大同大學 九十 學年度研究所招生入學考試試題

考試科目： 經濟學　　所別： 事業經營研究所 第 1/1 頁

註：本次考試不可以參考書籍及筆記；不可以使用字典；不可以使用計算器

1. Define "New Economy" and make a comparison with "Traditional Economy" and list the eight myths addressed by Morris Chang, Chairman of Taiwan Semiconductor Manufacturing Company. (20 points)
2. Explain the following terms and their implications for managers. (20 points)
   a. Economy of scale and scope
   b. Minimum efficient scale
   c. Agency cost
   d. Cross-price elasticity of demand
   e. Leading indicators
3. Can you cite three examples of government "waste"? Would we be better off if the government were not involved at all in those activities. (20 points)
4. Suppose that in a two-period consumption model, $P_1=P_2=1$, endowment (Y_1, Y_2) = (1000, 540), nominal interest rate R=8%, $\frac{\partial u}{\partial c_1}=\frac{1}{c_1}$, $\frac{\partial u}{\partial c_2}=\frac{0.7}{c_2}$. (20 points)
   a. Write down the intertemporary budget equation and plot the budget line.
   b. Figure out the optimal consumption mix (C_1, C_2)
5. The following bits of news describes Japanese efforts to stimulate their economy. What elements of that package represent (a) fiscal policy, (b) monetary policy, (c) supply-side policy? (20 point)

Associated Press

TOKYO, Nov. 12 (Thursday)—Prime Minsiter Keizo Obuchi's ruling party outlined plans today for Japan's biggest stimulus package ever in an attempt to jumpt-start the country's anemic economy. . . .

The centerpiece of party's package calls for $82 billion in public-works-related spending through next March and $33 billion in income tax cuts next year.

With the addition of corporate tax cuts and other tax relief measures, it will likely total a record $148 billion. . . .

The government has faced intense pressure both from opposition parties at home and foreign trade partners such as the United States to deal with record unemployment, soaring bankruptcies and deeply shaken consumer confidence.

Japan estimates its gross domestic product will contract by 1.8 percent for the current fiscal year, which ends March 31, 1999. The economy shrank 0.7 percent last year.

On Tuesday, Clinton singled out Japan—as he often has in recent months—as the key to reviving economic growth in Asia and pulling the region out of the financial crisis that is beginning to be felt on American soil. . . .

The party also recommended a novel idea designed to get consumers to spend more—the distribution of government-issue coupons worth about $164 to the elderly and families with young children.