

96 學年度_____科技管理研究_____系(所)_____科管_____組碩士班入學考試

科目_____經濟學_____科目代碼_(5001)_共_3_頁第_1_頁 *請在試卷【答案卷】內作答

答題時，請務必在答案卷上標示清楚題號

填充題：(每題 10 分)

(unemployment, money, government expenditure, opportunity cost, economy of scale, marketing, technology transfer, innovation, business management, institution, enterprise, market, production, social welfare, 請從以上這些經濟學詞彙中選擇最適當者回答下列問題)

1. "Modern economic growth can be viewed as a continuous process of accumulation and application of scientific and technical knowledge. Direct foreign investment (DFI) is one of the most important conduits for the acquisition of that knowledge, and there are many theories of how DFI leads to international __(1)__, especially to developing countries. ... To overcome that difficulty and arrive at some understanding of this most interesting and complicated aspect of DFI, it will be useful to examine carefully various activities of foreign firms that have either sponsored or benefited from __(1)__.". (Chi Schive, *The Foreign Factor*, 1990, p. 21)

2. "I know only one part of economics in which transaction costs have been used to explain a major feature of the economic system, and that relates to the evolution and use of __(2)__. Adam Smith pointed out the hindrances to commerce that could arise in an economic system in which there was a division of labour but in which all exchange had to take the form of barter. ... [A] person wishing to buy something in a barter system has to find someone who has this product for sale but who also wants some of the goods possessed by the potential buyer. Similarly, a person wishing to sell something has to find someone who both wants what he has to offer and also possess something that the potential seller wants. Exchange in a barter system requires what W. Stanley Jevons called "this double coincidence." (Ronald Coase, *Essays on Economics and Economists*, 1994, p. 9).

3. "The large manufacturer has a much better chance than a small one has, of getting hold of men with exceptional natural abilities, to do the most difficult part of his work -- that on which the reputation of his establishment chiefly depends. This is occasionally important as regards mere handiwork in trades which require much taste and originality, as for instance that of a house decorator, and in those which require exceptionally fine workmanship, as for instance that of a manufacturer of delicate mechanism. But in most businesses its chief importance lies in the facilities which it gives to the employer for the selection of able and tried men, men whom he trusts and who trust him, to be his foremen and heads of departments. We are thus brought to the central problem of the modern organization of industry, viz. that which relates to the advantages and disadvantages of the subdivision of the work of __(3)__.". (Alfred Marshall, *Principles of Economics*, 8th ed., 1920, Book IV, Chapter XI)

4. "For in most of those trades in which the economies of production on a large scale are of first-rate importance, __(4)__ is difficult. There are, no doubt, important exceptions. A producer may, for instance, obtain

access to the whole of a large market in the case of goods which are so simple and uniform that they can be sold wholesale in vast quantities. But, most goods of this kind are raw produce; and nearly all the rest are plain and common, such as steel rails or calico; and their production can be reduced to routine, for the very reason that they are plain and common. Therefore in the industries which produce them, no firm can hold its own at all unless equipped with expensive appliances of nearly the latest type for its main work; while subordinate operations can be performed by subsidiary industries; and in short there remains no very great difference between the economies available by a large and by a very large firm; and the tendency of large firms to drive out small ones has already gone so far as to exhaust most of the strength of those forces by which it was originally promoted.

But many commodities with regard to which the tendency to increasing return acts strongly are, more or less, specialities: some of them aim at creating a new want, or at meeting an old want in a new way. Some of them are adapted to special tastes, and can never have a very large market; and some have merits that are not easily tested, and must win their way to general favour slowly. In all such cases the sales of each business are limited, more or less according to circumstances, to the particular market which it has slowly and expensively acquired; and though the production itself might be economically increased very fast, the sale could not.” (Alfred Marshall, *Principles of Economics*, 8th ed., 1920, Book IV, Chapter XI)

問答題：(每題 20 分)

5. 一位經濟學教授在黑板上寫下「目前全球原油的儲存總量是 531,000,000,000 桶，目前每年全球原油消耗量是 16,500,000,000 桶。」他接著問全班同學，「我們在多久之後會把原油用光？」請寫下你對這個問題的答案，並且解釋說明。

6. 全美國電影票房最賣座的前幾名都是普遍級(G，沒有暴力、色情)的電影，然而每年電影公司拍攝的普遍級電影非常少。下表顯示經濟學者在 2003 年分析美國電影報酬率所得到的結果，請根據這項資料，提出你對前述現象的解釋。

報酬率排名	報酬率	非常暴力	色情加暴力	暴力	續集電影
前 10%	5.79 – 17.05	0	0	0.04	0.27
前 20%	3.53 – 5.74	0.18	0.29	0.15	0.27
前 30%	2.56 – 3.52	0.06	0.12	0.13	0.18
前 40%	1.89 – 2.33	0.35	0.06	0.17	0.18
前 50%	1.30 – 1.85	0.12	0.12	0.06	0.09
前 60%	1.00 – 1.29	0.06	0.12	0.11	0
前 70%	0.70 – 0.98	0	0.06	0.13	0
前 80%	0.50 – 0.69	0.12	0.18	0.09	0
前 90%	0.34 – 0.49	0	0.06	0.04	0
最後 10%	0.09 – 0.29	0.12	0	0.09	0

7. 下表是有關臺灣 ODM 廠商在 2001 年與 2002 年的資料。請解釋什麼是 ODM (original design manufacturers)？並且說明解釋表中所呈現出的狀況。

Taiwanese ODM Firms Overseas and Chinese Production Volume Ratio by Major Product Category, 2001 and 2002

	Overseas production (%)		Chinese production (%)	
	2001	2002	2001	2002
Notebook PCs	12	43	5	38
Desktop PCs	86	94	48	52
Motherboards	55	63	52	62
LCD Monitors	26	76	23	68
CRT Monitors	98	98	66	72
Optical Disk Drives	94	95	92	92
Servers	49	54	16	24

Source: IT Industry Yearbook, 2002-2003.