

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)



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：企業管理系碩士班乙組

科目：經濟學

總分 100 分

1. 紐約時報四月十三日報導，"By the Bush administration's reckoning last month, the cost of waging the war against Iraq will run about \$62 billion. By contrast, the cost of rebuilding that country afterward is estimated at only \$3.6 billion. For those who argue that the United States is either being stingy or unrealistic about the postwar costs, administration officials have invoked an analogy of the supply-side economic philosophy that they are using to sell tax cuts at home." 試從「生產面和供給面」評論此篇紐約時報的報導。(25 分)
2. How might perceptions of growth potential affect monetary or fiscal policy decisions? Could short-term stabilization goals ever conflict with long-run growth goals? 試從經濟成長和生產力的角度加以分析。(25 分)
3. (50 分)
Suppose you are one of two producers of personal computers. Both you and your competitors have zero marginal costs. Total demand for personal computers is

$$P = 120 - Q$$
Where Q = the sum of the outputs of you and your competitors.
 - a. Suppose you are in this situation only once. You and your competitor have to announce your individual outputs at the same time. You expect your competitor to choose Nash equilibrium strategy. How much will you choose to produce and what is your expected profit?(10 分)
 - b. Now suppose that you have to announce your output before your competitor does. How much will you choose to produce? What is your expected profit? Is it an advantage or disadvantage to move first? Explain(10 分).
 - c. Suppose you and your competitor collude together to decide a joint profit maximizing output. Each one produces half of the joint output and makes the corresponding profit. What would be the joint output for this collusion? What would be your profit under collusion?(10 分)
 - d. Suppose that your competitor produces half of the joint output in the collusion agreement and you decide to deviate from this collusion agreement, what is your profit maximizing output? What is your profit?(10 分)
 - e. If your competitor's output cannot be observed in advance and you are worrying about its honesty to follow the collusion agreement to produce half of the joint output, what would be your profit maximizing output decision now? Explain.(10 分)

