

國立中山大學 96 學年度碩士班招生考試試題

科目：管理學概論【海事所碩士班選考】

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※ 下列一至六題中，請任選五題回答，每題 20%。

※ 請將答案書寫於專用答案卷上，於試題卷上作答者一律不記分。

- 一、北美國家、澳洲、紐西蘭推行海洋策略 (Ocean strategy) 來執行其所訂定的海洋法，主要的執行工具包括海洋環境品質及海洋保護區的建立。而目前我國政府亦極力推行海洋立國、藍色國土、維護海域資源與權益。試申論 西方國家的海洋策略是否適用於我國推行海洋政策？
- 二、「台灣海洋產業」可定義為「以海洋為基礎，直接在海洋中操作之產業，以及以支援海洋活動發展的產業」。試述一您所熟知之海洋產業及其發展策略。
- 三、台灣四面環海，是一個海島國家，如何有效防止農、漁、畜產品之走私及防止其對於我國民眾身體健康及市場經濟之影響，請您提出看法與政府應有之作為。
- 四、2001 年聯合國教育科學及文化組織 (UNESCO) 通過「保護水下遺產公約 (UCH)」，我國亦於 94 年修訂「文化資產保存法」，試述水下文化遺產之價值與其代表之意義與原則。
- 五、二十一世紀以來，世界各國對於海洋極為重視，尤其是在 200 浬專屬經濟區延伸海域疆土、資源的開發獲取上，而在維護海洋環境與保育更是無所不用其極。請申論 台灣如何達成「海洋立國」、「接軌國際」與「引領未來」？
- 六、海洋事務所的成立，在於配合國家的教育目標—培養海洋人才，欲將科學研究、政策及管理整併合一。請申論就目前教育現況及將來發展，應該建立何種機制才能達到最高成效？

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科目：經濟學概論【海事所碩士班選考】

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選擇題(單選,共100分,每題2.5分)

- 1) We can predict human behavior because:
 - a. human choice is influenced by incentives.
 - b. humans are irrational.
 - c. we have perfect information.
 - d. the value that we get from consuming a good is the same for everyone.

- 2) Economics is primarily the study of:
 - a. wise investment decisions.
 - b. the "state" of the economy.
 - c. describing the allocation of scarce resources.
 - d. developing policies to reduce unemployment.

- 3) Janine is an accountant who makes \$30,000 a year. Robert is a college student who makes \$8,000 a year. All other things equal or constant, who is more likely to stand in a long line for a concert ticket?
 - a. Robert, because the opportunity cost of his time is lower.
 - b. Robert, because the opportunity cost of his time is higher.
 - c. Janine, because the opportunity cost of her time is lower.
 - d. Janine, because she is better able to afford the cost of the ticket.

- 4) Which of the following best applies to the concept of opportunity cost?
 - a. Do unto others as you would have them do unto you.
 - b. Nothing ventured, nothing gained.
 - c. There is no such thing as a free lunch.
 - d. What goes up, must come down.

- 5) If you have a choice of consuming two apples, or three oranges, or one candy bar, the opportunity cost of the candy bar is
 - a. two apples or three oranges, whichever you prefer.
 - b. two apples.
 - c. three oranges.
 - d. two apples and three oranges.

- 6) If an economy could somehow add to its input stock, or if it discovered new and better production techniques, then the production possibilities curve would:
 - a. remained unchanged.
 - b. move appropriately outward and to the right.
 - c. move appropriately inward and to the left.
 - d. begin to bow inward toward the origin.

- 7) If we are producing inside and to the left of our production possibility frontier for guns and butter, then:
 - a. It is impossible to produce more guns without sacrificing some butter output.
 - b. Either all available resources are not being fully employed or they are not being employed in the best uses.
 - c. The law of diminishing returns cannot be in operation.
 - d. The diagram illustrates something which cannot possibly happen.

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- 8) Recently there was a large freeze in Brazil that destroyed their crop of coffee beans. At the same time, successful advertising campaigns convinced consumers to drink tea instead of coffee. What do we expect to happen in the market for coffee?
- a lower equilibrium price and a higher equilibrium quantity of coffee bought and sold.
 - a higher equilibrium price and a lower equilibrium quantity of coffee bought and sold.
 - an indeterminate effect of the equilibrium price and a lower equilibrium quantity of coffee bought and sold.
 - a higher equilibrium price and an indeterminate effect equilibrium quantity of coffee bought and sold.
- 9) Ceteris paribus, which of the following would cause a decrease in the demand for compact discs?
- A decline in the cost of a compact disc player.
 - An increase in the price of compact discs.
 - A decrease in the price of cassette tapes, a substitute for compact discs.
 - An increase in the supply of compact discs.
- 10) If the elasticity of demand for heroin (in absolute value terms) is 0.01, what will be the effect on drug dealers' total revenue if the war on drugs drives up the price of drugs?
- total revenue will increase.
 - total revenue will decrease.
 - total revenue will remain the same.
 - price changes do not affect total revenue.
- 11) Perfect competition and monopolistic competition are similar in that under both market structures:
- there are zero economic profits in the long run.
 - there are few firms.
 - entry is difficult.
 - differentiated products are produced.
- 12) Assume that the government sets a binding price floor for milk such that there is a surplus. If the costs of producing milk decreases and the supply curve shifts
- the surplus will decrease.
 - a shortage will occur.
 - the surplus will increase.
 - demand will increase since the cost of producing milk is less.
- 13) The market structure in which firms face the most elastic demand curve is:
- perfect competition.
 - monopolistic competition.
 - oligopoly.
 - monopoly.
- 14) Suppose that a monopolist and a perfectly competitive firm have identical cost structures. The monopolistic firm would
- charge a higher price and sell a larger quantity.
 - charge a lower price and sell a larger quantity.
 - charge a higher price and sell a lower quantity.
 - charge a lower price and sell a lower quantity.

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- 15) How are perfect competition, monopolistic competition, and monopoly similar?
- They all produce where $MR=MC$.
 - They all produce homogeneous products.
 - They all engage in advertising.
 - They all have high barriers to entry.
- 16) If a perfectly competitive firm is earning a positive economic profit in the short run, then in the long run:
- other firms will enter the market driving economic profit back to zero.
 - the firm will continue to earn that profit because other firms will be unable to enter the industry.
 - the firm will exit the industry.
 - the firm will become a monopoly.
- 17) A common assumption about the players in a game is that
- the specific identity of the players is irrelevant to the play of the game.
 - the players have different information about the payoff matrix.
 - only one of the players pursues a rational strategy.
 - neither player knows the payoff matrix.
- 18) In the long run, under the quasi-competitive model, for a typical firm, price is
- above marginal cost.
 - above marginal cost but equal to average cost.
 - above average cost but equal to marginal cost.
 - equal to marginal cost and equal to or greater than average cost.
- 19) A deadweight loss of consumer and/or producer surplus occurs when
- producers fail to maximize profits.
 - consumers do not maximize their utility.
 - mutually beneficial transactions cannot be completed.
 - the price of inputs increases.
- 20) In a competitive market, an efficient allocation of resources is characterized by
- the largest possible sum of consumer and producer surplus.
 - the possibility of further mutually beneficial transactions.
 - a price greater than the marginal cost of production.
 - a value of consumer surplus equal to that of producer surplus.
- 21) Over time the full-employment level of output in the United States has risen steadily.
- True
 - False
- 22) Which of the following defines a recession?
- Real GDP is increasing.
 - Real GDP is decreasing.
 - Real GDP is below its full employment level.
 - Unemployment is unusually low.
- 23) When GDP is falling, the economy is experiencing
- a recession
 - a financial crisis
 - an expansion
 - equilibrium

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- 24) If a bank holds \$2000 in demand deposits and the required reserve ratio is 0.15, how much can the bank lend out?
a. \$2000 b. \$1700 c. \$300 d. \$150
- 25) If the unit cost of output for a car is \$8000 and the price is \$10,000, what is the firms' markup over cost?
a. 125 percent b. 25 percent c. 80 percent d. 0 percent
- 26) Why does a change in GDP affect unit costs and the price level?
a. As GDP increases, productivity increases.
b. As GDP increases the price of non-labor inputs increases and the nominal wage tends to increase.
c. As GDP decreases, there are efficient gains
d. As GDP increases, economies of scale allow for lower unit costs.
- 27) In the classical model, an increasing demand for labor will
a. cause an expansion with higher employment and a higher real wage
b. cause a shortage of labor because the labor market always clears
c. cause a recession with lower employment and a lower real wage
d. cause a recession because wages are fixed in the short run
- 28) Why is a rightward shift of the labor supply curve difficult to rationalize in the classical model?
a. The labor supply curve is based on firms' preferences.
b. Workers' preferences and therefore labor supply tend to change very slowly.
c. The labor supply curve is almost never a known entity.
d. Labor supply is very difficult to measure.
- 29) Which of the following is not a part of M1?
a. MMMF balances b. demand deposits c. traveler's checks
d. cash in the hands of the public
- 30) Suppose the required reserve ratio is 5 percent and the Fed buys a \$2000 bond. If the money is deposited into a commercial bank, what will initially happen to the money supply?
a. It will increase by \$2000. b. It will increase by \$100.
c. It will increase by 5 percent. d. It will increase by \$40,000.
- 31) Assume a bank currently holds \$75 million in demand deposits, \$10 million in vault cash and \$25 million deposited at the Federal Reserve. If the required reserve ratio is 15 percent, how much must the bank hold in required reserves?
a. \$1.5 million b. \$3.75 million c. \$16.5 million d. \$11.25 million
- 32) The main function of the Federal Open Market Committee is
a. to control the printing of currency b. to determine tax rates
c. to use open market operations to control the nation's money supply
d. to create and issue bonds on behalf of the Treasury

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- 33) By what mechanism does the economy always return to full employment after a demand shock in the short run?
- Taxes automatically adjust themselves.
 - The interest rate automatically adjusts itself.
 - Prices automatically adjust themselves.
 - Wages automatically adjust themselves.
- 34) Which of the following must the Fed carefully consider when adjusting its interest rate target?
- Changing the target will make stock prices less volatile.
 - Changing the target will stabilize bond prices.
 - Changing the target will lead to bond price adjustments.
 - Changing the target will stabilize stock prices.
- 35) Which of the following is a possible cure for ongoing inflation?
- The Fed could maintain a constant interest rate target regardless of economic circumstances.
 - The Fed could increase money supply whenever the AD curve shifts to the right.
 - The Fed could pursue anti-cyclical monetary policy.
 - The Fed could always try to keep the unemployment rate below the natural rate.
- 36) A new pollution law requires businesses to pay for inspections of their plants by independent pollution-monitoring firms. What effect is this likely to have?
- reduce productivity
 - increase the capital stock
 - increase productivity
 - increase the demand for labor in those firms
- 37) One of money's primary roles in the economy comes from the use of money to transfer purchasing power to the future. This role of money is called
- unit of account
 - store of value
 - medium of exchange
 - standard of deferred payment
- 38) Which of the following is most likely to lead to an increase of 1% in the nominal demand for money?
- an increase in real income of 0.5%
 - a decrease in real income of 0.5%
 - an increase of 1% in the price level
 - a decline of 1% in the price level
- 39) The three main components of the aggregate demand-aggregate supply model include
- AD, SRAS, LM
 - SRAS, LRAS, IS
 - AD, IS, LM
 - AD, SRAS, LRAS
- 40) Any change that reduces desired saving relative to desired investment (for a given level of output) causes the real interest rate to _____ and shifts the IS curve _____.
- increase; up
 - increase; down
 - decrease; down
 - decrease; up

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※ 下列一至五題中，請任選四題回答，第六題為必答題，每題 20%。

※ 請將答案書寫於專用答案卷上，於試題卷上作答者一律不記分。

一、行政院國家永續發展委員會成立於西元 1997 年，該會積極推動、配合各地方政府達成環境、經濟及社會的永續發展，其目的含蓋如何建立永續發展指標系統。請申論 從處理環境汙染問題的角度來看，政府應該如何立法或使用何種機制來達成永續發展的目標？

二、依海洋而立的學門繁多，範圍廣闊。今日，若你成為一個環境工作者，請你就污染物對環境的影響來看，應該進行哪方面的海洋環境調查？又目前國科會所主導的大專院校研究是否能夠達成任務？建議該採用何種方式才是最適合目前的需要？

三、去 (95) 年底，馬爾他籍「吉尼號 (TZINI)」貨輪自日本前往花蓮和平港載運水泥途中，在宜蘭縣距岸不遠處觸礁擱淺，致燃油外洩污染情形。請問您如何評估海洋溢油污染對於附近居民健康、漁民作業安全、漁獲衛生安全及海域生態環境之影響及危害？

四、台灣海洋觀光休閒遊憩事業 (產業) 逐年發展，各種類型的海洋觀光休閒遊憩活動對於海洋環境造成相當程度的破壞與衝擊，請您就海域活動對於環境、社會文化與經濟的衝擊提出您的意見與解決之道。

五、申論 EIA 報告中，有關疏浚高雄愛河污泥計畫可能造成的環境衝擊和問題。原由：高雄市政府為發展運河觀光，及解決多年來污泥淤積阻礙流水，導致航道太淺的問題，擬清除淤積污泥，並順便移除有毒污染物以符合環保署污染規範，及便利觀光船的航行。

六、請舉例或說明下列名詞：(必答，20%)

1. a) Point Source, b) Non point source
2. a) Environmental Assessment, b) Environmental Impact Assessment, c) Environmental Risk Assessment
3. Ecosystem-based management
4. National council for sustainable development
5. Agenda 21
6. UNEP
7. UNCLOS
8. Biodiversity
9. a) Bioaccumulation, b) Bioindicator
10. a) Contamination, b) Pollution

一、解釋名詞(如有單位，必需寫出) (3% X 8 =24%)

1. Potential temperature
2. Sigma-t (σ_t)
3. Pycnocline
4. Oceanic thermal equator
5. Osmosis
6. biological amplification
7. plankton bloom
8. plate tectonics

二、何謂 Sound Channel? 其形成的原因為何? (10%)

三、在低、中、高緯度，典型的海水溫度剖面各為何? (12%)

四、請畫出典型的海底地形 (24%)

五、中心氣壓 910 毫巴的低壓中心，造成的氣壓潮為何? (10%)

六、下面的 TS-diagram 裏所代表的水團，可能由那些 water types 所形成?
(敘述求得的方法) (20%)

