

高校双语教材

主 编 郑连成

副主编 王 璟 高 妍

当代经济英语



东北林业大学出版社

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前 言

伴随着经济的全球化和中国经济的迅猛发展,既懂外语又懂专业的复合型人才越来越受到国家、社会、用人单位和学校的重视。为适应经济全球化的挑战,2001年教育部在《关于加强高等学校本科教学工作提高教学质量的若干意见》中指出:“高等教育应该创造条件进行双语教学,以适应我国加入WTO后经济学、商务英语和国际金融等专业的人才需求。”本科教学评价方案中也规定:“达到优秀标准的学校,双语教学的课程要占到8%以上。”目前双语教学在许多综合性大学已经开展得相当有成效,清华大学2008年有500门课程采用双语教学。一些高职高专院校也实行双语教学,如哈尔滨金融高等专科学校2005~2008年商务英语、国际金融和投资理财等专业开设的经济学课程,采用了双语教学。

《当代经济英语》教材的内容分为14章:第1章:导言,研究经济学的定义和生产可能性边界模型。第2章:供给与需求,研究需求理论、供给理论和市场均衡理论。第3章:弹性,研究需求弹性理论、供给弹性理论和弹性的应用。第4章:宏观经济数据,研究国内生产总值核算和价格水平计算。第5章:总需求和总供给,研究总需求、总供给和宏观经济均衡。第6章:储蓄与投资,研究储蓄理论和投资理论。第7章:财政政策,研究总产出和总支出理论、乘数理论和财政政策。第8章:货币与金融,研究货币理论、金融市场理论和金融中介市场理论。第9章:货币政策,研究联邦储备体系和货币市场。第10章:国际贸易,研究国际贸易理论基础及其应用。第11章:国际金融,研究外汇需求、供给和均衡。第12章:消费者选择,研究效用理论和无差异曲线分析。第13章:生产理论,研究短期和长期生产、生产组织。第14章:成本分析,研究短期成本分析和长期成本分析。

本教材有以下特色:第一,学生导向,针对性强。教材把学生放在中心地位,所用语言通俗易懂,案例丰富多样,能使学生感兴趣,并使内容生动活泼。第二,内容精练,注重基础知识。本教材便于学生学习和理解,学生一旦掌握了这些基础知识,学习就会加速,并对经济英语产生浓厚的兴趣。第三,案例精彩,贴近实际。本教材采用案例教学,加深了学生的理解,使学生更好的把握经济学同现实问题的联系。

本书由郑连成任主编,王璟、高妍任副主编。其中第1~6章由哈尔滨金融高等专科学校社科部郑连成编写;第7~10章由齐齐哈尔高等师范专科学校外语系王璟编写;第11~14章由齐齐哈尔大学外语学院英语系高妍编写;全书由郑连成统稿。由于作者水平和资料来源有限,加之时间仓促,书中难免存在一些缺点和错误,殷切希望广大读者提出宝贵意见。

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Chapter 1 Introduction 导言

Why economics is important? Economics arms us with a very powerful set of conceptual and problem solving tools. When you learn economics, you will learn a skill that will help you enormously in both your personal and professional life.

为什么经济学重要？这是因为经济学为我们提供了一系列的强有力的概念和解决问题的工具。当你学习经济学时，你将学到一些技能，这些技能对你的个人和职业生涯会有巨大的帮助。

1.1 What Is Economics? 经济学是什么？

Definition of Economics 经济学的定义

The word economy comes from a Greek word for “one who manages a household.” What is economics? Economics is the study of how societies choose to use scarce productive resources that have alternative uses, to produce commodities of various kinds, and to distribute them among different groups. We study economics to understand not only the world we live in but also the many potential worlds that reformers are constantly proposing to us.

经济一词来源于希腊语，意思是“管理家庭的人”。什么是经济学？经济学是研究社会如何进行选择，以利用具有多种用途的、稀缺的生产资源来生产各种商品和服务，并将它们在不同的人群中间进行分配的学科。我们研究经济学不仅旨在理解我们生活于其间的现实世界，而且旨在理解那些改革者们不断倡导的拥有许多可能性的世界。

Scarcity, Efficiently, and Equity 稀缺，效率与公平

The management of society's resources is important because resources are scarce. Scarcity means that society has limited resources and therefore cannot produce all the goods and services people wish to have. For example, “there is no such thing as a free lunch!”

因为资源是稀缺的，所以社会资源的管理就很重要。稀缺意味着社会拥有有限的资源，不能生产出人们想要的所有物品与劳务。例如，“天下没有免费的午餐”。

Efficiency means society gets the most that it can from its scarce resources. Equity means the benefits of those resources are distributed fairly among the members of society. In fact, grappling with the tradeoff between efficiency and equity is one of the most difficult tasks of economists and the political and business leaders they serve.

效率意味着社会能从稀缺资源中得到最多。公平意味着社会资源的经济成果在社会成员中的公平分配。事实上，处理效率和公平之间的权衡取舍问题是经济学家、政治家和企业家面对的最艰巨的任务之一。

Microeconomics and Macroeconomics 微观经济学和宏观经济学

The word micro means small, and microeconomics focuses on the behavior of individual markets and the smaller individual units. The word macro means big or large, and

macroeconomics is the study of the effects on the national and global economy of the choices that individuals, businesses, and governments make.

微观一词的含意是小，微观经济学关注单个的市场和较小的个体单位的行为。宏观一词的含意是大或巨大，宏观经济学是研究个人、企业和政府的选择对国家和全球经济的影响。

Positive and Normative Statements 实证表述与规范表述

Positive statements are statements that describe the world as it is. It is called descriptive analysis. For example, an increase in the minimum wage will cause a decrease in employment among the least-skilled. Higher federal budget deficits will cause interest rates to increase.

实证表述描述世界是什么，又被称为描述性分析。例如，提高最低工资水平会导致最低技能工人的就业减少。较高的联邦赤字水平会导致利率上升。

Normative statements are statements about how the world should be. It is called prescriptive analysis. For example, the income gains from a higher minimum wage are worth more than any slight reductions in employment. State governments should be allowed to collect from tobacco companies the costs of treating smoking related illnesses among the poor.

规范表述描述世界应当是什么，又被称为命令性分析。例如，提高最低工资水平得到的利益比由此带来的稍微的就业减少造成的损失大。应该允许州政府向烟草公司收取费用，用于治疗穷人当中与吸烟有关的疾病。

Ceteris Paribus, the Post Hoc Fallacy, and the Fallacy of Composition 其他因素不变，后此谬误与合成谬误

Ceteris paribus or “other things being equal” is the logic that economists try to isolate cause and effect relationship by changing only one variable at a time, and hold all other relevant factors unchanged.

其他因素不变是经济学家区分原因和结果关系的一种逻辑方法，即仅改变一个变量，同时保持所有其他因素不变。

The post hoc fallacy means “after this, therefore because of this”. The error of reasoning is that a first event causes a second event because the first occurs before the second.

后此谬误的意思是指“两件事先后发生，因此，前者就是后者的原因”。因果错误是指第一件事导致第二件事仅仅是因为第一件事发生在第二件事之前。

The fallacy of composition is the false statement that what is true for the parts is true for the whole or what is true for the whole is true for the parts.

合成谬误是一种错误性的表述，即对部分而言是正确的，则对整体也是正确的。或者，对整体而言是正确的，则对部分也是正确的。

What, How, and For Whom 生产什么，如何生产，为谁生产

Goods and services are the objects that people value and produce to satisfy human wants. What goods and services are produced? Because our wants exceed resources, we have to decide what we want most. What we produce changes over time? Seventy years ago, almost 25 percent of Americans worked on farms. Today that number is 3 percent. Seventy years ago, 45 percent of Americans produced services. Today, almost 80 percent of Americans have service jobs.

商品与服务是人们认为有价值的并生产出来用于满足人们欲望的东西。生产什么商品

和服务呢？因为我们的欲望超过了我们的资源，所以我们必须决定我们最想要的是什么。随着时间的推移，我们生产的东西发生了那些改变？很多年以前，大约 25% 的美国人从事农业，现在从事农业工作的人口占 3%。很多年以前，45% 的美国人从事服务业，现在差不多 80% 的美国人从事服务业。

How are goods and services produced? The second economic goal for every society is to find an optimal method of producing goods and services.

商品和服务如何生产？每一个社会的第二个经济目标是找到生产商品和服务的最理想的方法。

For whom are goods and services produced? The for whom question focuses on how an economy's output is distributed across members of society.

为谁生产商品和服务？为谁生产问题的中心是一个经济的产出如何在社会成员当中分配。

Every day, 6.6 billion people make economic choices that result in what, how, and for whom goods and services get produced. Do we produce the right things in the right quantities? Do we use our factors of production in the best way? Do the goods and services go to those who benefit most from them?

每天，66 亿人口的经济选择决定了生产什么，如何生产和为谁生产。我们生产的物品对么？数量对么？我们利用生产要素的方式最佳么？商品与服务对得到的人来说最有益么？

Factors of Production 生产要素

Factors of production are the resources that are used to produce goods and services. Factors of production are divided into four categories: land, labor, capital, and entrepreneurship.

生产要素是用于生产商品和服务的资源。生产要素分为四种类型：土地，劳动，资本和企业家才能。

The “gifts of nature” that we use to produce goods and services are land.

土地是大自然给予的用于生产商品和服务的礼物。

The work time and effort that people devote to producing goods and services is labor. The quality of labor depends on human capital, which is the knowledge and skill that people obtain from education, on the job training, and work experience.

劳动是人们用于生产商品和服务的工作时间与精力。劳动的质量依赖于人力资本，人力资本是人们从教育、工作培训和工作经历当中获得的知识和技能。

The tools, instruments, machines, buildings, and other constructions that are used to produce goods and services are capital.

资本是用于生产商品和服务的工具、设备、机器、厂房和其他建筑。

The human resource that organizes land, labor, and capital, innovates by creating new goods and services, makes business decisions, and bears the risks that arise from those decisions is entrepreneurship.

企业家才能是组织土地、劳动和资本，创造新商品与服务，制定决策并承担决策的风险的人力资源。

Land earns rent, labor earns wages, capital earns interest, and entrepreneurship earns profit.

土地获得租金，劳动获得工资，资本获得利息，企业家才能获得利润。

Market, Common, and Mixed Economy 市场经济，指令经济与混合经济

A market economy is an economy that allocates resources through the decentralized decisions of many firms and households as they interact in markets for goods and services. Households decide what to buy and who to work for. Firms decide who to hire and what to produce.

许多企业和家庭在物品与劳务市场上相互交易时，通过分散决策配置资源的经济就是市场经济。家庭决定购买什么和为谁工作。企业决定雇佣谁和生产什么。

Common economy is that the government makes all the important decisions about production and distribution. The government owns most of the means of production (land and capital). It also owns and directs the operations of enterprises in most industries. It is the employer of most workers and tells them how to do their jobs.

指令经济是政府制定关于生产和分配的所有重要的决策。政府拥有大多数生产工具（土地和资本）。政府拥有并直接指挥多数企业的经营。政府是多数工人的雇主并指挥他们如何工作。

Mixed economy uses both market and non-market signals to allocate goods and resources. All societies have different combinations of command and market; all societies are mixed economies.

混合经济使用市场信号和非市场信号来配置商品和服务。所有的社会都是指令与计划的不同组合，所有的社会都是混合经济。

Invisible Hand 看不见的手

In the wealth of nations, Smith identified the remarkable efficiency properties of perfectly competitive markets. Using his now famous “invisible hand” analogy, Smith argued that the self-interested actions of individuals actually guide market outcomes to yield great economic benefits for the broader society.

在国民财富的性质这本书中，亚当·斯密指出完全竞争市场具有显著的效率特征。运用“看不见的手”的原理，亚当·斯密指出个体的利己行为会导致整个社会的经济产出最大化。

Because households and firms look at prices when deciding what to buy and sell, they unknowingly take into account the social costs of their actions. As a result, prices guide decision makers to reach outcomes that tend to maximize the welfare of society as a whole. Adam Smith's keen insights provide an important foundation for many discussions in our study of microeconomics.

由于家庭和企业决定购买和出售什么时关注价格，所以他们就不知不觉地考虑到了他们的行为的社会收益与成本。结果是，价格指引这些个别决策者在大多数情况下实现了整个社会福利最大化。亚当·斯密敏锐的洞察为微观经济学研究中的很多讨论奠定了坚实的基础。

However, few sectors of the economy fulfill Adam Smith's vision of a perfectly competitive marketplace delivering goods and services at lowest price and highest quality.

然而，经济中的少数部门符合亚当·斯密的完全竞争市场的设想，完全竞争市场提供

的产品价格较低，质量较高。

Market and Government Failure 市场失灵与政府失灵

Market failure occurs when the market fails to allocate resources efficiently. Market failure may be caused by an externality, which is the impact of one person or firm’s actions on the well-being of a bystander. Examples include air and water pollution. Market failure may be caused by market power, which is the ability of a single person or firm to unduly influence market prices. When the market fails, government can intervene to promote efficiency and equity.

市场失灵是指市场本身不能有效配置资源的情况。市场失灵的一个可能原因是外部性。外部性是一个人的行为对旁观者福利的影响。例如，空气污染和水污染。市场失灵的另一个可能原因是市场势力。市场势力是指一个人或一个企业不适当地影响市场价格的能力。当市场失灵时，政府要干预，以促进效率和公平。

Government failure is government intervention that fails to improve economic outcomes. There is no guarantee that the visible hand of government will be any cleaner than the invisible hand of the marketplace. Government intervention might not only worsen the mix of output but even reduce the total amount of output through over-regulation.

政府失灵是指政府干预并不能改善经济产出。无法保证政府的“看得见的手”比市场的“看不见的手”效果更好。政府干预不仅可能使产品组合变差，也可能由于过分管制，导致总产量减少。

1.2 The Production Possibility Frontier 生产可能性边界

The Production Possibility Frontier 生产可能性边界

Societies cannot have everything they want. They are limited not just by their resources but also by the technology available to them. The production possibility frontier or “PPF” shows the maximum amounts of production that can be obtained by an economy given its technological knowledge and quantity of inputs or resources available. See table 1-1 and figure 1-1.

社会不能拥有他们想要的一切。社会不仅受到资源，还受到其可以得到的技术的限制。生产可能性边界表示在技术知识和可得到的资源数量既定的条件下，一个经济所能得到的最大产量。见表 1-1 和图 1-1。

Table 1-1 Alternative Production Possibilities 生产可能性组合

Possibilities 可能性	Butter (millions of pounds) 黄油/百万镑	Guns (thousands) 大炮/千门
A	0	15
B	1	14
C	2	12
D	3	9
E	4	5
F	5	0

If a country is operating on its PPF, it is allocating resources efficiently. On this PPF, we

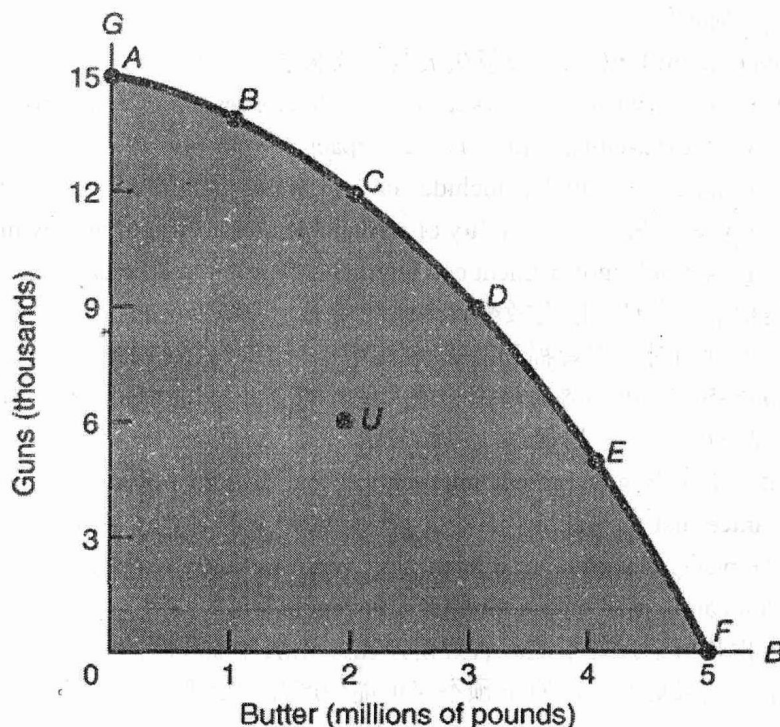


Figure 1-1 The Production Possibilities Frontier 生产可能性边界

must give up some guns to get more butter or give up some butter to get more guns. Points inside the frontier are attainable and inefficiency because at such a point it is possible to produce more of one good without producing less of the other good. Points outside the PPF are unattainable given available technology and resources.

如果一个国家在生产可能性边界上生产，其分配资源是有效率的。在生产可能性边界上，我们必须放弃一些大炮才能得到更多的黄油或者放弃一些黄油才能得到更多的大炮。生产可能性边界内部的点是可得到的，但却是无效率的，这是因为这样的点，在不减少一种产品的情况下，可能生产出更多的另一种物品。在可得到的技术和资源既定的条件下，生产可能性边界外部的点是不可能得到的。

Economic growth is an expansion of production possibilities. Two key factors influencing economic growth are technological change and capital accumulation. Technological change is the development of new goods and better ways of producing goods and services. Capital accumulation is the growth of capital resources, including human capital. See figure 1-2.

经济增长是生产组合的扩张。影响经济增长的两个关键因素是技术变革和资本积累。技术变革是开发新产品和生产商品和服务的方法的改进。资本积累是资本的增长，包括人力资本的增长。见图 1-2。

In 1966, Hong Kong's production possibilities (per person) were a quarter of those in the United States. By 2006, Hong Kong's production possibilities (per person) were 80 percent of those in the United States. Hong Kong's PPF shifted out more quickly than did the U.S. PPF because Hong Kong devoted more of its resources to capital accumulation.

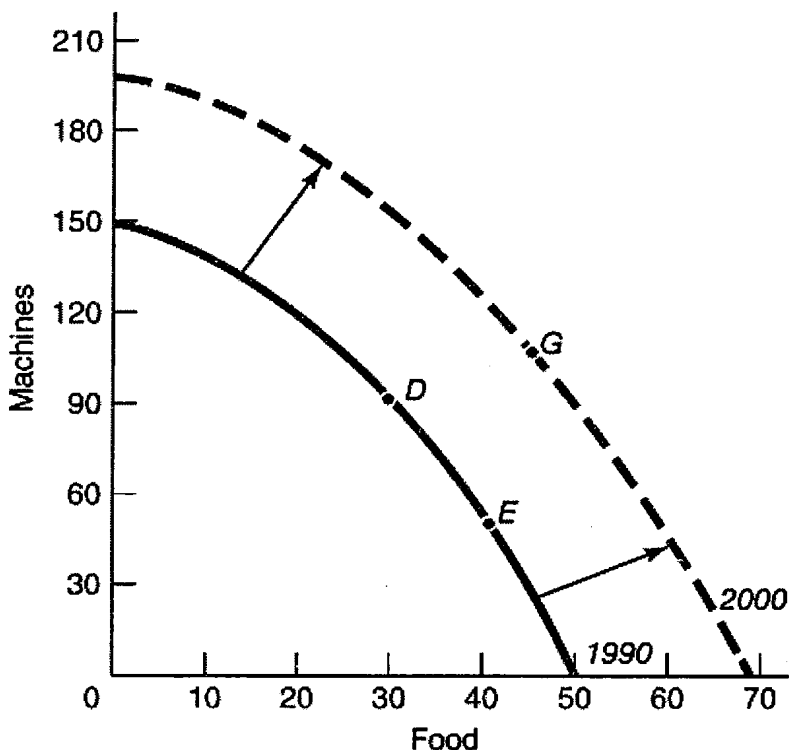


Figure 1-2 Economic Growth Shifts the PPF Outward 经济增长使 PPF 向外移动

1966 年，香港的人均生产可能性边界仅是美国同期的 1/4。到了 2006 年，香港的人均生产可能性边界就达到了美国同期的 80%。香港的生产可能性边界向外扩张的速度快于美国的原因在于香港把更多的资源用于资本积累。

Opportunity Costs 机会成本

Because resources are scarce, we must always consider how to spend our limited incomes or time. In a world of scarcity, to get one thing, we usually have to give up another thing. The opportunity cost of an item is what you give up to obtain that item. The highest valued alternative that we give up to get something is the opportunity cost of the activity chosen. To get guns, we usually have to give up butter. For example, LA Laker basketball star Kobe Bryant chose to skip college and go straight from high school to the Pros where he has earned millions of dollars every year.

因为资源是稀缺的，所以我们必须考虑如何支出有限的收入和时间。在稀缺的世界里，为了得到一件东西，通常不得不放弃另一件东西。一件东西的机会成本是为了得到这件东西所放弃的东西。一项选择的机会成本是我们为了得到这件东西所放弃的可选择的最高价值。为了得到大炮，我们不得不放弃黄油。例如，洛杉矶湖人队篮球明星科比·布赖恩特决定不读大学而从高中直接进入职业篮球联盟。在 NBA，每年他收入几百万美元。

The Circular-Flow Diagram 循环流动图

A circular flow diagram illustrates how households and firms interact in the market economy. It reflects the circular flow of goods and services and factors of production in one direction, and the flow of money in the opposite direction. See figure 1-3.

循环流动图说明市场经济中家庭和企业如何相互作用。循环流动图反映了商品、服务和生产要素沿着一个方向流动，而货币的流动沿着相反的方向。见图 1-3。

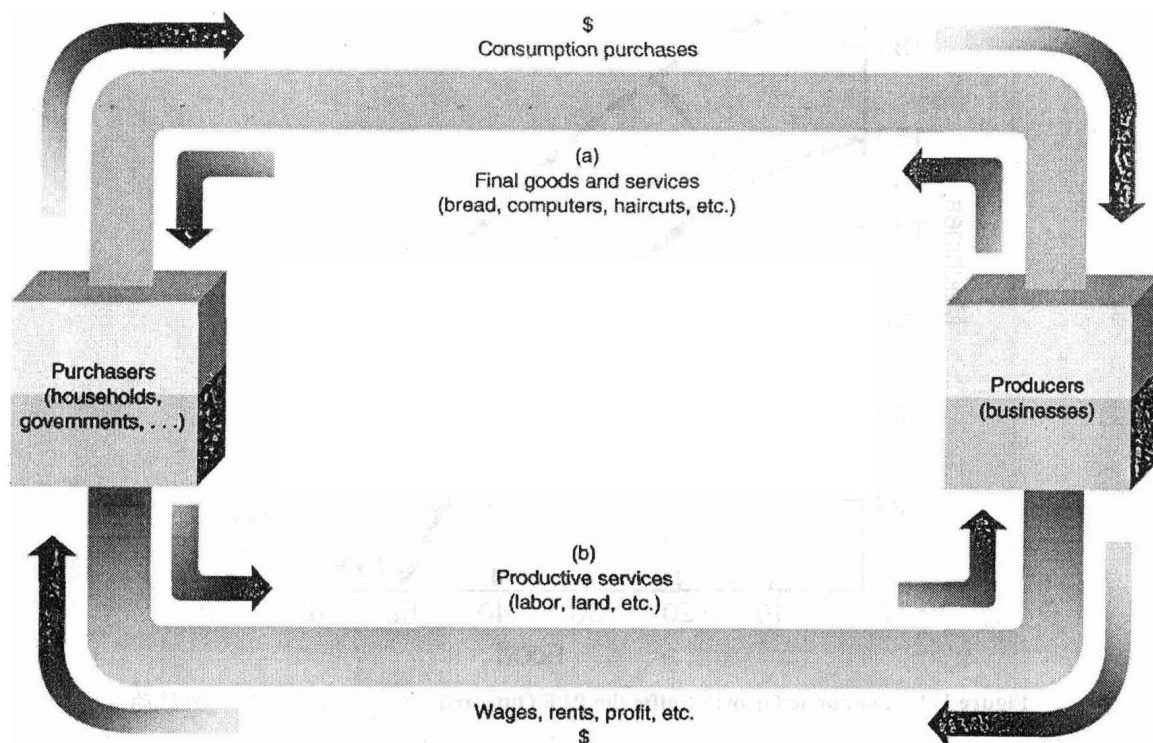


Figure 1-3 The Circular Flow Diagram 循环流动图

Firms produce and sell goods and services. They also hire and use factors of production. Households buy and consume goods and services. They also own and sell factors of production. In markets for goods and services, firms sell and households buy. In markets for factors of production, households sell and firms buy.

企业生产并出售物品与劳务。它们也雇佣并使用生产要素。家庭购买并消费物品与劳务，他们也拥有并出售所有生产要素。在物品与劳务市场上，企业出售，家庭购买。在生产要素市场上，家庭出售，企业购买。

Question for Review 复习题

一、填空题

- _____是研究社会如何进行选择，以利用具有多种用途的、稀缺的生产资源来生产各种商品和服务，并将它们在不同的人群中间进行分配的学科。
- _____是指社会拥有有限的资源，不能生产出人们想要的所有物品与劳务。
- 三个基本经济问题是_____，_____和_____。
- _____是用于生产商品和服务的资源，并分为四种类型：_____，_____，_____和_____。

5. _____表示在资源与技术既定的条件下，一个经济所能得到的最大产量。
6. 生产可能性边界向外移动的条件是_____, _____和_____。
7. 一件东西的_____是为了得到这件东西所放弃的东西。

二、单项选择

1. 说“资源是稀缺的”是指（ ）
- A. 世界上大多数人生活在贫困中
- B. 资源必须保留给下一代
- C. 相对于资源的需求而言，资源总是不足的
- D. 世界上资源最终将由于生产更多的物品和劳务而消耗光
2. 经济学研究的基本问题是（ ）
- A. 生产什么
- B. 如何生产
- C. 为谁生产
- D. 以上都包括
3. 不能解释生产可能性边界外移的是（ ）
- A. 技术进步
- B. 政府决定推迟当前的消费，以增加投资
- C. 消费的持续增加
- D. 海洋资源的新发现
4. 一块新停车场地的机会成本是（ ）
- A. 由劳动报酬决定
- B. 由停车场的停车费用决定
- C. 由建停车场的费用决定
- D. 用于其他用途可得的最大收入

三、判断对错

1. 穷人存在稀缺性，而富人不存在稀缺性。（ ）
2. 技术进步会使生产可能性边界向外移动。（ ）
3. 为了生产更多资本品而减少现期消费品生产会在将来使生产可能性边界向外移动。（ ）
4. 小王昨晚修剪草坪就不能去看电影，这个事实说明了机会成本的概念。（ ）

四、名词解释

1. 稀缺
2. 生产要素
3. 生产可能性边界
4. 机会成本

五、简答题

1. 试举例说明生产要素包含哪几种类型。
2. 试说明生产可能性边界向右移动的条件。
3. 试举例说明机会成本的含义。

六、计算题

1. 王旭同学决定暑假去学习外语，这样，她就不能当导游赚 3 000 元，参加这个学习班学费 2 500 元，书本费 500 元，生活费 800 元。参加这个学习班的机会成本是多少？
2. 王哲同学邀请于苗惠同学参加他的生日聚会，于苗惠接受了邀请。下面哪一项是于苗惠参加王哲同学生日聚会的机会成本，哪一项不是？并说明原因。
- (1) 于苗惠给王哲买了 100 元的礼品。
- (2) 于苗惠在一周前理发花了 10 元钱。

(3) 于苗惠在前往王哲家的途中吃早餐花了 5 元钱。

(4) 为了参加王哲的生日聚会，于苗惠放弃了听一次经济学讲座。

A. Multiple Choice Questions 单项选择题

1. _____ is the study of how societies use scarce resources to produce commodities and distribute them among different people.
A. Economics
B. Macroeconomics
C. Positive economics
D. Normative economics
2. _____ is the situation that not enough to satisfy all the wants of society.
A. Scarcity
B. Efficient
C. Positive economics
D. Normative economics
3. _____ is the situation that limited resources are used most effectively.
A. Scarcity
B. Efficient
C. Microeconomics
D. Macroeconomics
4. _____ is the study of the behavior of firms, individual markets, and households.
A. Microeconomics
B. Macroeconomics
C. Positive economics
D. Normative economics
5. _____ is the study of the overall economy.
A. Microeconomics
B. Macroeconomics
C. Positive economics
D. Normative economics
6. _____ is the study of economic questions that can be answered by examining data and making observations.
A. Microeconomics
B. Macroeconomics
C. Positive economics
D. Normative economics
7. _____ is the study of economic questions that can be answered through political debate and decisions.
A. Microeconomics
B. Macroeconomics
C. Positive economics
D. Normative economics
8. _____ is the fundamental questions of economics.
A. Scarcity
B. Efficient
C. How, what, and for whom
D. Land, labor, and capital
9. _____ is the three broad categories of inputs to production.
A. Scarcity
B. Efficient
C. How, what, and for whom
D. Land, labor, and capital
10. _____ is the buildings, machinery, and other equipment used in production.
A. Land
B. Capital
C. Labor
D. Entrepreneurship
11. _____ is an economy that allows firms and individuals to decide the answers to the three fundamental questions of economic organization.
A. Microeconomics
B. Macroeconomics
C. Market economy
D. Command economy

12. _____ is an economy in which government makes all the important economic decisions.

A. Positive economics

B. Normative economics

C. Market economy

D. Command economy

13. _____ is the costs or benefits imposed by market players on those outside the market.

A. Laissez-faire

B. Capital

C. Land, labor, and capital

D. Externalities

14. _____ is the maximum amounts of production that can be obtained by an economy given technology and inputs to production.

A. Command economy

B. Land, labor, and capital

C. Opportunity cost

D. Production possibility frontier (PPF)

15. _____ is the value of the good or service foregone.

A. Scarcity

B. Efficient

C. Land, labor, and capital

D. Opportunity cost

B. True or False Questions 判断对错

1. Economics is the study of how societies use scarce resources to produce commodities and distribute them among different people. ()

2. The situation in which there is not enough of something to satisfy all the desires for that thing is called scarcity. ()

3. The situation in which limited resources are being used most effectively is called efficient. ()

4. The study of the behavior of firms, individual markets, and households is called macroeconomics. ()

5. The study of the behavior of the overall economy is called microeconomics. ()

6. Economic questions that can be answered by examining data and making observations are part of normative economics. ()

7. Economic questions that can be answered through political debate and decisions are part of positive economics. ()

8. If we believed that event X occurs simply because it follows event Y , then we would be trapped by the fallacy of composition. ()

9. The three fundamental questions of economic organization are what, how, and for whom. ()

10. The three broad categories of inputs to production are land, labor, and money. ()

11. Capital is that economists call the buildings, machinery, and other equipment used in production. ()

12. An economy which allows firms and individuals to decide the answers to the three fundamental questions of economic organization is called a command economy. ()

13. An economy in which government make all important economic decisions is called a market economy. ()

14. When market players impose costs or benefits on those outside the market externalities