1. 從去年下半年開始，新台幣對美元大幅貶值。請問這對國內公司的收入和支出分別會有什麼樣的影響？這些影響是透過什麼樣的管道而產生？(25%)

2. 近來美國司法部門控告微軟公司濫用獨佔權力。請問司法部門這樣的行動可能是基於什麼樣的經濟理由？如果司法部門勝訴，對消費者的福利有什麼正面和負面的影響？(25%)

3. A manufacturer (M) can produce some product without costs. She sells the product to a retailer (R), and then two consumers (H) and (L) may come to the retailer and each purchases one unit of the product. Consumer H is willing to pay as much as 1 dollar for the product, and consumer L is willing to pay as much as x, where $0 < x < 1$. M first sets a wholesale price w, and then taking w as given, R sets a retail price p. The problem here is whether M would like to set a price low enough to induce R to serve both consumers (to create a sales volume of two units instead of one). Show that if M wants to induce R to serve both consumers, the optimal wholesale price is $w^* = 2x - 1$; and if otherwise, then $w^* = 1$. Show that in equilibrium both consumers are served if and only if $x \geq \frac{3}{4}$. (Hint: M's profit is $w \cdot q$ and R's profit is $(p - w) \cdot q$, where q is the sales volume. First consider those w's which induce R to set a price high enough so that only H is served. Next consider those w's which induce R to set a price low enough so that both consumers are served. Finally compare these two to decide what is best for M.) (25%)

4. There are two stores (F_1 and F_2) and one consumer (C). C <u>must</u> buy one unit of the product from either F_1 or F_2. The transportation costs from C's house to F_1 and F_2 are respectively $t_1, t_2 > 0$. The cost of F_i to offer one unit of the product is k_i. F_1 first posts his price p_1 and then F_2, after seeing p_1, posts his price p_2. Finally, C, after learning these prices, must choose one store to buy the product at the lowest cost (which is $p_j + t_j$ if F_j is chosen). Give a set of necessary and sufficient conditions on t_1, t_2, k_1, k_2 under which C will buy from F_1 in equilibrium. Explain. (Hint: First consider the second store's pricing decision. Given p_1, what is F_2's optimal price? Then go backwards to think of F_1's decision. Note that both stores should earn non-negative profits.) (25%)

試題請隨卷繳回