

國立臺灣科技大學

九十二學年度碩士班招生考試試題

系所組別：企業管理系碩士班甲組

科目：經濟學

總分 100 分

1. 請回答以下問題：

- a. 何謂規模報酬遞減？(5分)為何在知識經濟時代，反而會有規模報酬遞增的情況出現？(10分)
- b. 請舉例(限網路經濟案例)並說明何謂網路經濟外部效果(network economy externality effect)?(5分)何謂網路經濟內鎖效果(network economy lock-in effect)?(5分)
- c. 哈佛大學教授 Porter 並不認同「網路網路造就了新經濟」的說法，他認為經濟法則並不會因為網際網路而改變，請以上述兩種效果為基礎，提出您對他觀點的評論?(贊成,為什麼?不贊成,為什麼?)(10分)

2. (35 分)

Provide the answer for the following questions and explain your answer in detail.

- i. Discuss the major factors to be considered when setting the prices. According to your answer, what is the first thing that a business should do when setting the pricing policy?
- ii. How do economists approach competition? Does this approach suffice for businesspeople? Why?
- iii. Consider a company whose product can be fully substituted by its competitors' products and every company in this industry always employs the optimal competitive strategies. If the company initiates the price cut, then what kind of situation the company will encounter? How about the price increase? Why?
- iv. On the other hand, if the attributes of the company's product are not highly differentiated with the competitors' product but the company owns a very strong brand, when the company initiates the price change, then what kind of situation the company will encounter? Why?

3. 有一台商赴大陸投資製造工廠，而後將產品在當地銷售，另外也將部分產品回銷台灣。大陸和台灣兩地的市場相互隔離，而且有很大的不同，假設兩地市場的需求函數及該台商的總成本函數分別為：

$$P_1 = 10 - 2Q_1$$

$$P_2 = 20 - 3Q_2$$

$$TC = 3 + 2(Q_1 + Q_2)$$

試問在所獲之利潤為最大的情況下，該台商應如何訂定大陸及台灣的價格與銷售量？又該台商所獲之最大利潤為何？(共 5 項答案，每項 6 分，本題總共 30 分)

