

以下 50 題皆為單選題，請選出最適當之答案：每題 2 分。

1. The cost-benefit model used by economists is
  - A. unrealistic because it is too detailed and specific to apply to a variety of situations.
  - B. unrealistic because everyone can think of times when he or she violated the principle.
  - C. useful because everyone follows it all of the time.
  - D. useful because most people follow it most of the time.
2. Economists use abstract models because
  - A. every economic situation is unique, so it is impossible to make generalizations.
  - B. every economic situation is essentially the same, so specific details are unnecessary.
  - C. they are useful for describing general patterns of behavior.
  - D. computers have allowed economists to develop abstract models.
3. Working efficiently, Jordan can write 3 essays and outline 4 chapters each week. It must be true that,
  - A. 6 essays and 0 chapter outlines would be unattainable.
  - B. 2 essays and 3 chapter outlines would be efficient.
  - C. 3 essays and 5 chapter outlines would be unattainable.
  - D. 4 essays and 3 chapter outlines would be both attainable and efficient.
4. The fundamental reason the production possibilities curve has a downward slope is
  - A. workers are inefficient.
  - B. resources are of low quality.
  - C. resources are fixed and therefore tradeoffs must be made.
  - D. it has empirical support but why it is so is still a mystery.
5. If pizzas are a normal good, then a decrease in the price of pizza will cause a(n)
  - A. increase in demand.
  - B. increase in quantity demanded.
  - C. decrease in quantity demanded.
  - D. decrease in the number of consumers.
6. As the price of flour (an input into the cookie production process) increases, firms that produce cookies will
  - A. increase the supply of cookies.
  - B. increase the quantity of cookies supplied.
  - C. decrease the supply of cookies.
  - D. decrease the quantity of cookies supplied.
7. What might cause a supply function to shift to the left today?
  - A. An increase in the product's own price.
  - B. An expectation that the product's price will fall in the future.
  - C. An expectation that the product's price will rise in the future.
  - D. A decrease in the price of one of the inputs to making the product.
8. Assume the price of gasoline doubles tonight and remains at that price the next two years. The price elasticity of demand for gasoline measured tomorrow will be \_\_\_\_\_ when compared with the price elasticity of demand for gasoline measured two years from now.
  - A. more elastic
  - B. larger in absolute value
  - C. the same
  - D. more inelastic
9. If a product has lots of substitutes,
  - A. its income elasticity will be high.
  - B. its price elasticity of demand will be low.
  - C. the cross-price elasticity among those substitutes will be negative.
  - D. the cross-price elasticity among those substitutes will be positive.

10. If most consumer goods and services are \_\_\_\_\_, then most income elasticities are \_\_\_\_\_.  
A. normal; negative    B. inferior; positive    C. normal; greater than one    D. normal; positive
11. According to the demand curve shown above, each individual student has \_\_\_\_\_ consumer surplus when price is \_\_\_\_\_.  
A. less; lower    B. more; higher    C. more; lower    D. the same; higher
12. Sven gets \_\_\_\_\_ utility from his first hour of skiing than from his tenth hour of skiing.  
A. less    B. more    C. the same    D. the same amount, but better quality
13. Suppose a firm is collecting \$1250 in total revenues and the total costs of its variable factors of production are \$1000 at its current level of output. In the short run, one can predict that the firm will  
A. shut down.    B. earn a profit.    C. earn a loss.    D. continue to operate.
14. In order for a firm to choose to produce a positive amount of output, it must be the case that  
A. total revenues are greater than total costs.  
B. total revenues are greater than fixed costs.  
C. total revenues equal total costs.  
D. total revenues are greater than or equal to variable costs.
15. Price ceilings that are below the equilibrium price result in  
A. increased total economic surplus.  
B. shortages.  
C. surpluses.  
D. the same amount of total economic surplus with a reallocation from producers to consumers.
16. If a firm acquires a necessary input from several different sources, each of which charges a different price, it should  
A. use the most expensive source of inputs first.  
B. use the cheapest source of inputs first.  
C. purchase most of its inputs from sources that have average prices to assure uniformity of quality.  
D. alternate among all of the sources to maintain good business relationships.
17. If a single firm, belonging to a perfectly competitive industry in long run equilibrium, discovers a significant cost saving methodology, then  
A. all firms will enjoy economic profits for a short period of time.  
B. the rest of the industry will quickly adopt the new methodology.  
C. the firm will enjoy economic profits forever.  
D. the firm will lower its price to drive the rest of the industry out of business.
18. The efficient-markets hypothesis states that  
A. all markets produce an efficient outcome.  
B. production is always technically efficient.  
C. all relevant information about a company's current and future earnings prospects is embodied in its stock price.  
D. most of the relevant information about a company's current and future earnings prospects is embodied in its stock price.

19. Which of the following firms is most likely to be a monopolist?
- A. The clothing retailer with the best location in a mall
  - B. The grocery store in a large city closest to the central business district
  - C. The most popular hot dog vendor on a city street corner
  - D. The one grocery store in a small town
20. A firm is most likely to experience economies of scale if it has \_\_\_\_ start up costs and \_\_\_\_ marginal costs.
- A. high; increasing    B. high; low    C. high; high    D. low; decreasing
21. The three elements of a game are
- A. the firm, the consumers and the profit    B. the players, the strategies and the payoffs
  - C. the model, the graph and the costs    D. the costs, the revenue and the profit
22. Game theory is not useful in understanding perfect competition because
- A. by assumption, the firms are so small as to be unable to influence price and thus are not interdependent.
  - B. perfectly competitive firms are honest.
  - C. the players can't be identified.
  - D. the payoffs to their choices are unknown.
23. Private incentives in markets with external benefits lead to \_\_\_\_; private incentives in markets with external costs lead to \_\_\_\_.
- A. maximum total economic surplus; deadweight loss
  - B. deadweight loss; deadweight loss
  - C. excess total economic surplus; efficiency
  - D. excess total economic surplus; deadweight loss
24. Which of the following is an example of an activity with an external cost?
- A. Raising honeybees where neighbors on all sides grow apples
  - B. Keeping the front yard clean
  - C. Speeding on the Interstate
  - D. Having to buy batteries for the new remote that came with a TV
25. Which of the following is not an example of an activity with external benefits?
- A. Eating a sandwich in the dining hall
  - B. Planting flowers in the front yard
  - C. Staying home from class when you have the flu
  - D. Having your smoking car repaired
26. Better information about consumers' reservation prices generally leads to
- A. a reduction in consumer surplus.
  - B. acquisition of goods by consumers who are willing to pay the highest price.
  - C. equitable distribution of goods among low income consumers.
  - D. acquisition of goods by consumers with the greatest need.
27. Growing technological sophistication of consumer goods tends to
- A. shift the marginal cost of information curve to the right.
  - B. shift the marginal benefit of information curve to the right.
  - C. shift the marginal benefit of information curve to the left.
  - D. shift both the marginal benefit and the marginal cost of information to the right.

28. The CPI is a measure of the:

- A. real wage.
- B. price of a specific good or service.
- C. rate of inflation.
- D. average level of prices relative to prices in the base year.

29. The Consumer Price Index measures the cost of:

- A. a fixed basket of goods and services.
- B. a changing basket of goods and services.
- C. all goods and services purchased by consumers.
- D. goods and services required to live above the poverty level.

30. In the market for labor, the price of labor is the:

- A. same as price of the product produced by the labor.
- B. real wage.
- C. marginal product of labor.
- D. number of hours employed per year.

31. High Tech, Inc. produces plastic chairs that sell for \$10 each. The following table provides information about how many plastic chairs can be produced per hour. For simplicity assume that labor is the only input.

Number of Workers	Chairs Produced per Hour
0	0
1	10
2	18
3	24
4	28
5	30

How many workers will be hired, if the hourly wage for workers is \$30?

- A. 1
- B. 2
- C. 3
- D. 4

32. The key indicator of a country's living standard and economic well being is:

- A. the interest rate.
- B. nominal GDP per person.
- C. real GDP.
- D. real GDP per person.

33. Growth of real GDP per person is totally determined by the growth of average:

- A. labor productivity and the proportion of the population employed.
- B. labor productivity and the proportion of the population in the labor force.
- C. labor force participation and the share of income going to capital.
- D. labor force participation and the share of the population employed.

34. Saving equals:

- A. current spending minus current income.
- B. wealth minus assets.
- C. assets minus liabilities.
- D. current income minus spending on current needs.

35. Chris earns \$1,500 per week and spends \$1,000 per week on living expenses, puts \$200 in a savings account, and buys \$300 worth of shares in a stock mutual fund. Chris's saving is \_\_\_\_ and Chris's saving rate is \_\_\_\_.

- A. \$200; 13.3%
- B. \$200; 20%
- C. \$300; 20%
- D. \$500; 33.3%

36. Decentralized market-based financial systems are important for economic development because they:

- A. provide legal gambling opportunities.
- B. allocate saving to its most productive uses.
- C. create a few very wealthy investors and many poor losers.
- D. eliminate the need for government monetary and fiscal policy.

37. Firms that extend credit to borrowers using funds from savers are called:

- A. bond dealers. B. stock brokers. C. central banks. D. financial intermediaries.

38. A depression is:

- A. a particularly severe and protracted recession.
- B. the high point of economic activity prior to a downturn.
- C. the low point of economic activity prior to a recovery.
- D. a particularly strong and protracted expansion.

39. Potential output is:

- A. the same as actual output.
- B. the same as the output gap.
- C. the same as the natural rate of unemployment.
- D. the maximum sustainable amount of output.

40. Menu costs are the costs of:

- A. running a restaurant. B. changing prices. C. increasing aggregate demand. D. changing production.

41. Total spending on final goods and services is called:

- A. labor income. B. labor productivity. C. planned aggregate expenditure. D. planned aggregate supply.

42. The most important, most convenient, and most flexible way in which the Federal Reserve affects the supply of bank reserves is through:

- A. conducting open-market operations. B. changing the Federal Reserve discount rate.
- C. changing bank reserve requirement ratios. D. changing interest rates.

43. A banking panic is an episode in which:

- A. depositors, spurred by news or rumors of possible bankruptcy of one bank, rush to withdraw deposits from the banking system.

B. commercial banks, fearing Federal Reserve sanctions, unwillingly participate in open-market operations.

C. commercial banks, concerned about high interest rates, rush to borrow at the Federal Reserve discount rate.

D. depositors, afraid of increasing interest rates, attempt to engage in discount-window borrowing at the Federal Reserve.

44. If the Fed's monetary policy rule does not change, then when inflation increases the Fed responds by \_\_\_\_\_ the real interest rate, which \_\_\_\_\_ consumption and investment spending, which \_\_\_\_\_ output.

- A. increasing; increases; increases B. increasing; increases; decreases
- C. increasing; decreases; decreases D. decreasing; decreases; increases

45. For a fixed target real interest rate and target inflation rate, when inflation increases, the Fed \_\_\_\_\_ interest rates, hence \_\_\_\_\_ short-run equilibrium output.

- A. increases; increasing B. increases; decreasing C. decreases; decreasing D. decreases; increasing

46. An increase the Fed's target inflation rate is equivalent to:

- A. an adverse inflation shock.
- B. a favorable inflation shock.
- C. a downward (rightward) shift in the Fed's monetary policy rule.
- D. an upward (leftward) shift in the Fed's monetary policy rule.

47. A leftward shift in the Fed's monetary policy rule achieves \_\_\_\_\_ at a cost of \_\_\_\_\_.

- A. higher employment; higher inflation    B. faster growth; higher unemployment
- C. lower inflation; higher unemployment    D. higher inflation; lower unemployment

48. Trade within a country typically involves \_\_\_\_\_, while trade between countries normally involves \_\_\_\_\_.

- A. real currencies; nominal currencies    B. nominal currencies; real currencies
- C. a single currency; different currencies    D. different currencies; a single currency

49. The nominal exchange rate is the:

- A. market on which currencies of various nations are traded for one another.

B. price of the average domestic good or service relative to the price of the average foreign good or service, when prices are expressed in terms of a common currency

C. quantity of foreign currency assets held by a government for the purpose of purchasing the domestic currency in the foreign exchange market.

D. the rate at which two currencies can be traded for each other.

50. Capital inflows are:

- A. purchases of domestic goods or services by foreigners.
- B. purchases of domestic assets by foreigners.
- C. purchases of foreign goods or services by domestic households or firms.
- D. purchases of foreign assets by domestic households or firms.

1. 市場的成長趨緩及市場不確定性升高，台灣必須尋求更多新興出口市場的選擇，請先說明 Porter 的國家競爭優勢模型(4 分)，並任選某一個除了中國，日本，美國以外的新興市場，利用 Porter 的國家競爭優勢模型或其他國際管理理論來說明應該出口哪類具有台灣優勢的創新產品到該市場(6 分)。
2. 最近台灣的企業社會責任與企業倫理相關議題不斷的升高，請說明企業社會責任(或企業倫理準則)的不同論點(4 分)，並分別選擇三家不同的企業，說明該企業所採行的社會責任(或企業倫理準則)較符合某一觀點(一種觀點只能舉例一家企業)(6 分)。
3. 管理功能中的組織功能，便是要進行組織設計，而組織設計有許多不同的原則可依循，請先比較「機械式組織」與「有機式組織」在組織設計上的不同原則至少三項(6 分)，然後利用兩家不同的企業來舉例與對比 (4 分)。
4. 羚羊是自然界中跳躍和快跑的高手，它與生俱來的目的就是跳的比同儕高，跑得比同儕快，唯有如此它在許多群居的羚羊中，能贏過其他的競爭者，吃到最多且新鮮的草，甚至也才能獲得支配的權利，依循著本能，每隻羚羊努力跳得比別人高，跑得比別人快，然後在豐美的草原中炫耀其勝利的姿態。在遠方的安靜樹叢裡，有一兩個獵人正靜悄悄地看著興高采烈，向上聳躍的羚羊們，獵人不動聲色，善於觀察哪些是最好的獵物，也許是那頭最瘦小跑不動的羚羊，也有可能是那隻太熱衷於勝過其他同儕，而跳得太高的羚羊，獵人只能孤單狩獵，必須按捺住情緒，伺機找尋機會，因為成功的機會難以判斷，而且子彈有限，因為要狩獵機靈且成群結隊的羚羊，不是那麼容易成功的，失敗的機會永遠比較多。獵人和羚羊代表的是不同的行為模式。請問你認為：  
(1)該用那些領導理論的觀點來分別領導羚羊(5 分)和獵人呢？(5 分)(請說明)  
(2)該用那些激勵理論的觀點來分別領導羚羊(5 分)和獵人呢？(5 分)(請說明)
5. 近年來隨著網路及行動科技的興起，企業的競爭優勢存活時間已漸漸縮短，為了維持企業的持續成長，如何建構瞬時競爭優勢(Transient Competitive Advantage)成為企業重要的課題。面對瞬時競爭優勢概念之下，企業需要全新的管理模式與營運作為，以下請就你(妳)所學到的管理理論與管理應用回答下列問題：  
(1) 請列舉一家你(妳)所熟悉的企業，並分別從資源、營運能力及競爭策略的角度，說明該企業是如何建構瞬時競爭優勢？(25 分)  
(2)在面對瞬時競爭優勢之下，企業該如何調整其「控制系統」？請具體說明。(25 分)

