國立嘉義大學 100 學年度

行銷與運籌研究所碩士班（乙組）招生考試試題

科目：經濟學

1. (1) Define the Indifference Curves? and draw a graph to show the properties (10 分)

   (2) Define the Externalities? and how to deal with this problem? (10 分)

   (3) Draw graphs and explain the relationships between Long-run average cost curve and Short-run average cost curve? (10 分)

2. A freight forwarding company has $30 of fixed costs, $40 of trading costs per delivery service, and labor costs of $0.5Q^2$, Q is the number of the delivery service. Total costs are defined as $TC = 30 + 40Q + (1/2)Q^2$. Also the demand function is $Q = 25 – (1/3)P$

   (1) Calculate the quantity that maximizes profits? (5 分)

   (2) Calculate the price at the maximum profits? (5 分) and the price elasticity? (5 分)

   (3) Calculate the price elasticity if demand Q reduces by 10% and the price P increases by 20%? (5 分)

3. The domestic supply demand curves for hula beans are as follows:

   Supply:　　$P = 50 + Q$

   Demand:　$P = 200 -2Q$

   Where P is the price in cents per pound and Q is the quantity in millions of pounds. The U.S. is a small producer in the world hula bean market, where the current price (which will not be affected by anything we do) is 60 cents per pound. Congress is considering a tariff of 40 cents per pound.

   (1) Find the domestic price of hula beans that will result if the tariff is imposed. (13 分)

   (2) Compute the dollar gain or loss to domestic consumers, domestic producers, and government revenue from tariff. (12 分)

4. Suppose the income elasticity of demand for food is 0.5 and the price elasticity of demand is -1.0. Suppose also that Felicia spends $10,000 a year on food, the price of food is $2, and that her income is $25,000.

   (1) If a sales tax on food caused the price of food to increase to $2.50, what would happen to her consumption of food? (13 分)

   (2) Suppose that Felicia gets a tax rebate of $2500 to ease the effect of sales tax. What would her consumption of food be now? (12 分)