

科目_____經濟學_____科目代碼_(5201)_共_2_頁第_1_頁 *請在試卷【答案卷】內作答

答題時，請務必在答案卷上標示清楚題號

一、請指出以下陳述正確或不正確，正確答○，不正確答×，寫在答案卷上，勿作解釋（每題 2 分）。

- (1) 利率上升可以增加總和需求。
- (2) 現行價格下，需求量大於供給量，價格將會上漲。
- (3) 提高最低工資將鼓勵就業，降低失業率。
- (4) 投資需求增加可以增加總和需求。
- (5) 進口洋酒消費需求增加可以增加總和需求。
- (6) 需求提高會導致消費者剩餘(consumer surplus)增加。
- (7) 政府賣出公債將使貨幣供給寬鬆。
- (8) 菲利浦曲線(Philips curve)表示失業率與物價上漲的關係。
- (9) 長期總和供給是指在失業率為零時的生產水準。
- (10) 總需求 = 消費 + 投資 + 政府借貸 + 出口 - 進口
- (11) 政府以赤字預算來擴大支出提振景氣將可能犧牲長期經濟繁榮。
- (12) 鼓勵失業勞工進入學校進修可以降低失業率。
- (13) 升值通常可以使進口增加。
- (14) 降低銀行存款準備率將使貨幣供給減少。
- (15) 規模經濟(economy of scale)導致廠商長期平均成本隨著產量增加而下降。

二、請選出以下四段文字的作者與主題，寫在答案卷上並且說明主題內容（每題 10 分）。

Adam Smith's Invisible Hand,

Karl Marx's Exploitation,

Alfred Marshall' Cluster Effect,

J. M. Keynes' Liquidity Trap,

Joseph Schumpeter's Entrepreneurship,

Ronald Coase's Transaction Costs,

Kenneth Arrow's Impossibility Theorem, or

Michael Porter's Competitive Advantage.

(16) "The main reason why it is profitable to establish a firm would seem to be that there is a cost of using the price mechanism. The most obvious cost of 'organizing' production through the price mechanism is that of discovering what the relevant prices are."

(17) "It is not from the benevolence of the butcher, the brewer, or the baker, that we expect our dinner, but from their regard to their own interest. We address ourselves, not to their humanity but to their self-love, and never talk to them of our own necessities but of their advantages."

(18) "These spontaneous and discontinuous changes in the channel of the circular flow and these disturbances of the centre of equilibrium appear in the sphere of the wants of the consumers of final products. ... Yet innovation in the economic system do not as a rule take place in such a way that first new wants arise spontaneously in consumers and then the productive apparatus swings round through their pressure. We do not deny the presence of this nexus. It is, however, the producer who as a rule initiates economic change, and consumers are educated by him if necessary; they are, as it were, taught to want new things, or things which differ in some respect or other from those which they have been in the habit of using."

(19) "Good work is rightly appreciated, inventions and improvements in machinery processes and in the general organisation of the business have their merits promptly discussed; if one man starts a new idea it is taken up by others and combined with suggestions of their own; and thus becomes the source of yet more ideas.... When an industry has thus chosen a locality for itself, it is likely to stay there long: so great are the advantages which people following the same skilled trade get from neighbourhood to one another. The mysteries of the trade become no mysteries; but are as it were in the air, and children learn many of them unconsciously"

三、請回答以下問題(每題 15 分)。

(20) 網際網路的普遍使用促進了許多的電子商務活動，請根據資訊經濟學(economics of information)的理論分析，說明網際網路技術所造成的經濟效益。

(21) 國內的無線電話市場開放之後，使用者雖然大增，但是通話費率仍然快速下降，請以需求與供給曲線圖形說明這個現象。