

一、請說明產生規模經濟與範疇經濟的主要來源，並說明為何過去產生規模經濟的來源常偏向生產工程特性方面，晚近則較為偏向行銷與研發方面？其中請詳列行銷方面的規模經濟來源？ 25%

二、請說明利用市場從事交易的利益，並說明支持「市場有效交易」的以下兩項陳述的理論背景或理由，並稍作批判： 25%

- ◆ Market firms can achieve economics of scale
- ◆ Market firms are subject to the discipline of the market.

三、Consider a monopolistic manufacturer who distributes his product through a company owned store and is thus able to determine the retail price of his product. The final demand facing the manufacturer is given by

$$q = 1 - p,$$

where  $p$  is the retail price. The manufacturer has a constant marginal cost  $c$ .

(i) Derive the optimal retail price and the resulting profit for the manufacturer.

Now suppose that the manufacturer decides to distribute his product through an independent retailer who is a local monopolist in his trading area. The retailer has a constant retailing cost  $r$ . The manufacturer sets a linear wholesale price  $w$  first and then the retailer sets a retail price  $p$  given  $w$ .

(ii) Derive the optimal (equilibrium) wholesale price and the optimal retail price for the manufacturer and the retailer. Compare the resulting total channel profits with profits in (i). Explain the difference by providing economic intuitions.

If the manufacturer adopts two-part pricing. That is, he sets a fixed franchise fee  $F$  and a wholesale price  $w$ . The retailer then chooses to accept or reject the offer and, in case it accepts the offer, it sets the retail price  $p$ . (It accepts any offer that gives a non-negative expected profit.)

(iii) Prove or disprove that the equilibrium wholesale contract  $(F, w)$  is such that  $w=c$  and

$$F = \frac{(1 - c - r)^2}{4}.$$

Compare the resulting channel profits with those in (ii) and explain the difference if any by providing economic intuitions.

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