



馬來西亞留台成功大學校友會
主 辦
2024 年
第三屆成大商科比賽

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.**

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3rd NCKU Business Studies Competition 2024 - Economics

1. What is the law of demand?
需求法則是什麼？
 - a) As price increases, quantity demanded increases
價格上升，需求量增加
 - b) As price decreases, quantity demanded decreases
價格下降，需求量減少
 - c) As price increases, quantity demanded decreases
價格上升，需求量減少
 - d) As price decreases, quantity demanded remains constant
價格下降，需求量保持不變

2. What is marginal cost?
什麼是邊際成本？
 - a) The total cost of producing all units
生產所有單位的總成本
 - b) The cost of producing one more unit
生產一個單位的額外成本
 - c) The cost of producing half a unit
生產半個單位的成本
 - d) The average cost of all units produced
所有單位生產的平均成本

3. What does elasticity measure in economics?
彈性在經濟學中衡量什麼？
 - a) The degree of luxury of a good
商品的奢侈程度
 - b) The responsiveness of quantity demanded or supplied to changes in price
需求量或供給量對價格變化的反應
 - c) The total revenue of a firm
企業的總收入
 - d) The number of substitutes available for a good
商品的替代品數量

4. What is a perfectly competitive market?
完全競爭市場的定義是什麼？
 - a) A market with only one seller
只有一個賣家的市場
 - b) A market with few sellers
少數賣家的市場
 - c) A market with many buyers and sellers, all of whom have perfect information
許多買家和賣家，且信息完全透明的市場
 - d) A market with government intervention
政府干預的市場

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5. What is the definition of opportunity cost?

機會成本的定義是什麼？

- a) The monetary cost of an item
項目的貨幣成本
- b) The highest-valued alternative that must be given up to engage in an activity
為從事某項活動而必須放棄的最高價值替代品
- c) The total revenue minus the total cost
總收入減去總成本
- d) The cost of all factors of production
所有生產要素的成本

6. What is the purpose of a price ceiling?

價格上限的目的是什麼？

- a) To increase market prices
提高市場價格
- b) To keep prices above equilibrium
將價格保持在均衡點以上
- c) To keep prices below equilibrium
將價格保持在均衡點以下
- d) To eliminate shortages
消除短缺

7. Which of the following is a characteristic of monopolistic competition?

以下哪一項是壟斷競爭的特徵？

- a) Homogeneous products
同質產品
- b) Price-taking behavior
價格接受行為
- c) Product differentiation
產品差異化
- d) No barriers to entry
無進入障礙

8. What is a natural monopoly?

自然壟斷是什麼？

- a) A firm that owns all natural resources
擁有所有自然資源的公司
- b) A monopoly that exists because of economies of scale
由於規模經濟而存在的壟斷
- c) A monopoly that is created by government regulation
由政府監管創建的壟斷
- d) A firm that produces goods naturally
生產天然商品的公司

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9. What is the income effect?

收入效應是什麼？

- a) The change in consumption resulting from a change in income
收入變化引起的消費變化
- b) The change in consumption resulting from a change in price
價格變化引起的消費變化
- c) The effect of an income tax on consumption
所得稅對消費的影響
- d) The effect of income distribution on demand
收入分配對需求的影響

10. What does the term "economies of scale" refer to?

規模經濟指的是什麼？

- a) Increasing average costs as production increases
隨著生產增加，平均成本增加
- b) Constant average costs as production increases
隨著生產增加，平均成本不變
- c) Decreasing average costs as production increases
隨著生產增加，平均成本降低
- d) The financial benefits of large-scale production
大規模生產的財務效益

11. Which of the following is a characteristic of an oligopoly?

以下哪一項是寡頭壟斷的特徵？

- a) One firm controls the market
一家公司控制市場
- b) Many small firms compete
許多小公司競爭
- c) A few large firms dominate the market
少數大型公司主導市場
- d) Free entry and exit
自由進出市場

12. What is consumer surplus?

什麼是消費者剩餘？

- a) The total revenue of a firm
企業的總收入
- b) The difference between what consumers are willing to pay and what they actually pay
消費者願意支付的價格和實際支付的價格之間的差額
- c) The additional cost of producing one more unit
生產一個單位的額外成本
- d) The amount of goods consumers purchase
消費者購買的商品數量

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13. What does the Gini coefficient measure?

基尼係數 (Gini coefficient) 是用來衡量什麼的？

- a) Economic growth rate
經濟增長率
- b) Money supply
貨幣供應量
- c) Income or wealth inequality
收入或財富分配的不平等程度
- d) Inflation rate
通貨膨脹率

14. What is an indifference curve?

無異曲線是什麼？

- a) A curve that shows the supply of a good
顯示商品供應的曲線
- b) A curve that shows the demand for a good
顯示商品需求的曲線
- c) A curve that shows combinations of goods that give the consumer equal satisfaction
顯示給消費者帶來相同滿足感的商品組合的曲線
- d) A curve that shows the production possibilities of an economy
顯示經濟生產可能性的曲線

15. Which of the following best describes a Giffen good?

以下哪項最能描述 Giffen 商品？

- a) A good for which demand increases as price decreases
隨著價格下降，需求增加的商品
- b) A good for which demand decreases as price decreases
隨著價格下降，需求減少の商品
- c) A good that violates the law of demand
違反需求法則的商品
- d) A good with many substitutes
擁有多種替代品的商品

16. In the Fisher equation, what does the real interest rate equal?

在費雪方程式中，實際利率等於什麼？

- a) Nominal interest rate plus expected inflation rate
名義利率加上預期通貨膨脹率
- b) Nominal interest rate minus expected inflation rate
名義利率減去預期通貨膨脹率
- c) Nominal interest rate multiplied by expected inflation rate
名義利率乘以預期通貨膨脹率
- d) Nominal interest rate divided by expected inflation rate
名義利率除以預期通貨膨脹率

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17. What does the term "deadweight loss" refer to?
無謂損失(Deadweight Loss)是什麼？
- a) The loss of revenue to firms due to taxes
由於稅收導致的企業收入損失
 - b) The loss of consumer and producer surplus due to market inefficiencies
由於市場低效導致的消費者和生產者剩餘的損失
 - c) The additional cost of producing one more unit
生產一個單位的額外成本
 - d) The cost of externalities
外部性的成本
18. What is the substitution effect?
替代效應是什麼？
- a) The change in consumption resulting from a change in income
收入變化引起的消費變化
 - b) The change in consumption resulting from a change in price, holding utility constant
保持效用不變的情況下，價格變化引起的消費變化
 - c) The effect of substitutes on demand
替代品對需求的影響
 - d) The effect of a price change on demand for complementary goods
價格變化對互補商品需求的影響
19. Which of the following is true for a firm in monopolistic competition in the long run?
在壟斷競爭中，長期內企業的情況是什麼？
- a) It will earn economic profits
企業將獲得經濟利潤
 - b) It will earn zero economic profit
企業將獲得零經濟利潤
 - c) It will earn losses
企業將虧損
 - d) It will become a monopoly
企業將成為壟斷企業
20. What is Pareto efficiency?
什麼是帕累托最優？
- a) A state of resource allocation where it is impossible to make anyone better off without making someone else worse off
資源分配達到無法通過重新分配來使任何人變得更好的狀態
 - b) A state of resource allocation where everyone is equal
資源分配達到所有人都平等的狀態
 - c) A state of resource allocation that maximizes economic growth
資源分配達到最大化經濟增長的狀態
 - d) A state of resource allocation in a perfectly competitive market
資源分配達到完全競爭市場的狀態

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21. What is the definition of allocative efficiency?
配置效率的定義是什麼？
- a) When resources are distributed according to government planning
資源根據政府計劃分配
 - b) When resources are distributed according to consumer preferences
資源根據消費者偏好分配
 - c) When resources are distributed equally among all members of society
資源在社會所有成員中均勻分配
 - d) When resources are distributed according to producers' preferences
資源根據生產者偏好分配
22. What is Gross Domestic Product (GDP)?
國內生產總值 (GDP) 是什麼？
- a) The total value of all final goods and services produced within a country in a given period
在一定時期內一國內所有最終商品和服務的總價值
 - b) The total value of all goods and services produced worldwide
全球所有商品和服務的總價值
 - c) The total value of all intermediate goods produced within a country
在一國內所有中間商品的總價值
 - d) The total value of all imports and exports
進出口的總價值
23. What is the primary purpose of fiscal policy?
財政政策的主要目的是什麼？
- a) To control the money supply
控制貨幣供應量
 - b) To manage government spending and taxation to influence the economy
管理政府支出和稅收以影響經濟
 - c) To regulate the banking system
監管銀行系統
 - d) To control inflation through interest rates
通過利率控制通貨膨脹
24. When firms are deciding on the optimal level of production, what concept do they use to determine how much to produce?
當企業決定最佳產量時，他們使用什麼概念來確定生產量？
- a) The total cost of production
生產的總成本
 - b) The break-even point
盈虧平衡點
 - c) Marginal cost equals marginal revenue
邊際成本等於邊際收益
 - d) The highest possible production level
最高可能的生產水平

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25. In neoclassical growth theory, what is the main driver of long-term economic growth?
在新古典增長理論中，長期經濟增長的主要驅動力是什麼？
- a) Capital accumulation
資本積累
 - b) Technological progress
技術進步
 - c) Labor force growth
勞動力增長
 - d) Government spending
政府支出
26. What is the difference between nominal GDP and real GDP?
名義 GDP 和實際 GDP 的區別是什麼？
- a) Nominal GDP is adjusted for inflation, real GDP is not
名義 GDP 經過通貨膨脹調整，而實際 GDP 沒有
 - b) Real GDP is adjusted for inflation, nominal GDP is not
實際 GDP 經過通貨膨脹調整，而名義 GDP 沒有
 - c) Nominal GDP includes all goods, real GDP includes only final goods
名義 GDP 包括所有商品，實際 GDP 只包括最終商品
 - d) Real GDP includes all goods, nominal GDP includes only final goods
實際 GDP 包括所有商品，名義 GDP 只包括最終商品
27. What is the business cycle?
什麼是景氣循環週期？
- a) The long-term growth trend of the economy
經濟的長期增長趨勢
 - b) The short-term fluctuations in economic activity
經濟活動的短期波動
 - c) The cycle of government spending and taxation
政府支出和稅收的週期
 - d) The cycle of import and export activity
進出口活動的週期
28. What is the main goal of expansionary fiscal policy?
擴張性財政政策的主要目標是什麼？
- a) To decrease the money supply
減少貨幣供應量
 - b) To reduce inflation
減少通貨膨脹
 - c) To increase aggregate demand
增加總需求
 - d) To reduce the budget deficit
減少預算赤字

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29. What does the term "aggregate demand" refer to?
總需求指的是什麼？
- a) The total demand for goods and services in an economy at a given price level and in a given time period
一個經濟體在給定價格水平和特定時間內的商品和服務的總需求
 - b) The demand for goods and services by households
家庭對商品和服務的需求
 - c) The demand for goods and services by businesses
企業對商品和服務的需求
 - d) The demand for goods and services by the government
政府對商品和服務的需求
30. What is stagflation?
停滯性膨脹(Stagflation)是什麼？
- a) A period of rising inflation and falling unemployment
通貨膨脹上升且失業率下降的時期
 - b) A period of rising inflation and rising unemployment
通貨膨脹上升且失業率上升的時期
 - c) A period of falling inflation and falling unemployment
通貨膨脹下降且失業率下降的時期
 - d) A period of falling inflation and rising unemployment
通貨膨脹下降且失業率上升的時期
31. What is the Phillips Curve?
菲利普斯曲線(Phillips Curve)是什麼？
- a) A graph showing the relationship between inflation and unemployment
顯示通貨膨脹與失業率之間關係的圖表
 - b) A graph showing the relationship between GDP and interest rates
顯示 GDP 與利率之間關係的圖表
 - c) A graph showing the relationship between consumption and savings
顯示消費與儲蓄之間關係的圖表
 - d) A graph showing the relationship between imports and exports
顯示進出口之間關係的圖表
32. What is the purpose of a central bank?
中央銀行的目的是什麼？
- a) To control the national debt
控制國債
 - b) To oversee government spending
監督政府支出
 - c) To regulate the money supply and ensure financial stability
調節貨幣供應量並確保金融穩定
 - d) To manage international trade
管理國際貿易

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33. What is the Laffer Curve?

什麼是拉弗曲線？

- a) A graph showing the relationship between inflation and unemployment
顯示通貨膨脹與失業率之間關係的圖表
- b) A graph showing the relationship between tax rates and tax revenue
顯示稅率與稅收收入之間關係的圖表
- c) A graph showing the relationship between consumption and savings
顯示消費與儲蓄之間關係的圖表
- d) A graph showing the relationship between imports and exports
顯示進出口之間關係的圖表

34. What is a budget deficit?

什麼是預算赤字？

- a) When government spending is less than tax revenue
當政府支出少於稅收收入時
- b) When government spending equals tax revenue
當政府支出等於稅收收入時
- c) When government spending exceeds tax revenue
當政府支出超過稅收收入時
- d) When the government has no debt
當政府沒有債務時

35. What is the purpose of contractionary monetary policy?

緊縮性貨幣政策的目的是什麼？

- a) To increase the money supply
增加貨幣供應量
- b) To decrease the money supply
減少貨幣供應量
- c) To increase government spending
增加政府支出
- d) To increase taxes
增加稅收

36. Which of the following is considered a leading economic indicator?

以下哪一項被認為是領先經濟指標？

- a) Unemployment rate
失業率
- b) Stock market performance
股市表現
- c) GDP growth rate
GDP 增長率
- d) Inflation rate
通貨膨脹率

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37. What is the natural rate of unemployment?
什麼是自然失業率？
- a) The lowest possible unemployment rate
最低可能的失業率
 - b) The unemployment rate when the economy is producing at its potential output
當經濟以其潛在產出生產時的失業率
 - c) The unemployment rate when inflation is zero
當通貨膨脹為零時的失業率
 - d) The unemployment rate during a recession
經濟衰退期間的失業率
38. What is the crowding out effect?
排擠效應(Crowding out)是什麼？
- a) When government borrowing leads to higher interest rates and reduced private investment
當政府借款導致利率上升並減少私人投資
 - b) When government spending increases private sector investment
當政府支出增加私人部門投資
 - c) When private sector borrowing increases government investment
當私人部門借款增加政府投資
 - d) When government borrowing leads to lower interest rates and increased private investment
當政府借款導致利率下降並增加私人投資
39. According to the theory of interest rate parity, what happens if a country's interest rate rises?
根據利率平價理論，如果一國利率上升，會發生什麼情況？
- a) The country's currency will depreciate
該國貨幣會貶值
 - b) The country's currency will appreciate
該國貨幣會升值
 - c) The country's currency will remain unchanged
該國貨幣保持不變
 - d) Interest rates have no relation to exchange rates
利率與匯率無關
40. If the price elasticity of demand for a good is greater than 1, what can we say about the good?
如果一種商品的價格彈性大於 1，我們可以說明這種商品是什麼？
- a) The good is inelastic
這種商品是無彈性的
 - b) The good is unit elastic
這種商品是單位彈性的
 - c) The good is perfectly elastic
這種商品是完全彈性的
 - d) The good is elastic
這種商品是有彈性的