

世新大學 105 學年度二年級轉學生招生考試試題卷

第 1 頁共計 4 頁

系所組別	考試科目
經濟學系二年級	經濟學

※本考題 可使用 禁止使用 簡易型電子計算機

※考生請於答案卷內作答

一、選擇題（每題 3 分，共 54 分）

- Which of the following statement is false?
 - Scarcity creates opportunity costs.
 - Wealthy economies don't experience opportunity costs.
 - Opportunity cost is measured in terms of both monetary value and time.
 - The highest-valued alternative given up is known as the opportunity cost of making a choice.
- Which of the following is a positive statement?
 - The government should fight inflation at the expense of unemployment.
 - What to do with health care is the most important economic issue today.
 - Because they have negative impact on productivity, labor unions should be eliminated.
 - A 5 percent increase in income leads to a 3 percent increase in the consumption of orange juice.
- If the price of cars rises, the equilibrium price of gasoline will _____ and the equilibrium quantity will _____.
 - rise; increase
 - fall; increase
 - rise; decrease
 - fall; decrease
- Suppose the equilibrium rent is \$1000 per month in the housing market. A rent ceiling affects the housing market with a _____ if it is set at _____.
 - shortage; \$800 per month
 - surplus; \$800 per month
 - shortage; \$1200 per month
 - surplus; \$1200 per month
- The more _____, the larger is the amount of the tax on the good that the _____ pays.
 - elastic the demand for a good; buyers
 - inelastic the supply of a good; buyers
 - elastic the supply of a good; sellers
 - inelastic the demand for a good; buyers
- At the best affordable point, consumers equate their marginal rates of substitution to
 - their money income.
 - relative prices.
 - their real income.
 - relative quantities.



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第 4 頁共計 4 頁

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3、(10分) 若「白蘭」與「一匙靈」為洗衣粉市場中的兩強，此兩強選擇是否進行電視廣告策略的報償矩陣如下表：

- (1) 此兩強各自的優勢策略 (dominant strategy) 為何？兩強的 Nash 均衡為何？各自的報償為多少？
- (2) 由於不景氣且廣告成本昂貴，於是此兩強達成不進行電視廣告的協議，此協議是否能夠維持？請詳細說明理由。

		一匙靈	
		作廣告	不作廣告
白蘭	作廣告	一: \$600 白: \$600	一: \$300 白: \$1,200
	不作廣告	一: \$1,200 白: \$300	一: \$1,000 白: \$1,000

4、(10分) 利用 AS-AD 模型分別分析下列各題，並說明長期與短期的產出(Y)與物價水準(P)如何變動？

- (1) 其他條件不變，若政府調降所得稅稅率。
- (2) 其他條件不變，若國際原油價格下跌。