淡江大學九十學年度碩士班招生考試試題

系別：運輸管理學系　　　　　　科目：經　濟　學

准帶項目請打「○」否則打「×」	
計算機	字典
O	X

A. Explain the following terms : (每題四分，共四十分)

1. Invisible Hand
2. Perfect Market
3. Social Cost
4. Pure Public Good
5. Derived Demand
6. Principle of Diminishing Marginal Utility
7. Theory of the Second Best
8. Benefit-Cost Analysis
9. Averch-Johnson Effect
10. Hotelling's Paradox

B. Questions and Problems (每題十分，共六十分)

1. Some environmental groups have opposed tradable pollution-rights on the grounds that this puts a price on the environment is a priceless resource. Does this reasoning imply that we should be willing to give up anything (and therefore everything) to protect the environment? Does environment quality have an infinite value? If not, how should we place a value on it?

2. Consider the graph of *Figure B.2* and identify:

   a. the marginal-cost curve.
   b. the average-total-cost curve.
   c. the average-variable-cost curve.
   d. the average-fix-cost curve.
   e. the short-run supply curve.
   f. the marginal-revenue curve.
   g. the average-revenue curve.
   h. the capacity output level.
   i. the break-even point on the short-run supply curve.
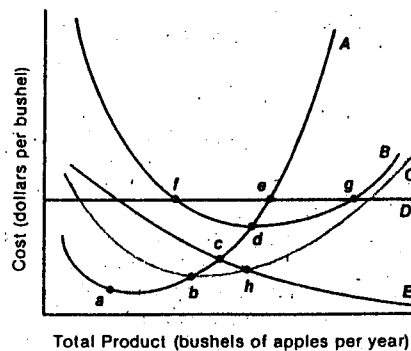   j. the shutdown point on the short-run supply curve.

   Figure B.2

3. What do you think are the own-price and income elasticities of demand for the following: beer, Coca Cola, Diet Pepsi, gasoline, Levi jeans, required textbooks, safety pins, sports cars. Give reasons for your answers.

4. Do you think price discrimination is fair? Does your answer depend on whether you get a lower price as a result? Does your answer depend on whether the company you work for- or own- would go out of business if it refrained from price discriminating? Discuss.

5. Prove that if the demand and average cost functions of an industry are *linear*, the monopoly (maximum profit) output will be exactly half the competitive (zero-profit) output. Show this both algebraically and geometrically.

◄ 注意背面尚有試題 ►

6. Consider the following data for a monopoly and determine its profit-maximizing price

Price	Quantity	Total Cost
8	5	30
7	6	32
6	7	34
5	8	36
4	9	38
3	10	48