

# 淡江大學八十八學年度日間部轉學生招生考試試題

系別：經濟學系三年級

科目：個體經濟學

本試題共 2 頁

## 一、單選題(每題3分，共30分)

1. If the price ceiling is set below the equilibrium price,
  - a. quantity demanded will equal quantity supplied.
  - b. quantity demanded will be less than quantity supplied.
  - c. quantity demanded will be greater than quantity supplied.
  - d. demand will be less than supply.
  
2. The term consumer surplus refers to
  - a. the difference between the value of a good and the total paid for the good.
  - b. the total value that a consumer places upon a good.
  - c. the decreasing marginal utility that consumers receive from additional consumption of a good.
  - d. the area between the demand curve and the horizontal axis.
  
3. The tendency for the slope of an indifference curve to decrease as a consumer moves along an indifference curve is known as the
  - a. price effect.
  - b. principle of a diminishing marginal rate of substitution.
  - c. principle of an increasing rate of substitution.
  - d. income effect.
  
4. The long run is a period of time for which
  - a. the firm does not have time to earn profits.
  - b. the firm is able to maximize total profit.
  - c. the quantities of all inputs can be varied.
  - d. economic efficiency is attained.
  
5. In the case of a perfectly competitive firm,
  - a. the price falls sharply when the quantity sold doubles.
  - b. marginal revenue is less than average revenue.
  - c. marginal revenue exceeds the price.
  - d. the change in total revenue equals price multiplied by the change in quantity.
  
6. A firm's shutdown point is the level of output and price where the firm is just covering its total
  - a. variable cost, since a firm cannot escape its fixed cost.
  - b. fixed cost, since a firm cannot escape its variable cost.
  - c. fixed cost, since a firm cannot escape its fixed cost.
  - d. variable cost, since a firm cannot escape its variable cost.
  
7. A monopolist will lower the profit-maximizing price when
  - a. fixed costs are decreased.
  - b. marginal costs are decreased.
  - c. market demand increases.
  - d. average fixed costs are decreased.

◀ 注意背面尚有試題 ▶

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8. A low concentration ratio indicates
- a high degree of monopolization.
  - that wages are a low share of costs.
  - a high degree of competition.
  - that wages are a high share of costs.
9. Which of the following is held constant along the demand curve?
- price of the good.
  - quantity.
  - income.
  - both a and b.
10. The concept of opportunity cost
- is relevant only to economics.
  - applies to consumers but not to firms.
  - refers only to actual payment and incomes.
  - can be applied to the analysis of any decisions-making process.

二、是非簡答題(請以 F, T 作答並扼要說明，說明不正確該題以零分計，每題 5 分，共 30 分)

- 完全競爭產業下，產業面對之需求曲線為一水平線。
- 完全壟斷產業下，個別廠商所面對之需求曲線為一水平線。
- 沉沒成本就是固定成本。
- 公共財會使市場運作失靈。
- 自然壟斷市場下，若每家廠商的經營效率相同，則由一家廠商單獨經營可得取較低之生產成本。
- 廣告可促進消息之通暢而提昇消費者福利。

三、申論題(共 40 分)

1. 設直接效用函數為  $U(X, Y) = \min\{X, Y\}$ 。

(1) 求間接效用函數  $V(P_x, P_y, I)$  (5 分)

(2) 求支出函數  $E(P_x, P_y, U)$  (5 分)

(3) 繪出直接效用無異曲線圖與間接效用無異曲線圖(10 分)

2. 試以『規模經濟』的角度來申述台積電與聯電若合併對該產業與我國經濟體之影響。(20 分)