

國 立 清 華 大 學 命 題 紙

九十八學年度__科技管理__系(所)____組碩士班研究生招生考試

科目__經濟學__科號__420__共__1__頁第__1__頁 *請在試卷【答案卷】內作答

一、以下一段文章取自出版於 1930s 的經濟學名著，請閱讀文章後，回答問題。

Since a special reduction of money-wages is always advantageous to an individual entrepreneur or industry, a general reduction (though its actual effects are different) may also produce an optimistic tone in the minds of entrepreneurs, which may break through a vicious circle of unduly pessimistic estimates of the marginal efficiency of capital and set things moving again on a more normal basis of expectation. On the other hand, if the workers make the same mistake as their employers about the effects of a general reduction, labour troubles may offset this favourable factor; apart from which, since there is, as a rule, no means of securing a simultaneous and equal reduction of money-wages in all industries, it is in the interest of all workers to resist a reduction in their own particular case. In fact, a movement by employers to revise money-wage bargains downward will be much more strongly resisted than a gradual and automatic lowering of real wages as a result of rising prices.

On the other hand, the depressing influence on entrepreneurs of their great burden of debt may partly offset any cheerful reactions from the reduction of wages. Indeed if the fall of wages and prices goes far, the embarrassment of those entrepreneurs who are heavily indebted may soon reach the point of insolvency, -- with severely adverse effects on investment. Moreover the effect of the lower price-level on the real burden of the National Debt and hence on taxation is likely to prove very adverse to business confidence.

- (i) 請用中文為這段文字寫一個簡短的標題。(5 分)
- (ii) 據你判斷，這段文章的作者是誰？(5 分)
- (iii) 根據文中的推理，個別企業的工資下跌與整體工資水準的下跌的影響為何不同？(10 分)
- (iv) 參考文中的分析，說明何以經濟不景氣時政府大幅度擴大支出未必會提升企業的信心。(10 分)

二、(A) 何謂產業的群聚效果(industrial clustering effects)？(10 分)

(B) 產業群聚形成的原因？(10 分)

(C) 形成產業群聚之後有何優點與缺點？(10 分)

三、何謂「節儉的矛盾」(paradox of thrift)？請分析說明造成「節儉的矛盾」發生的原因？(20 分)

四、便利商店除了長久上架的商品之外，經常利用特殊時機推出訂購商品，請說明便利商店以訂購方式推出新商品的市場競爭優勢。(20 分)