1. Please define the following terms: (10 分)

- a) Agency cost
- b) Moral hazard

2. A corporation is faced with a problem concerning its computer facility. Its facility services 600 identical users with two computers, one of which has a bit more software support than the other, but which is more prone to congestion. Specifically, if one of the users uses the first computer and the total number of users of that computer is n , the individual user is able to increase her productivity by an amount of $\$(30-n)/10$. If one of the users uses the second computer and the total number of users of that computer is m , the user increases her productivity by the amount of $\$(10-m)/30$. You should assume throughout that these 600 users are all there and no new ones will appear. Also, the marginal cost of serving a user is zero.

Until now, the corporation has not tried to regulate use of its computers. Each user has allocated herself to one of the two computers, choosing so to maximize her productivity gain from the computer under the assumption that other users will stick with computers they have chosen. Assuming this is so, what is the equilibrium allocation of users to the two computers? How many are using computer 1, how many are using computer 2, and how many are using neither? (20 分)

3. Suppose the phone company charges \$200 a month for basic service, which include 100 free calls per month. After the first 100 calls, each call costs \$1. Under this pricing structure, John makes 200 calls per month. (20 分)

- a) Suppose a second phone company offers a different pricing structure: phone calls are \$1.5 each, there is no monthly service charge and no free calls. Will John change his phone company? If he does, or if he is forced to change, will he make more or less phone calls?
- b) Suppose the new phone company charges \$1.7 per call. Does your answer to a) change? If so, how?

一、解釋名詞 (每題 4 分，共 40 分)

- | | |
|------------------------------|-------------------|
| 1. Activity-based accounting | 2. Variable costs |
| 3. Brand equity | 4. Leaderships |
| 5. Macroenvironment forces | 6. PDCA |
| 7. Ergonomics | 8. HTML |
| 9. M Commerce | 10. ERP systems |

二、如何改善業務人員 (Sales) 的招聘、訓練、發展與考核，以提振業務人員的士氣，滿足顧客的需要與慾望，及達成公司的營業目標？請以實例說明。(15 分)

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第一部份，總體經濟學，單選題，每題 2 分，共 50 分，答錯不倒扣。

1. If an Edgeworth box lies wholly inside of a society's production possibility frontier, which of the following is true?
 - A) The two goods are perfect substitutes.
 - B) There is no competitive equilibrium.
 - C) The economy is underutilizing its resources.
 - D) The technology is not linear.
2. If all individuals' marginal rates of substitution are equal to nine and the technical rate of substitution is equal to fifteen then which of the following is true?
 - A) The economy is at a Pareto optimal allocation.
 - B) Society should increase the production of good one at the expense of good two.
 - C) Society should increase the production of good two at the expense of good one.
 - D) The price ratio is equal to six.
3. If aggregate demand is dependent only on prices and aggregate income then which of the following must be true?
 - A) All individuals have linear demand curves.
 - B) The marginal propensity to consume is constant and the same for all agents.
 - C) All individuals have the same level of income.
 - D) The aggregate demand curve is horizontal.
4. Which of the following represents the strong axiom of revealed preference?
 - A) If bundle X is revealed directly to bundle Y then it can not be the case Y is revealed directly to X.
 - B) If bundle X is revealed directly to bundle Y then Y can still be directly revealed preferred to X.
 - C) If bundle X is indirectly revealed preferred to bundle Y then it can not be the case Y is indirectly revealed preferred to X.
 - D) If bundle X is directly or indirectly revealed preferred to bundle Y then it cannot be the case that Y is directly or indirectly revealed preferred to X.
5. If, after a price change, the relative price effect is zero then which of the following is true?
 - A) The goods are perfect substitutes.
 - B) The goods are perfect compliments.
 - C) The income effect is zero.
 - D) The preferences are convex.
6. If a consumer is a borrower and the interest rate decreases which of the following is true?
 - A) The consumer will become a saver.
 - B) The consumer is worse off.
 - C) The consumer will be better off.
 - D) The consumer will purchase the same bundle.
7. Which of the following can cause the budget constraint to be 'bowed out'?
 - A) As saving or borrowing increase the interest rate increases.
 - B) As saving or borrowing increases the interest rate decreases.
 - C) As saving increases the interest rate decreases and as borrowing increases the interest rate increases.
 - D) As saving increases the interest rate increases, as borrowing increases the interest rate decreases.
8. If individual A is more impatient than individual B, which of the following is true?
 - A) A prefers consumption tomorrow more than agent B.
 - B) A has steeper indifference curves than B.
 - C) B has flatter indifference curves than A.
 - D) A will achieve a higher level of utility than B.
9. If a consumer is a net seller of a good and the price of the good falls then which of the following will occur?
 - A) The consumer sells even more units of the good.
 - B) The consumer becomes a net buyer.
 - C) The consumer remains at initial position.
 - D) Not enough information to determine the answer.
10. A consumer has a reservation price of £8 for purchasing a unit of a good and a reservation price of £9 to sell a unit of the same good. If the prevailing market price is £12 then which of the following will occur?
 - A) The consumer sells a unit and makes a surplus of £4.
 - B) The consumer buys a unit and makes a surplus of £3.
 - C) The consumer buys a unit and makes a surplus of £4.
 - D) The consumer sells a unit and makes a surplus of £3.
11. Right shoes and left shoes are a good example of what type of preferences?
 - A) Perfect substitutes.
 - B) Quasi-linear preferences.
 - C) Perfect complements.
 - D) Concave preferences.
12. If good one is desirable and good two is undesirable then which of the following is true (assuming good 1 is on horizontal axis)?
 - A) Indifference curves are downward sloping.
 - B) Indifference curves are horizontal.
 - C) Indifference curves are upward sloping.
 - D) Indifference curves are vertical.

13. A utility function that represents preferences:
- A) Assigns the same number to bundles that lie on the same indifference curve and higher numbers to bundles that are preferred.
 - B) Assigns the same number to bundles that lie on the same indifference curve and lower numbers to bundles that are preferred.
 - C) Assigns same number to all bundles.
 - D) Assigns different numbers to bundles that lie on the same indifference curve.
14. One similarity between the IS-LM model and the Mundell-Fleming model is:
- A) both models assume real exchange rate as given.
 - B) both models analyze the effect of changes in the real exchange rate on output and interest rate.
 - C) both models assume prices as given.
 - D) both models assume real and nominal exchange rates move together.
15. In an open economy, which of the following shifts the IS curve to the right?
- A) Real depreciation.
 - B) Decline in the real exchange rate, all else fixed.
 - C) Real appreciation.
 - D) Decrease in foreign income, all else fixed.
16. Given the expected future exchange rate and foreign interest rate:
- A) an increase in the domestic interest rate causes a real depreciation.
 - B) a decrease in domestic prices causes an increase in foreign prices.
 - C) an increase in the domestic interest rate causes a real appreciation.
 - D) an increase in domestic prices decreases foreign prices.
17. In an open economy with a fixed exchange rate, if the economy is in a recession and the government decided not to change its exchange rate,
- A) the price level will be higher than the price level the year before.
 - B) the aggregate demand curve will shift to the right causing output to increase.
 - C) the real exchange rate will experience a depreciation caused by lower domestic prices.
 - D) the real exchange rate will decrease as a result of higher domestic prices.
18. If an open economy with a fixed exchange rate is in a recession and the government decided to revalue its currency:
- A) the aggregate demand curve shifts left causing a further recession.
 - B) the real exchange rate increases.
 - C) the economy can achieve the natural rate of output.
 - D) the aggregate supply curve shifts down causing output to increase.
19. Devaluation provides an open economy with fixed exchange rate an effective way to get rid of recessions. Why is not devaluation used more often in these countries?
- A) Devaluation, compared to price adjustment, takes a long time to work.
 - B) Devaluation may lead to further reduction in output in the short run.
 - C) Devaluation may lead to lower prices of imports.
 - D) Countries with fixed exchange rate do not have the power to devalue.
20. Why do economists worry about long-term unemployment?
- A) Long term unemployment may cause workers to lose their skills and work habits.
 - B) Long term unemployment may lead to a low natural rate of unemployment.
 - C) Long term unemployment may lead to steady deflation.
 - D) Long term unemployment implies large indirect labor cost.
21. The largest hyperinflation was in:
- A) Hungary after World War II.
 - B) Germany after World War II.
 - C) Germany from 1922 to 1923.
 - D) Hungary from 1922 to 1923.
22. The main cause of hyperinflation in Germany and Hungary during the 1940's was:
- A) high money growth rate.
 - B) large budget deficit.
 - C) adverse shocks on the economy.
 - D) active sale of government bonds to reduce the deficit.
23. One of the main causes of the Bolivian hyperinflation during the 1980's was:
- A) a dramatic drop in the world price of tin.
 - B) a major war which reduced tax revenues and increased government spending.
 - C) a large reconstruction program implemented by the government.
 - D) a civil war which destroyed the country's ability to collect taxes.

24. Making the central bank independent and appointing a conservative banker for a longer period of time are ways to:
- A) make monetary policy more powerful.
 - B) reduce the time lag between a policy and its effect on the economy.
 - C) minimize the problem of time inconsistency.
 - D) all of the above.
25. A tax cut today:
- A) increases tax revenue in the short-run.
 - B) forces the government to increase government spending.
 - C) may lead to a decrease in pre-tax income in the long run.
 - D) will lead to an increase in taxes in the future if it is not matched by cuts in government spending.

第二部份：個體經濟學

(一) 單選題，每題 3 分，共 39 分，答錯不倒扣。

1. Homer and Teddy are stranded on a desert island. To feed themselves each day they can either catch fish or pick fruit. In a day, Teddy could pick 60 pieces of fruit or catch 20 fish. Homer could pick 100 pieces of fruit or catch 150 fish. Which of the following is correct?
- A) Homer has a comparative advantage in catching fish and Teddy has a comparative advantage in picking fruit.
 - B) Homer has a comparative advantage in picking fruit and Teddy has a comparative advantage in catching fish.
 - C) Homer has a comparative advantage in both catching fish and picking fruit.
 - D) Teddy has a comparative advantage in both catching fish and picking fruit.

2.

Product	Price elasticity of demand
Chewing gum	0.61
Candy bar	1.75
Soda	1.50
Newspaper	0.34

You are in the business of retailing chewing gum, candy bars, sodas and newspapers. It has just come to your attention that the governor plans to impose a state excise tax on one of these commodities. As a profit-minded business person who seeks to avoid taxes whenever possible, based on the price elasticity of demands in the above table, which product would you prefer to have taxed?

- A) Chewing gum
 - B) Candy bars
 - C) Sodas
 - D) Newspapers
3. In an indifference curve diagram, the quantities of good Y are measured along the vertical axis and the quantities of good X are measured along the horizontal axis. The marginal rate of substitution is defined as
- A) how much good Y you must give up to get one more unit of good X .
 - B) how much good Y you are willing to give up to get one more unit of good X .
 - C) the relative price of good Y in terms of good X .
 - D) how much you prefer to substitute good X for good Y .
4. Which of the following is NOT necessary for a monopoly to increase its economic profit by discriminating among groups of buyers?
- A) The firm must be able to separate different buyer types.
 - B) The firm must be able to identify each individual consumer's precise willingness to pay.
 - C) Each group of buyers must have a different average willingness to pay.
 - D) Resale of the product is difficult or unlikely.

5.

Production Information for Scully's Splendid Spacecrafts		
Technique to produce 50 space crafts	Units of capital (thousands)	Hours of labor (thousands)
W	4	28
X	4	16
Y	8	4
Z	10	1

In the above table, if the price of labor is \$10 per hour and the price of capital is \$20 per unit, which method of producing 50 space crafts is economically efficient?

- A) Technique W
 B) Technique X
 C) Technique Y
 D) Technique Z
6. Which of the following best defines "economies of scope"?
- A) As output expands the cost of producing a good decreases.
 B) As output expands the cost of producing a unit of a good decreases.
 C) Because firms use specialized resources to produce a range of goods, as the number of products produced increases, the cost of producing a unit decreases.
 D) Costs increase as firms seek to find more consumers.
7. For a single-price monopolist,
- A) $MR = P$.
 B) $MR < P$.
 C) MR first increases and then decreases with the quantity sold.
 D) MR first decreases and then increases with the quantity sold.
8. A monopolist that operates along the elastic range of its demand will find that
- A) total revenue increases when price decreases.
 B) total revenue decreases when price decreases.
 C) marginal revenue is negative.
 D) it is more profitable to operate along the inelastic range of the demand curve.
9. Monopolies can earn an economic profit in the long run because of
- A) rent seeking by competitors.
 B) the elastic demand for the monopoly's product.
 C) the cost-savings gained by the monopoly.
 D) barriers to enter the monopoly's market.
10. Which of the following statements is true?
- A) Perfectly competitive markets are efficient, but monopoly markets never are.
 B) Perfectly competitive markets always reach equilibrium but monopoly markets never reach equilibrium.
 C) Perfect price discriminating monopolists can eliminate all deadweight losses and achieve efficiency.
 D) All the above statements are true.

11.

		Student 1	
		Work	Don't work
Student 2	Work	1: +10 2: +10	1: +5 2: +5
	Don't work	1: +5 2: +5	1: 0 2: 0

Two students are assigned a group project. Each has the option to work or not work to achieve a high grade. The payoffs are shown in the above table. Student 1 should

- A) work only if student 2 works.
- B) work regardless of the decision made by student 2.
- C) not work if student 2 works.
- D) not work regardless of what student 2 decides.

12.

Quantity (missiles)	Total benefit	Total cost
0	0	0
1	90	40
2	170	90
3	240	150
4	260	230

The table above gives the total benefit and total cost of producing missiles, a public good. What is the efficient number of missiles to be produced?

- A) 1 missile
- B) 2 missiles
- C) 3 missiles
- D) 4 missiles

13.

Quantity (millions of vaccinations)	Marginal private benefit (dollars)	Marginal external benefit (dollars)
1	12	6
2	11	5
3	10	4
4	9	3
5	8	2
6	7	1

Vaccinations provide both private benefits and external benefits. The table above provides information on the marginal private benefit and marginal external benefit associated with vaccination against varicella (chicken pox). If the marginal cost of a varicella vaccination is \$10, to achieve an efficient quantity of vaccinations, the government should provide a subsidy of

- A) \$4 per vaccination.
- B) \$3 per vaccination.
- C) \$2 per vaccination.
- D) \$1 per vaccination.

(二) 計算分析題，共 11 分

1. The following table shows the production function of Cathy's Cakes. Cathy pays \$100 a day for each oven she rents and \$50 a day for each kitchen worker she hires.

Labor (workers per day)	Output (cakes per day)			
	Plant 1	Plant 2	Plant 3	Plant 4
1	20	40	55	65
2	40	60	75	85
3	65	75	90	100
4	75	85	100	110
Ovens (number)	1	2	3	4

- a. Find and graph the average total cost curve for each plant size. (5%)
- b. Draw Cathy's long-run average cost curve. (Hint: In the long-run, Cathy should choose the plant (number of ovens to rent) that gives her minimum average total cost for the normal or average number of cakes that people buy.) (6%)

一、簡答題（60 分）

1. 你最注重什麼(列出至少五項)? 為什麼? 請舉實例印証之。(10 分)
2. 一個好的企業最注重什麼(列出至少五項)? 為什麼?(10 分)
3. 一個好的團隊最注重什麼(列出至少五項)? 為什麼?(10 分)
4. 一個好的領導者最注重什麼(列出至少五項)? 為什麼?(10 分)
5. 一個好的個人最注重什麼(列出至少五項)? 為什麼?(10 分)
6. 綜合一下你前面五題的答案, 你有什麼想法?(10 分)

二、解釋名詞（每題 4 分，每題限 80 字以內）

1. 柏金森定律 (Parkinson's Law)
2. SWOT
3. CSR (Corporate Social Responsibility)
4. 組織文化 (Organization Culture)
5. 決策支援系統 (Decision Support Systems, DSS)
6. 策略管理 (Strategic Management)
7. 領導中的情境領導理論 (Situational Leadership Theory)
8. Alderfer 的三需求理論 (ERG Theory)
9. Natural Capitalism
10. NPO

第一大題(25小題共50分)

單選(每題 2 分)

1. A buyer's reservation price is the minimum price that he or she is willing to pay to buy one unit of a good.
A) TRUE B) FALSE
2. Total surplus is the area between the demand curve and the horizontal axis (assuming quantity is on the horizontal axis).
A) TRUE B) FALSE
3. If price is above a seller's reservation price then the seller will want to sell the good.
A) TRUE B) FALSE
4. If a consumer is a net seller of a good and the price of the good falls then which of the following will occur?
A) The consumer sells even more units of the good.
B) The consumer becomes a net buyer.
C) The consumer remains at initial position.
D) Not enough information to determine the answer.
5. A consumer has a reservation price of £8 for purchasing a unit of a good and a reservation price of £9 to sell a unit of the same good. If the prevailing market price is £12 then which of the following will occur?
A) The consumer sells a unit and makes a surplus of £4.
B) The consumer sells a unit and makes a surplus of £3.
C) The consumer buys a unit and makes a surplus of £4.
D) The consumer buys a unit and makes a surplus of £3.
6. Which of the following would cause an increase in quantity supplied?
A) an improvement in technology.
B) an increase in the price of the good.
C) a decrease in the price of a complement.
D) a decrease in the price of an input.
7. If good one is desirable and good two is undesirable then which of the following is true (assuming good 1 is on horizontal axis)?
A) Indifference curves are upward sloping.
B) Indifference curves are horizontal.
C) Indifference curves are downward sloping.
D) Indifference curves are vertical.
8. A utility function that represents preferences:
A) Assigns the same number to bundles that lie on the same indifference curve and higher numbers to bundles that are preferred.
B) Assigns the same number to bundles that lie on the same indifference curve and lower numbers to bundles that are preferred.
C) Assigns same number to all bundles.
D) Assigns different numbers to bundles that lie on the same indifference curve.

國立中山大學 95 學年度碩士班招生考試試題

科目：經濟學丁【企管系碩士班甲班丁組】

共 4 頁 第 1 頁

9. In a two good case, if a consumer has quasi-linear preferences with respect to a good and the consumer's income increases, which of the following will occur?
A) An increase in the demand for good two. B) A decrease in the demand for good two.
C) Demand for good two remains constant. D) The fraction of income spent on good two increases.
10. If a consumer always consumes a positive amount of two goods, which of the following preferences are consistent with his behavior?
A) Cobb-Douglas. B) Perfect complements. C) Perfect substitutes.
D) Stone-Geary preferences.
11. In the case of two individuals, if one individual is allowed to set the prices in the market then which of the following is true?
A) The individual achieves a higher level of satisfaction than under price taking conditions.
B) The resulting allocation will be efficient.
C) The other individual will not engage in trade.
D) The individual will choose the competitive equilibrium prices.
12. If individuals have different preferences but society's preferences are consistent with the aggregation of individual preferences, which of the following is true?
A) All endowments are equal. B) There are only two individuals in the society.
C) Society's preferences are determined by a single individual.
D) The social welfare function is Rawlsian.
13. If a firm's long-run total cost function is linear then the firm must always experience:
A) Constant marginal products for all inputs. B) Decreasing returns to scale.
C) Constant returns to scale. D) Increasing returns to scale.
14. What is the largest component of GDP?
A). Consumption. B). Investment. C). Government Spending. D). Net Exports.
15. If the consumption equation is in the form $C = 1,500 + 0.75 YD$, then at zero YD :
A) consumption is zero. B) saving is \$1,500. C) income must be greater than taxes.
D) dissaving is \$1,500.
16. Holding money supply constant, an increase in output, Y , shifts the money demand curve, M_d , to the right, which causes the equilibrium interest rate to rise. This relationship is depicted by the:
A) LM curve. B) ZZ line. C) IS curve. D) M_d curve.
17. An increase in the price level, all else fixed, will:
A) shift the LM curve to the left, increase interest rate, increase the demand for goods, and increase output and prices.
B) shift the LM curve to the left, increase interest rate, decrease the demand for goods, and decrease output and prices.
C) shift the LM curve to the left, decrease interest rate, increase the demand for goods, and increase output and prices.
D) shift the LM curve to the left, increase interest rate, increase the demand for goods, and decrease output and prices.

18. Which of the following shifts the AD curve to the right?
A) Expansionary fiscal policy and expansionary monetary policy.
B) Contractionary fiscal policy and contractionary monetary policy.
C) Contractionary fiscal policy and expansionary monetary policy.
D) Expansionary fiscal policy and contractionary monetary policy.
19. For a given expected inflation rate and a given natural unemployment rate, an increase in actual unemployment:
A) lowers inflation. B) increases inflation. C) does not affect inflation.
D) none of the above.
20. Which of the following causes the inflation rate to increase?
A) Lower expected inflation. B) Lower unemployment rate.
C) Lower unemployment benefits. D) Lower markup price.
21. If growth in output is 4% and the inflation rate is 1%, growth in nominal money equals:
A) 4%. B) 3%. C) 5%. D) 1%.
22. Assuming labor is the only factor of production, growth in output, Y, can be generated by:
A) growth in employment only. B) growth in labor productivity only.
C) a combination of growth in employment and growth in labor productivity.
D) all of the above.
23. According to Okun's Law, what is the result of an increase in output growth?
A) a decrease in unemployment. B) a decrease in inflation.
C) an increase in unemployment. D) an increase in inflation.
24. When comparing economic performance of different countries, it is more useful to look at output per capita rather than total output because:
A) output per capita gives a better indication of the standard of living.
B) output per capita is easier to calculate.
C) total output cannot be used to calculate economic growth.
D) total output does not take into account changes in prices.
25. When comparing the standard of living of a rich country with a poor country, it is more likely that the PPP method will give a _____ difference in the standard of living compared to the exchange rate method.
A) larger. B) smaller. C) the same. D) sometimes larger and sometimes smaller.

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第二大題（3小題共50分）

1. Please define the following terms: (10分)

- a) Pareto improvement
- b) Risk premium

2. A corporation is faced with a problem concerning its computer facility. Its facility services 600 identical users with two computers, one of which has a bit more software support than the other, but which is more prone to congestion. Specifically, if one of the users uses the first computer and the total number of users of that computer is n , the individual user is able to increase her productivity by an amount of $\$(30-n)/10$. If one of the users uses the second computer and the total number of users of that computer is m , the user increases her productivity by the amount of $\$(10-m)/30$. You should assume throughout that these 600 users are all there and no new ones will appear. Also, the marginal cost of serving a user is zero.

Until now, the corporation has not tried to regulate use of its computers. Each user has allocated herself to one of the two computers, choosing so to maximize her productivity gain from the computer under the assumption that other users will stick with computers they have chosen. Assuming this is so, what is the equilibrium allocation of users to the two computers? How many are using computer 1, how many are using computer 2, and how many are using neither? (20分)

3. Suppose the phone company charges \$200 a month for basic service, which include 100 free calls per month. After the first 100 calls, each call costs \$1. Under this pricing structure, John makes 200 calls per month. (20分)

- a) Suppose a second phone company offers a different pricing structure: phone calls are \$1.5 each, there is no monthly service charge and no free calls. Will John change his phone company? If he does, or if he is forced to change, will he make more or less phone calls?
- b) Suppose the new phone company charges \$1.7 per call. Does your answer to a) change? If so, how?