



馬來西亞留台成功大學校友會

主 辦

2025 年

第四屆成大商科比賽

考生指示：

- (一) 解答所有問題。
- (二) 將正確答案在答案紙上的圓圈內“塗黑”，每題只准給一個答案。
- (三) 正確的答案得三分，錯誤的答案扣一分，不做答的零分。

INSTRUCTIONS TO CANDIDATES

1. Attempt all questions.
2. Pick the correct answer and make a mark “●” in the circle provided in the answer sheet. Only one answer is allowed for each question.
3. Three marks for a correct answer, one mark will be deducted for each wrong answer. No mark will be given to each question not attempted.

2025 第四屆成大商科比賽 - 經濟學
4th NCKU Business Studies Competition 2025- Economics

1. 如果你為了看電影而放棄了打工，打工本來可以賺取 RM1,000，則這 RM1,000 稱為：If you give up working a part-time job (which could have earned you RM1,000) to watch a movie, the RM1,000 is called:
 - a) 邊際效用。Marginal utility.
 - b) 機會成本。Opportunity cost.
 - c) 生產可能曲線。Production possibilities curve.
 - d) 額外收益。Additional revenue.
2. 在生產可能曲線（PPC）上，若要生產更多的一種商品，會發生什麼情況？On the production possibilities curve (PPC), if you want to produce more of one good, what happens?
 - a) 必須放棄生產另一種商品的一部分。You must give up some production of another good.
 - b) 所有商品都可以增加生產。All goods can be increased.
 - c) 資源是無限制的。Resources are unlimited.
 - d) 商品可以免費生產。Goods can be produced for free.
3. 當消費者收入增加時，他對正常財的購買量會：When a consumer's income increases, their purchase of a normal good will:
 - a) 減少。Decrease.
 - b) 保持不變。Stay the same.
 - c) 增加。Increase.
 - d) 下降到零。Drop to zero.
4. Giffen 財的特性是：A Giffen good is characterized by:
 - a) 價格上升時，需求減少。Quantity demanded falls as price rises.
 - b) 價格下降時，需求減少。Quantity demanded falls as price falls.
 - c) 價格下降時，需求增加。Quantity demanded rises as price falls.
 - d) 價格不變時，需求大幅波動。Demand fluctuates greatly when price is unchanged.
5. 下列何者最有可能使供給具有高度彈性？ Which of the following would most likely make supply highly elastic?
 - a) 生產時間長且複雜。Long and complex production time.
 - b) 生產可以迅速調整。Ability to adjust production quickly.
 - c) 原料非常稀少。Extremely scarce raw materials.
 - d) 勞動密集且不可替代。Labor-intensive and non-substitutable processes.

2025 第四屆成大商科比賽 - 經濟學
4th NCKU Business Studies Competition 2025- Economics

6. 消費者剩餘是指：Consumer surplus refers to:
- a) 消費者實際支付的價格減去願意支付的價格。The actual payment minus the willingness to pay.
 - b) 願意支付的價格減去實際支付的價格。Willingness to pay minus actual payment.
 - c) 生產者的利潤。The producer's profit.
 - d) 商品的總價值。The total value of a good.
7. 當政府設定價格上限低於市場均衡價時，可能產生：When the government sets a price ceiling below market equilibrium, it likely results in:
- a) 過剩。Surplus.
 - b) 短缺。Shortage.
 - c) 均衡。Equilibrium.
 - d) 價格上升。Price increase.
8. 如果邊際效用為負，則總效用會：If marginal utility is negative, total utility will:
- a) 增加。Increase.
 - b) 保持不變。Remain unchanged.
 - c) 減少。Decrease.
 - d) 無法確定。Cannot be determined.
9. 無異曲線的斜率代表：The slope of an indifference curve represents:
- a) 生產效率。Production efficiency.
 - b) 邊際替代率。Marginal rate of substitution.
 - c) 邊際生產力。Marginal productivity.
 - d) 平均成本。Average cost.
10. 經濟規模的產生通常是因為：Economies of scale generally occur because:
- a) 成本隨生產增加而上升。Costs rise as production increases.
 - b) 成本隨生產增加而下降。Costs fall as production increases.
 - c) 市場需求下降。Market demand falls.
 - d) 產品價格上升。Product prices rise.
11. 一家公司在利潤極大化時應該使得：To maximize profits, a firm should:
- a) 平均成本等於平均收益。Set average cost equal to average revenue.
 - b) 邊際成本等於邊際收益。Set marginal cost equal to marginal revenue.

2025 第四屆成大商科比賽 - 經濟學
4th NCKU Business Studies Competition 2025- Economics

- c) 平均成本等於邊際成本。Set average cost equal to marginal cost.
d) 總收益最大化而不考慮成本。Maximize total revenue without considering cost.
12. 關於壟斷市場，下列敘述何者錯誤？ Which of the following is **incorrect** about a monopoly market?
- a) 只有一個賣方。There is only one seller.
b) 沒有進入障礙。There are no barriers to entry.
c) 賣方有價格制定能力。The seller has pricing power.
d) 市場上無接近的替代品。There are no close substitutes.
13. 寡占市場中，各公司決策通常：In an oligopoly market, firms' decision-making is usually:
- a) 彼此獨立。Independent of each other.
b) 彼此依賴。Interdependent.
c) 完全自由競爭。Purely competitive.
d) 無須考慮競爭對手。Not considering competitors.
14. 哪一種市場結構最具資源配置的經濟效率？ Which market structure achieves the highest efficiency in resource allocation?
- a) 壟斷市場。Monopoly.
b) 寡占市場。Oligopoly.
c) 完全競爭市場。Perfect competition.
d) 壟斷競爭市場。Monopolistic competition.
15. 公共財具有哪些特性？What are the characteristics of public goods?
- a) 排他性與競爭性。Excludability and rivalry.
b) 非排他性與競爭性。Non-excludability and rivalry.
c) 排他性與非競爭性。Excludability and non-rivalry.
d) 非排他性與非競爭性。Non-excludability and non-rivalry.
16. 以下哪一項不是導致市場失靈的原因？Which of the following is **not** a cause of market failure?
- a) 公共財的存在。Existence of public goods.
b) 外部性。Externalities.
c) 完全競爭。Perfect competition.
d) 資訊不對稱。Information asymmetry.

2025 第四屆成大商科比賽 - 經濟學
4th NCKU Business Studies Competition 2025- Economics

17. 根據經濟學觀點，企業創新的主要經濟報酬是：In economics, the main economic reward for business innovation is:
- a) 降低工資。Lowering wages.
 - b) 創造超額利潤。Generating excess profits.
 - c) 提高稅收。Increasing taxes.
 - d) 降低生產數量。Reducing production quantity.
18. 淨國民生產毛額（NNP）是指：Net National Product (NNP) is defined as:
- a) GDP 減去政府支出。GDP minus government spending.
 - b) GDP 減去間接稅收。GDP minus indirect taxes.
 - c) GDP 減去折舊。GDP minus depreciation.
 - d) GDP 減去進口。GDP minus imports.
19. 可支配所得是指：Disposable income refers to:
- a) 總所得加上政府轉移支付。Total income plus government transfer payments.
 - b) 稅後可用於消費或儲蓄的所得。Income after taxes available for consumption or saving.
 - c) 稅前總所得。Total pre-tax income.
 - d) 政府支出後的剩餘。Income after government spending.
20. 在乘數理論中，如果邊際消費傾向提高，則乘數會：According to the multiplier theory, if the marginal propensity to consume increases, the multiplier will:
- a) 增加。Increase.
 - b) 減少。Decrease.
 - c) 不變。Remain unchanged.
 - d) 減至零。Drop to zero.
21. 下列何者會造成所得循環的漏出（減少流量）？ Which of the following leads to a "leakage" in the income flow?
- a) 消費支出。Consumption spending.
 - b) 投資支出。Investment spending.
 - c) 儲蓄。Saving.
 - d) 政府支出增加。Increased government spending.

2025 第四屆成大商科比賽 - 經濟學
4th NCKU Business Studies Competition 2025- Economics

22. 誘發性消費是指：Induced consumption refers to:
- a) 收入變化不影響消費。Consumption unaffected by income changes.
 - b) 收入增加時，消費隨之增加的部分。The portion of consumption that increases with income.
 - c) 與收入無關的基本消費。Basic consumption independent of income.
 - d) 只依靠政府補助的消費。Consumption depending only on government subsidies.
23. 經濟繁榮期常見的物價現象是：During economic prosperity, the typical price trend is:
- a) 物價下跌。Price falls.
 - b) 物價穩定。Price remains stable.
 - c) 物價上漲。Price rises.
 - d) 物價停滯不變。Price stays stagnant.
24. 磨擦性失業的成因主要是：Frictional unemployment mainly arises from:
- a) 勞動市場結構性改變。Structural changes in the labor market.
 - b) 工人短期內尋找更合適工作的過程。Workers searching for better jobs in the short term.
 - c) 經濟蕭條導致需求下降。Demand collapse due to recession.
 - d) 工資過高導致失業。Excessively high wages.
25. 成本推動型通貨膨脹通常源自：Cost-push inflation is typically caused by:
- a) 消費需求增加。Increase in consumer demand.
 - b) 企業生產成本上升。Increase in production costs for businesses.
 - c) 政府支出下降。Decrease in government spending.
 - d) 儲蓄率提升。Rising savings rates.
26. 貨幣流通速度（Velocity of Money）是指：The velocity of money refers to:
- a) 價格上漲的速度。The speed at which prices rise.
 - b) 貨幣在經濟中被花費的速度。How quickly money circulates in the economy.
 - c) 政府發行貨幣的速度。The rate at which government issues money.
 - d) 國家儲備金增長速度。The growth of national reserves.
27. 當景氣過熱時，中央銀行通常會：When the economy overheats, the central bank will usually:
- a) 降低利率。Lower interest rates.
 - b) 增加貨幣供給。Increase money supply.
 - c) 提高利率、減少貨幣供給。Raise interest rates and reduce money supply.
 - d) 提高政府支出。Increase government spending.

2025 第四屆成大商科比賽 - 經濟學
4th NCKU Business Studies Competition 2025- Economics

28. 貼現率是指：The discount rate refers to:

- a) 銀行存款利率。Bank deposit interest rates.
- b) 政府債券利率。Government bond rates.
- c) 中央銀行貸款給商業銀行的利率。The interest rate at which the central bank lends to commercial banks.
- d) 商業銀行對企業的貸款利率。The interest rate at which banks lend to businesses.

29. 以下何者屬於擴張性財政政策？ Which of the following is an expansionary fiscal policy?

- a) 增稅。Raising taxes.
- b) 減少政府支出。Reducing government spending.
- c) 增加政府支出與減稅。Increasing government spending and cutting taxes.
- d) 提高利率。Raising interest rates.

30. 政府支出過度成長可能會：Excessive government spending may:

- a) 提升私人投資。Boost private investment.
- b) 排擠私人投資。Crowd out private investment.
- c) 減少總需求。Reduce total demand.
- d) 提高儲蓄率。Increase the savings rate.

31. 下列何者有助於減少國債？ Which of the following helps reduce national debt?

- a) 減少稅收。Reducing taxes.
- b) 增加政府支出。Increasing government spending.
- c) 減少政府支出、增加稅收。Cutting government spending and raising taxes.
- d) 降低貨幣供給。Decreasing money supply.

32. 在國際貿易中，反傾銷措施是用來：In international trade, anti-dumping measures are used to:

- a) 獎勵出口企業。Reward exporters.
- b) 保護本國產業免受不公平低價競爭。Protect domestic industries from unfair low-price competition.
- c) 提高本國貨幣價值。Raise domestic currency value.
- d) 減少關稅收入。Reduce tariff revenues.

2025 第四屆成大商科比賽 - 經濟學
4th NCKU Business Studies Competition 2025- Economics

33. 自由貿易主要帶來什麼經濟效益？ The main economic effect of free trade is to:
- a) 提高保護主義。Increase protectionism.
 - b) 降低資源配置效率。Decrease resource allocation efficiency.
 - c) 提升資源配置效率。Improve resource allocation efficiency.
 - d) 減少國內產業競爭力。Weaken domestic industry competitiveness.
34. 若本國貨幣貶值，通常會：If the domestic currency depreciates, it generally leads to:
- a) 出口減少，進口增加。Decreased exports, increased imports.
 - b) 出口增加，進口減少。Increased exports, decreased imports.
 - c) 出口和進口同時增加。Exports and imports both increase.
 - d) 出口和進口同時減少。Exports and imports both decrease.
35. 下列何者會造成本國對外匯的需求？ Which of the following creates domestic demand for foreign currency?
- a) 外國人來本國旅遊。Foreign tourists visiting the country.
 - b) 本國人購買外國商品。Domestic residents purchasing foreign goods.
 - c) 本國商品出口至國外。Domestic goods exported abroad.
 - d) 外國投資本國。Foreigners investing in the country.
36. 當一國出現國際收支赤字（貿易逆差），若不干預市場，通常會導致：When a country has a balance of payments deficit (trade deficit) and there is no market intervention, it usually results in:
- a) 本幣升值。Currency appreciation.
 - b) 本幣貶值。Currency depreciation.
 - c) 匯率保持穩定。Stable exchange rate.
 - d) 外匯儲備增加。Increase in foreign reserves.
37. 當商品價格上升時，若替代效果大於所得效果，則該商品的需求量將會：When the price of a product rises and the substitution effect is greater than the income effect, the quantity demanded will:
- a) 增加。Increase.
 - b) 減少。Decrease.
 - c) 不變。Remain unchanged.
 - d) 無法確定。Cannot be determined.

2025 第四屆成大商科比賽 - 經濟學
4th NCKU Business Studies Competition 2025- Economics

38. 通膨緊縮 (Disinflation) 指的是：Disinflation refers to:
- a) 物價指數下降至負值。Price index falling into negative territory.
 - b) 物價上漲速度放緩。Slowing rate of price increase.
 - c) 物價急劇上升。Sharp rise in prices.
 - d) 完全停止物價變動。Complete halt of price changes.
39. 下列哪一項通常計入經常帳 (Current Account) ？ Which of the following is usually recorded in the current account?
- a) 外國直接投資。Foreign direct investment.
 - b) 資本流入。Capital inflows.
 - c) 貨物貿易出口。Merchandise exports.
 - d) 外國人購買本國股票。Foreigners buying domestic stocks.
40. 根據購買力平價理論 (PPP)，若兩國物價水平差異擴大，長期而言匯率會如何變動？ According to purchasing power parity (PPP), if the price level gap between two countries widens, in the long run the exchange rate will:
- a) 高物價國貨幣升值。High-price country's currency appreciates.
 - b) 低物價國貨幣貶值。Low-price country's currency depreciates.
 - c) 高物價國貨幣貶值。High-price country's currency depreciates.
 - d) 匯率保持不變。Exchange rate remains unchanged.