

Economics, 5e (Hubbard/O'Brien)

Chapter 1 Economics: Foundations and Models

1.1 Three Key Economic Ideas

1) Recent changes occurring within the U.S. health care system, including lower insurance reimbursement rates, have resulted in

- A) a growing number of doctors choosing to open private practices.
- B) more medical practices being owned by hospitals than by individual doctors.
- C) a majority of hospitals closing routine medical practices in order to focus only on emergency care facilities.
- D) a majority of doctors working directly for insurance companies.

Answer: B

Diff: 2 Page Ref: 3/3

Topic: Scarcity

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Special Feature: Chapter Opener: Is the Private Doctor's Office Going to Disappear?

2) In economics, choices must be made because we live in a world of

- A) unemployment.
- B) scarcity.
- C) greed.
- D) unlimited resources.

Answer: B

Diff: 1 Page Ref: 4/4

Topic: Scarcity

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

3) Which of the following statements is true about scarcity?

- A) Scarcity refers to the situation in which unlimited wants exceed limited resources.
- B) Scarcity is not a problem for the wealthy.
- C) Scarcity is only a problem when a country has too large a population.
- D) Scarcity arises when there is a wide disparity in income distribution.

Answer: A

Diff: 1 Page Ref: 4/4

Topic: Scarcity

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

4) The basic economic problem of _____ has always existed and will continue to exist.

- A) scarcity
- B) efficiency
- C) inflation
- D) recession

Answer: A

Diff: 1 Page Ref: 4/4

Topic: Scarcity

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

5) By definition, economics is the study of

- A) how to make money in the stock market.
- B) how to make money in a market economy.
- C) the choices people make to attain their goals, given their scarce resources.
- D) supply and demand.

Answer: C

Diff: 1 Page Ref: 4/4

Topic: Scarcity

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

6) An economic _____ is a simplified version of some aspect of economic life used to analyze an economic issue.

- A) market
- B) trade-off
- C) variable
- D) model

Answer: D

Diff: 1 Page Ref: 4/4

Topic: Economic Models

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

- 7) Where do economic agents such as individuals, firms and nations, interact with each other?
- A) in public locations monitored by the government
 - B) in any arena that brings together buyers and sellers
 - C) in any physical location people where people can physically get together for selling goods, such as shopping malls
 - D) in any location where transactions can be monitored by consumer groups and taxed by the government

Answer: B

Diff: 1 Page Ref: 4/4

Topic: Markets

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

- 8) The term _____ in economics refers to a group of buyers and sellers of a product and the arrangement by which they come together to trade.

- A) collective
- B) cooperative
- C) market
- D) trade-off

Answer: C

Diff: 1 Page Ref: 4/4

Topic: Markets

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

- 9) Economists assume that individuals
- A) behave in unpredictable ways.
 - B) will never take actions to help others.
 - C) prefer to live in a society that values fairness above all else.
 - D) are rational and respond to incentives.

Answer: D

Diff: 1 Page Ref: 5/5

Topic: People Are Rational

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

10) Economists assume that rational behavior is useful in explaining choices people make

- A) because irrational people do not make economic choices.
- B) even though people may not behave rationally all the time.
- C) because individuals act rationally all the time in all circumstances.
- D) even though people rarely, if ever, behave in a rational manner.

Answer: B

Diff: 2 Page Ref: 5/5

Topic: People Are Rational

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

11) Economists assume that rational people do all of the following *except*

- A) use all available information as they act to achieve their goals.
- B) undertake activities that benefit others and hurt themselves.
- C) weigh the benefits and costs of all possible alternative actions.
- D) respond to economic incentives.

Answer: B

Diff: 2 Page Ref: 5/5

Topic: People Are Rational

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

12) Economics does not study correct or incorrect behaviors, but rather it assumes that economic agents behave _____, meaning they make the best decisions given their knowledge of the costs and benefits.

- A) equitably
- B) rationally
- C) emotionally
- D) selfishly

Answer: B

Diff: 2 Page Ref: 5/5

Topic: People Are Rational

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

13) Consider the following statements:

- a. Car owners purchase more gasoline from a gas station that sells gasoline at a lower price than other rival gas stations in the area.
- b. Banks do not take steps to increase security since they believe it is less costly to allow some bank robberies than to install expensive security monitoring equipment.
- c. Firms produce more of a particular DVD when its selling price rises.

Which of the above statements demonstrates that economic agents respond to incentives?

- A) a only
- B) b only
- C) c only
- D) a and b
- E) a, b, and c

Answer: E

Diff: 3 Page Ref: 5/5

Topic: People Respond to Economic Incentives

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

14) Suppose that some teachers have decided that economic and financial uncertainty have made the prospect of retiring more risky, and therefore carry a higher cost than not retiring. By using all available information as they act to achieve their goals, these teachers are exemplifying the economic idea that

- A) people are rational.
- B) people respond to economic incentives.
- C) optimal decisions are made at the margin.
- D) equity is more important than efficiency.

Answer: A

Diff: 2 Page Ref: 5/5

Topic: People Are Rational

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

15) Suppose that some investors have decided that economic and financial uncertainty have made the prospect of investing in domestic stock markets more risky than investing in foreign stock markets, and therefore choose to invest in foreign markets. By using all available information as they act to achieve their goals, these investors are exemplifying the economic idea that

- A) people are rational.
- B) people respond to economic incentives.
- C) optimal decisions are made at the margin.
- D) equity is more important than efficiency.

Answer: A

Diff: 2 Page Ref: 5/5

Topic: People Are Rational

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

16) Suppose the U.S. government encouraged new medical school graduates to take over existing practices from doctors wishing to retire by paying both the new and retiring doctors \$100,000. These doctors would be exemplifying the economic idea that

- A) people are rational.
- B) people respond to economic incentives.
- C) optimal decisions are made at the margin.
- D) equity is more important than efficiency.

Answer: B

Diff: 2 Page Ref: 5/5

Topic: People Respond to Economic Incentives

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

17) Suppose the U.S. government encouraged consumers to trade in their old automobiles for more efficient, new models by paying up to \$5,000 for the old automobiles. These consumers would be exemplifying the economic idea that

- A) people are rational.
- B) people respond to economic incentives.
- C) optimal decisions are made at the margin.
- D) equity is more important than efficiency.

Answer: B

Diff: 2 Page Ref: 5/5

Topic: People Respond to Economic Incentives

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

- 18) Holding all other personal characteristics—such as age, gender, and income—constant, economists would expect that
- A) people with health insurance will be less likely to be overweight than people without health insurance.
 - B) people with health insurance will be more likely to be overweight than people without health insurance.
 - C) people with health insurance will be equally likely to be overweight as people without health insurance.
 - D) there is no correlation between having health insurance and being overweight.

Answer: B

Diff: 2 Page Ref: 5-7/5-7

Topic: People Respond to Economic Incentives

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Special Feature: Making the Connection: Does Health Insurance Give People an Incentive to Become Obese?

- 19) Since 1994, obesity rates in the United States
- A) have been on a slow and steady decline.
 - B) have increased in all 50 states.
 - C) have primarily increased in the Southeast and remained constant or slightly decreased in the remainder of the country.
 - D) have remained fairly constant throughout the country.

Answer: B

Diff: 1 Page Ref: 5-7/5-7

Topic: People Respond to Economic Incentives

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

Special Feature: Making the Connection: Does Health Insurance Give People an Incentive to Become Obese?

- 20) In economics, the term _____ means "additional" or "extra."

- A) allocative
- B) marginal
- C) equity
- D) optimal

Answer: B

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

21) A grocery store sells a bag of potatoes at a fixed price of \$2.30. Which of the following is a term used by economists to describe the money received from the sale of an additional bag of potatoes?

- A) marginal revenue
- B) gross earnings
- C) pure profit
- D) marginal costs
- E) net benefit

Answer: A

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

22) Economists reason that the optimal decision is to continue any activity up to the point where the

- A) marginal benefit is zero.
- B) marginal benefit is greater than the marginal cost.
- C) marginal cost is zero.
- D) marginal benefit equals the marginal cost.

Answer: D

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

23) Marginal analysis involves undertaking an activity

- A) until its marginal costs start declining.
- B) only when its marginal benefits are positive.
- C) until its marginal benefits equal marginal costs.
- D) only if its marginal costs are greater than its marginal benefits.

Answer: C

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

24) The revenue received from the sale of _____ of a product is a marginal benefit to the firm.

- A) an additional unit
- B) the total number of units
- C) no units
- D) only profitable units

Answer: A

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

25) Making optimal decisions "at the margin" requires

- A) making decisions according to one's whims and fancies.
- B) making consistently irrational decisions.
- C) weighing the costs and benefits of a decision before deciding if it should be pursued.
- D) making borderline decisions.

Answer: C

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

26) Making "how much" decisions involves

- A) calculating the total benefits of the activity and determining if you are satisfied with that amount.
- B) calculating the total costs of the activity and determining if you can afford to incur that expenditure.
- C) calculating the average benefit and the average cost of an activity to determine if it is worthwhile undertaking that activity.
- D) determining the additional benefits and the additional costs of that activity.

Answer: D

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

27) The extra cost associated with undertaking an activity is called

- A) net loss.
- B) marginal cost.
- C) opportunity cost.
- D) foregone cost.

Answer: B

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

28) DeShawn's Detailing is a service that details cars at the customers' homes or places of work.

DeShawn's cost for a basic detailing package is \$40, and he charges \$75 for this service. For a total price of \$90, DeShawn will also detail the car's engine, a service that adds an additional \$20 to the total cost of the package. What is DeShawn's marginal benefit if he sells a basic detailing package?

- A) \$35
- B) \$75
- C) He makes a marginal loss of \$15, not a marginal benefit.
- D) The marginal benefit cannot be determined.

Answer: B

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

29) DeShawn's Detailing is a service that details cars at the customers' homes or places of work.

DeShawn's cost for a basic detailing package is \$40, and he charges \$75 for this service. For a total price of \$90, DeShawn will also detail the car's engine, a service that adds an additional \$20 to the total cost of the package. What is the marginal cost of adding the engine detailing to the basic detailing package?

- A) \$20
- B) \$30
- C) \$60
- D) \$60 plus the value of his time

Answer: A

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

30) DeShawn's Detailing is a service that details cars at the customers' homes or places of work. DeShawn's cost for a basic detailing package is \$40, and he charges \$75 for this service. For a total price of \$90, DeShawn will also detail the car's engine, a service that adds an additional \$20 to the total cost of the package. Should DeShawn continue to offer the engine detailing service?

- A) Yes, he still makes a profit by selling the engine detailing service with the basic detailing package.
- B) Yes, but only if he raises the price of the basic detailing package.
- C) No, his marginal benefit is less than his marginal cost.
- D) More information is needed for DeShawn to make this decision.

Answer: C

Diff: 3 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

31) Allison's Auto Art is a company that applies pinstripes to vehicles. Allison's cost for a basic 1-color pinstriping job is \$35, and she charges \$95 for this service. For a total price of \$175, Allison will apply a fancier 3-color pinstripe application to an automobile, a service that adds an additional \$40 to the total cost of the package. What is Allison's marginal benefit if she sells a basic 1-color job?

- A) \$35
- B) \$60
- C) \$95
- D) The marginal benefit cannot be determined.

Answer: C

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

32) Allison's Auto Art is a company that applies pinstripes to vehicles. Allison's cost for a basic 1-color pinstriping job is \$35, and she charges \$95 for this service. For a total price of \$175, Allison will apply a fancier 3-color pinstripe application to an automobile, a service that adds an additional \$40 to the total cost of the package. What is the marginal cost of moving up from the 1-color application to the 3-color application?

- A) \$35
- B) \$40
- C) \$80
- D) \$175

Answer: B

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

33) Allison's Auto Art is a company that applies pinstripes to vehicles. Allison's cost for a basic 1-color pinstriping job is \$35, and she charges \$95 for this service. For a total price of \$175, Allison will apply a fancier 3-color pinstripe application to an automobile, a service that adds an additional \$40 to the total cost of the package. Should Allison continue to offer the 3-color pinstripe application?

- A) Yes, she still makes a profit by selling the 3-color application.
- B) Yes, but only if she lowers the price of the 1-color application.
- C) No, her marginal benefit is less than her marginal cost.
- D) More information is needed for Allison to make this decision.

Answer: A

Diff: 3 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Scenario 1-1

Suppose a cell phone manufacturer currently sells 20,000 cell phones per week and makes a profit of \$5,000 per week. A manager at the plant observes, "Although the last 3,000 cell phones we produced and sold increased our revenue by \$6,000 and our costs by \$6,700, we are still making an overall profit of \$5,000 per week so I think we're on the right track. We are producing the optimal number of cell phones."

34) ***Refer to Scenario 1-1.*** Using marginal analysis terminology, what is another economic term for the incremental revenue received from the sale of the last 3,000 cell phones?

- A) gross earnings
- B) marginal revenue
- C) sales revenue
- D) gross profit

Answer: B

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

35) *Refer to Scenario 1-1.* Using marginal analysis terminology, what is another economic term for the incremental cost of producing the last 3,000 cell phones?

- A) marginal cost
- B) operating cost
- C) explicit cost
- D) Any of the above terms are correct.

Answer: A

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

36) *Refer to Scenario 1-1.* Had the firm not produced and sold the last 3,000 cell phones, would its profit be higher or lower, and if so by how much?

- A) Its profit will be \$6,700 higher.
- B) Its profit will be \$700 higher.
- C) Its profit will be \$700 lower.
- D) Its profit will be \$6,000 lower.

Answer: B

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Table 1-1

Hours Open	Total Revenue (dollars)
1	\$50
2	75
3	95
4	110
5	120
6	125

Lydia runs a small nail salon in the town of New Hope. She is debating whether she should extend her hours of operation. Lydia figures that her sales revenue will depend on the number of hours the nail salon is open as shown in the table above. She would have to hire a worker for those hours at a wage rate of \$10 per hour.

37) *Refer to Table 1-1.* Using marginal analysis, how many hours should Lydia extend her nail salon's hours of operations?

- A) 2 hours
- B) 3 hours
- C) 4 hours
- D) 5 hours
- E) 6 hours

Answer: D

Diff: 3 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

38) *Refer to Table 1-1.* What is Lydia's marginal benefit if she decides to stay open for two hours instead of one hour?

- A) \$25
- B) \$50
- C) \$75
- D) \$125

Answer: A

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

39) *Refer to Table 1-1.* What is Lydia's marginal cost if she decides to stay open for two hours instead of one hour?

- A) \$10
- B) \$20
- C) \$25
- D) \$40

Answer: A

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Table 1-2

Hours Open	Total Revenue (dollars)
1	\$25
2	45
3	70
4	90
5	105
6	110

Thuy Anh runs a small flower shop in the town of Florabunda. She is debating whether she should extend her hours of operation. Thuy Anh figures that her sales revenue will depend on the number of hours the flower shop is open as shown in the table above. She would have to hire a worker for those hours at a wage rate of \$16 per hour.

40) *Refer to Table 1-2.* Using marginal analysis, how many hours should Thuy Anh extend her flower shop's hours of operations?

- A) 2 hours
- B) 3 hours
- C) 4 hours
- D) 5 hours
- E) 6 hours

Answer: C

Diff: 3 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

41) *Refer to Table 1-2.* What is Thuy Anh's marginal benefit if she decides to stay open for three hours instead of two hours?

- A) \$0
- B) \$20
- C) \$25
- D) \$45
- E) \$70

Answer: C

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

42) *Refer to Table 1-2.* What is Thuy Anh's marginal cost if she decides to stay open for three hours instead of two hours?

- A) \$0
- B) \$16
- C) \$25
- D) \$32
- E) \$45

Answer: B

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

43) Soo Jin shares a one-bedroom apartment with her classmate. Her share of the rent is \$700 per month. She is considering moving to a studio apartment which she will not have to share with anyone. The studio apartment rents for \$950 per month. Recently, you ran into Soo Jin on campus and she tells you that she has moved into the studio apartment. Soo Jin is as rational as any other person. As an economics major, you rightly conclude that

- A) Soo Jin did not have a choice; her roommate was a slob.
- B) Soo Jin figures that the additional benefit of having her own place (as opposed to sharing) is at least \$250.
- C) Soo Jin figures that the benefit of having her own place (as opposed to sharing) is at least \$950.
- D) the cost of having one's own space outweighs the benefits.

Answer: B

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

44) If the marginal cost of keeping a doctor's office open one additional hour per day is \$200, then the doctor should keep the office open for one extra hour

- A) only if the marginal benefit she receives is greater than \$200 plus an acceptable profit margin.
- B) as long as the marginal benefit she receives is just equal to or greater than \$200.
- C) as long as the marginal cost does not rise.
- D) until the marginal benefit she receives reaches zero.

Answer: B

Diff: 2 Page Ref: 7-8/7-8

Topic: Optimal Decisions Are Made at the Margin

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Special Feature: Solved Problem: A Doctor Makes a Decision at the Margin

45) Consider the following statements:

- a. Consumers buy more MP3 players from an electronics store that sells MP3 players at a lower price than other rival electronics stores in the area.
- b. Schools take steps to increase security since they believe it is more costly to allow vandalism than to hire additional security guards.
- c. Citrus growers produce more oranges when the selling price of oranges falls.

Which of the above statements demonstrates that economic agents respond to incentives?

- A) a only
- B) b only
- C) c only
- D) a and b
- E) a, b, and c

Answer: D

Diff: 2 Page Ref: 5/5

Topic: People Respond to Economic Incentives

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

46) A restaurant sells a large soft drink at a fixed price of \$1.79. A term used by economists to describe the money received from the sale of an additional large soft drink is

- A) marginal revenue.
- B) gross earnings.
- C) pure profit.
- D) net benefit.

Answer: A

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

47) The _____ the sale of an additional unit of a product is a marginal benefit to the firm.

- A) revenue received from
- B) extra cost of
- C) total value of
- D) sales tax on

Answer: A

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

48) Which of the following is an example of a "how much" decision?

- A) Dinah's Diner is only open for breakfast and lunch. Dinah is trying to decide whether to open for dinner as well.
- B) Zander has torn up his front yard and is debating whether to plant grass or install a rock garden.
- C) You received a nice birthday check from your grandmother and are deciding on whether to spend it on a trip to New York or a trip to San Francisco.
- D) Sergio quit his job to go back to school full time.

Answer: A

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

49) Pookie's Pinball Palace restores old Pinball machines. Pookie has just spent \$300 purchasing and cleaning a 1960s-era machine which he expects to sell for \$2,000 once he is finished with the restoration. After having spent \$300, Pookie discovers that he will need to rewire the entire machine at a cost of \$1,100 in order to finish the restoration. Alternatively, he can sell the machine "as is" now for \$1,000. What is his marginal benefit if he sells the machine "as is" now?

- A) \$300
- B) \$900
- C) \$1,000
- D) The marginal benefit cannot be determined.

Answer: C

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

50) Pookie's Pinball Palace restores old Pinball machines. Pookie has just spent \$300 purchasing and cleaning a 1960s-era machine which he expects to sell for \$2,000 once he is finished with the restoration. After having spent \$300, Pookie discovers that he will need to rewire the entire machine at a cost of \$1,100 in order to finish the restoration. Alternatively, he can sell the machine "as is" now for \$1,000. What is the marginal cost of completing the task?

- A) \$300
- B) \$800
- C) \$1,100
- D) \$1,400

Answer: C

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

51) Pookie's Pinball Palace restores old Pinball machines. Pookie has just spent \$300 purchasing and cleaning a 1960s-era machine which he expects to sell for \$2,000 once he is finished with the restoration. After having spent \$300, Pookie discovers that he will need to rewire the entire machine at a cost of \$1,100 in order to finish the restoration. Alternatively, he can sell the machine "as is" now for \$1,000. What should he do?

- A) He should sell the machine now to make the most profit.
- B) It does not matter what he does; he is going to take a loss on his project.
- C) He should rewire the machine, complete the task and then sell the machine.
- D) He should have never purchased the machine because he has already spent too much time on it and has not been paid for that time.

Answer: A

Diff: 3 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Scenario 1-2

Suppose a hat manufacturer currently sells 2,000 hats per week and makes a profit of \$5,000 per week. The plant owner observes, "Although the last 300 hats we produced and sold increased our revenue by \$1,000 and our costs by \$1,100, we are still making an overall profit of \$5,000 per week so I think we're on the right track. We are producing the optimal number of hats."

52) *Refer to Scenario 1-1.* Using marginal analysis terminology, another economic term for the incremental revenue received from the sale of the last 300 hats is

- A) gross earnings.
- B) marginal revenue.
- C) sales revenue.
- D) gross profit.

Answer: B

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

53) *Refer to Scenario 1-2.* Using marginal analysis terminology, another economic term for the incremental cost of producing the last 300 hats is

- A) marginal cost.
- B) operating cost.
- C) explicit cost.
- D) Any of the above terms are correct.

Answer: A

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

54) *Refer to Scenario 1-2.* Had the firm not produced and sold the last 300 hats, would its profit be higher or lower, and if so by how much?

- A) Its profit will be \$1,100 higher.
- B) Its profit will be \$100 higher.
- C) Its profit will be \$100 lower.
- D) Its profit will be \$1,000 lower.

Answer: B

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Table 1-3

Hours Open	Total Revenue (dollars)
1	\$70
2	120
3	160
4	184
5	200
6	210

Santiago runs a comic book store in the town of East Arbor. He is debating whether he should extend his hours of operation. Santiago figures that his sales revenue will depend on the number of hours the store is open as shown in the table above. He would have to hire a worker for those hours at a wage rate of \$18 per hour.

55) *Refer to Table 1-3.* Using marginal analysis, determine how many hours should Santiago extend his store's hours of operations?

- A) 2 hours
- B) 3 hours
- C) 4 hours
- D) 5 hours
- E) 6 hours

Answer: C

Diff: 3 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

56) *Refer to Table 1-3.* What is Santiago's marginal benefit if he decides to stay open for two hours instead of one hour?

- A) \$40
- B) \$50
- C) \$120
- D) \$190

Answer: B

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

57) *Refer to Table 1-3.* What is Santiago's marginal cost if he decides to stay open for two hours instead of one hour?

- A) \$18
- B) \$36
- C) \$38
- D) \$102

Answer: A

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

58) Damian shares a small food truck with his sister. His share of the expenses is \$500 per month. He has decided to get his own, newer food truck which he will not have to share with anyone. His expenses for the newer truck are \$1,400 per month. Damian is as rational as any other person. As an economics major, you rightly conclude that

- A) Damian cannot afford the newer truck and will have to go back to sharing a truck with his sister.
- B) Damian figures that the additional benefit of having his own truck (as opposed to sharing) is at least \$900.
- C) Damian figures that the benefit of having his own truck (as opposed to sharing) is at least \$1,400.
- D) the cost of having one's own truck outweighs the benefits.

Answer: B

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

59) As recently as 2000, _____ percent of doctors were in private practice and by 2013, _____ percent of doctors were in private practice.

- A) only 20; more than 70
- B) nearly 60; less than 40
- C) about 50; about 50
- D) over 80; less than 15

Answer: B

Diff: 1 Page Ref: 3/3

Topic: Scarcity

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Special Feature: Chapter Opener: Is the Private Doctor's Office Going to Disappear?

60) The study of economics arises due to

- A) money.
- B) scarcity.
- C) greed.
- D) resources.

Answer: B

Diff: 1 Page Ref: 4/4

Topic: Scarcity

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

61) Scarcity refers to the situation in which

- A) unlimited wants exceed limited resources.
- B) unlimited resources exceed limited wants.
- C) a country's population is larger than its resource base.
- D) a nation's poverty level increases faster than its population.

Answer: A

Diff: 1 Page Ref: 4/4

Topic: Scarcity

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

62) The basic economic problem of scarcity

- A) has always existed and will continue to exist.
- B) will eventually disappear as technology continues to advance.
- C) is a problem only in developing economies.
- D) does not apply to the wealthy in society.

Answer: A

Diff: 1 Page Ref: 4/4

Topic: Scarcity

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

63) Economics is the study of the _____ people make to attain their goals, given their _____ resources.

- A) purchases; unlimited
- B) choices; scarce
- C) income; available
- D) decisions; household

Answer: B

Diff: 1 Page Ref: 4/4

Topic: Scarcity

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

64) What is an economic model?

- A) It is a description of an economic issue that includes all possible related information.
- B) It is a description of an economic issue based on official government information.
- C) It is a detailed version of some aspect of economic life used to analyze an economic issue.
- D) It is a simplified version of some aspect of economic life used to analyze an economic issue.

Answer: D

Diff: 1 Page Ref: 4/4

Topic: Economic Models

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

65) The term "market" in economics refers to

- A) a place where money changes hands.
- B) a legal institution where exchange can take place.
- C) a group of buyers and sellers of a product and the arrangement by which they come together to trade.
- D) an organization which sells goods and services.

Answer: C

Diff: 1 Page Ref: 4/4

Topic: Markets

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

66) Economists assume that

- A) individuals behave in unpredictable ways.
- B) consumer behavior is explained by the existence of unlimited resources.
- C) people put other people's interests ahead of their own.
- D) optimal decisions are made at the margin.

Answer: D

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

67) Which of the following best describes an assumption economists make about human behavior?

- A) They assume that individuals act rationally all the time in all circumstances.
- B) They assume that rational behavior is useful in explaining choices people make even though people may not behave rationally all the time.
- C) They assume that people take into account the question of fairness in all decisions they make.
- D) They assume that individuals act randomly.

Answer: B

Diff: 2 Page Ref: 5/5

Topic: People Are Rational

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

68) Economists assume that rational people

- A) never use all available information as they act to achieve their goals.
- B) undertake activities that benefit others and hurt themselves.
- C) only weigh the benefits and costs of the most desirable alternative actions.
- D) respond to economic incentives.

Answer: D

Diff: 2 Page Ref: 5/5

Topic: People Are Rational

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

69) Your roommate Serafina, a psychology major, said, "The problem with economics is that it assumes that consumers and firms always make the correct decision. But we know that everyone's human, and we all make mistakes." Do you agree with her comment?

A) Yes, I agree with her. One cannot make predictions about economic behavior because in reality people make incorrect choices in many situations.

B) I disagree with her. Economics does not study correct or incorrect behaviors but rather it assumes that economic agents behave rationally, meaning they make the best decisions given their knowledge of the costs and benefits.

C) Yes, I agree with her. Economic theory should allow for irrational behavior so that we can have more reliable predictions.

D) I disagree with her. If we cannot assume that decisions are correct, then we will not be able to examine the moral implications of these decisions.

Answer: B

Diff: 2 Page Ref: 5/5

Topic: People Are Rational

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

70) Consider the following statements:

a. Consumers rent more DVDs from a video store that rents DVDs at a lower price than other rival video stores in the area.

b. Department stores take steps to increase security since they believe it is more costly to allow shoplifting than to install expensive security monitoring equipment.

c. Farmers produce more cotton when its selling price falls.

Which of the above statements demonstrates that economic agents respond to incentives?

A) a only

B) b only

C) c only

D) a and b

E) a, b, and c

Answer: D

Diff: 3 Page Ref: 5/5

Topic: People Respond to Economic Incentives

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

71) In the first six months of 2003, branches of Commerce Bank in New York City were robbed 14 times. The New York City Police recommended steps the bank could take to deter robberies, including the installation of plastic barriers called "bandit barriers." The police were surprised the bank did not take their advice. According to a deputy commissioner of police, "Commerce does very little of what we recommend. They've told our detectives they have no interest in ever putting in the barriers."

It would seem that Commerce bank would have a strong incentive to install "bandit barriers" to deter robberies. Why wouldn't they do it?

- A) The banks would rather delay installation of any theft deterring equipment in anticipation of new lower cost innovations in the security devices market.
- B) The banks must have weighed the cost of installing bandit barriers against the benefits and decided that they have "no interest in ever putting in the barriers."
- C) The banks are concerned that "bandit barriers" would send the wrong message to customers — that the bank is unsafe.
- D) The banks probably resent any interference from the police department.

Answer: B

Diff: 2 Page Ref: 5/5

Topic: People Respond to Economic Incentives

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

72) Holding all other personal characteristics-such as age, gender, and income-constant, economists would expect that

- A) people without health insurance will be less likely to be overweight than people with health insurance.
- B) people without health insurance will be more likely to be overweight than people with health insurance.
- C) people without health insurance will be equally likely to be overweight as people with health insurance.
- D) there is no correlation between not having health insurance and being overweight.

Answer: A

Diff: 2 Page Ref: 5-7/5-7

Topic: People Respond to Economic Incentives

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Special Feature: Making the Connection: Does Health Insurance Give People an Incentive to Become Obese?

73) According to the Centers for Disease Control and Prevention, _____ in 2013 in which less than 20 percent of the population was considered obese.

- A) Colorado was the only state
- B) there were only 5 states
- C) there were more than 25 states
- D) there were no states

Answer: D

Diff: 2 Page Ref: 5-7/5-7

Topic: People Respond to Economic Incentives

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Special Feature: Making the Connection: Does Health Insurance Give People an Incentive to Become Obese?

74) What does the term "marginal" mean in economics?

- A) the edge of a market
- B) an additional or extra
- C) illegal
- D) secondary
- E) trivial

Answer: B

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

75) An office supply store sells a ream of printer paper at a fixed price of \$4.50. Which of the following is a term used by economists to describe the money received from the sale of an additional ream of paper?

- A) marginal revenue
- B) gross earnings
- C) pure profit
- D) marginal costs
- E) net benefit

Answer: A

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

76) Economics promotes which of the following as the way to make the best decision?

- A) Continue an enjoyable activity as long as you do not have to pay for it.
- B) Continue an enjoyable activity until it is no longer enjoyable.
- C) Continue an enjoyable activity until you cannot afford to pursue it.
- D) Continue an enjoyable activity up to the point where its marginal benefit equals its marginal cost.

Answer: D

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

77) _____ involves undertaking an activity until its marginal benefits equal marginal costs.

- A) Scarcity reduction
- B) Central planning
- C) Marginal analysis
- D) Market intervention

Answer: C

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

78) The revenue received from the sale of an additional unit of a product

- A) is a marginal benefit to the firm.
- B) is called profit.
- C) is called gross sales.
- D) is called a net gain.

Answer: A

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

79) The cost incurred from the production of an additional unit of a product

- A) is a marginal cost to the firm.
- B) is called a loss.
- C) is called opportunity cost.
- D) must be zero for a firm to be efficient.

Answer: A

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

80) Before a doctor decides to keep her office open on Saturdays, she should

- A) make sure that the marginal cost of doing so will exceed the marginal benefit.
- B) only consider the increase in total profit from doing so.
- C) weigh the costs and benefits of staying open on Saturdays before deciding if she should go through with this idea.
- D) only look at the marginal benefit of doing so, because marginal cost will not change.

Answer: C

Diff: 2 Page Ref: 7-8/7-8

Topic: Optimal Decisions Are Made at the Margin

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Special Feature: Solved Problem: A Doctor Makes a Decision at the Margin

81) If the marginal cost of producing a television is constant at \$200, then a firm should produce this item

- A) only if the marginal benefit it receives is greater than \$200 plus an acceptable profit margin.
- B) as long as the marginal benefit it receives is just equal to or greater than \$200.
- C) as long as its marginal cost does not rise.
- D) until the marginal benefit it receives reaches zero.

Answer: B

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

82) Which of the following is an example of a "how much" decision?

- A) The Pleasantville movie theatre is open only in the evenings. The theatre's manager is debating whether to add daily matinee shows.
- B) The Zhous have demolished their old home and are debating whether to build a ranch-style house or a Craftsman home.
- C) You're planning to hold a graduation party and must decide between having your party catered or having a pot-luck.
- D) Chelsea has withdrawn from the swim team to take up a full-time job.

Answer: A

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

83) Which of the following is an example of a "how much" decision?

- A) Octavia is debating whether to buy a pair of Jimmy Choo shoes or Steve Madden boots.
- B) Humberto has taken a second job to earn money to buy a Harley-Davidson SuperLow Sportster.
- C) You plan on going to Las Vegas for your birthday and are deciding if you should fly or drive.
- D) Diana is trying to decide if she should open her pet shop on Sundays.

Answer: D

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

84) Marginal cost is the _____ associated with undertaking an activity.

- A) total cost
- B) extra cost
- C) opportunity cost
- D) foregone cost

Answer: B

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

85) Cassie's Quilts alters, reconstructs and restores heirloom quilts. Cassie has just spent \$800 purchasing, cleaning and reconstructing an antique quilt which she expects to sell for \$1,500 once she is finished. After having spent \$800, Cassie discovers that she would need some special period fabric that would cost her \$200 in material and time in order to complete the task. Alternatively, she can sell the quilt "as is" now for \$900. What is her marginal benefit if she sells the quilt "as is" now?

- A) \$100
- B) \$900
- C) She makes a marginal loss of \$600, not a marginal benefit.
- D) The marginal benefit cannot be determined.

Answer: B

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

86) Cassie's Quilts alters, reconstructs and restores heirloom quilts. Cassie has just spent \$800 purchasing, cleaning and reconstructing an antique quilt which she expects to sell for \$1,500 once she is finished. After having spent \$800, Cassie discovers that she would need some special period fabric that would cost her \$200 in material and time in order to complete the task. Alternatively, she can sell the quilt "as is" now for \$900. What is the marginal cost of completing the task?

- A) \$200
- B) \$500
- C) \$1,000
- D) \$1,000 plus the value of her time

Answer: A

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

87) Cassie's Quilts alters, reconstructs and restores heirloom quilts. Cassie has just spent \$800 purchasing, cleaning and reconstructing an antique quilt which she expects to sell for \$1,500 once she is finished. After having spent \$800, Cassie discovers that she would need some special period fabric that would cost her \$200 in material and time in order to complete the task. Alternatively, she can sell the quilt "as is" now for \$900. What should she do?

- A) She should cut her losses and sell the quilt now.
- B) It does not matter what she does; she is going to take a loss on her project.
- C) She should purchase the period fabric, complete the task and then sell the quilt.
- D) She should not do anymore work on the quilt because she has already spent too much time on it and has not been paid for that time.

Answer: C

Diff: 3 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

88) Lionel's Lawn Care is a company that maintains residential yards. Lionel's cost for his standard package of mowing, edging, and trimming is \$15, and he charges \$25 for this service. For a total price of \$40, Lionel will also trim shrubs, a service that adds an additional \$10 to the total cost of the standard package. What is Lionel's marginal benefit if he sells the standard package?

- A) \$10
- B) \$15
- C) \$25
- D) \$40

Answer: C

Diff: 3 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

89) Lionel's Lawn Care is a company that maintains residential yards. Lionel's cost for his standard package of mowing, edging, and trimming is \$15, and he charges \$25 for this service. For a total price of \$40, Lionel will also trim shrubs, a service that adds an additional \$10 to the total cost of the standard package. What is Lionel's marginal cost of adding the shrub-trimming service to the standard package?

- A) \$10
- B) \$15
- C) \$25
- D) \$40

Answer: A

Diff: 3 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

90) Lionel's Lawn Care is a company that maintains residential yards. Lionel's cost for his standard package of mowing, edging, and trimming is \$15, and he charges \$25 for this service. For a total price of \$40, Lionel will also trim shrubs, a service that adds an additional \$10 to the total cost of the standard package. Should Lionel continue to offer the shrub-trimming service?

- A) Yes, his marginal benefit is greater than his marginal cost.
- B) Yes, but only if he raises the price of the standard package.
- C) No, his marginal benefit is less than his marginal cost.
- D) More information is needed for Lionel to make this decision.

Answer: A

Diff: 3 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Scenario 1-3

Suppose a t-shirt manufacturer currently sells 5,000 t-shirts per week and makes a profit of \$10,000 per week. A manager at the plant observes, "Although the last 400 t-shirts we produced and sold increased our revenue by \$4,000 and our costs by \$4,800, we are still making an overall profit of \$10,000 per week so I think we're on the right track. We are producing the optimal number of t-shirts."

91) *Refer to Scenario 1-3.* Using marginal analysis terminology, what is another economic term for the incremental revenue received from the sale of the last 400 t-shirts?

- A) gross earnings
- B) marginal revenue
- C) sales revenue
- D) gross profit

Answer: B

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

92) *Refer to Scenario 1-3.* Using marginal analysis terminology, what is another economic term for the incremental cost of producing the last 400 t-shirts?

- A) marginal cost
- B) operating cost
- C) explicit cost
- D) Any of the above terms are correct.

Answer: A

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

93) *Refer to Scenario 1-3.* Had the firm not produced and sold the last 400 t-shirts, would its profit be higher or lower, and if so by how much?

- A) Its profit will be \$4,800 higher.
- B) Its profit will be \$800 higher.
- C) Its profit will be \$800 lower.
- D) Its profit will be \$4,000 lower.

Answer: B

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Table 1-4

Hours Open	Total Revenue (dollars)
1	\$35
2	60
3	80
4	92
5	100
6	105

Eva runs a small bakery in the village of Roggerli. She is debating whether she should extend her hours of operation. Eva figures that her sales revenue will depend on the number of hours the bakery is open as shown in the table above. She would have to hire a worker for those hours at a wage rate of \$12 per hour.

94) *Refer to Table 1-4.* Using marginal analysis, determine how many hours should Eva extend her bakery's hours of operations?

- A) 2 hours
- B) 3 hours
- C) 4 hours
- D) 5 hours
- E) 6 hours

Answer: C

Diff: 3 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

95) *Refer to Table 1-4.* What is Eva's marginal benefit if she decides to stay open for two hours instead of one hour?

- A) \$25
- B) \$36
- C) \$60
- D) \$95

Answer: A

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

96) *Refer to Table 1-4.* What is Eva's marginal cost if she decides to stay open for two hours instead of one hour?

- A) \$12
- B) \$24
- C) \$36
- D) \$71

Answer: A

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Table 1-5

Hours Open	Total Revenue (dollars)
1	\$40
2	65
3	80
4	90
5	95
6	98

Julius runs a small tailor shop in the city of Bloomfield. He is debating whether he should extend his hours of operation. Julius figures that his sales revenue will depend on the number of hours the tailor shop is open as shown in the table above. He would have to hire a worker for those hours at a wage rate of \$18 per hour.

97) *Refer to Table 1-5.* Using marginal analysis, determine how many hours should Julius extend his shop's hours of operations?

- A) 2 hours
- B) 3 hours
- C) 4 hours
- D) 5 hours
- E) 6 hours

Answer: A

Diff: 3 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

98) *Refer to Table 1-5.* What is Julius's marginal benefit if he decides to stay open for three hours instead of two hours?

- A) \$15
- B) \$25
- C) \$65
- D) \$80

Answer: A

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

99) *Refer to Table 1-5.* What is Julius's marginal cost if he decides to stay open for three hours instead of two hours?

- A) \$0
- B) \$18
- C) \$54
- D) \$65

Answer: B

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

100) Tabitha shares a flea market booth with her sister. Her share of the rent is \$150 per month. She is considering moving to her own, larger booth which she will not have to share with anyone. The larger booth rents for \$450 per month. Recently, you ran into Tabitha in the grocery store and she tells you that she has rented the larger booth. Tabitha is as rational as any other person. As an economics major, you rightly conclude that

- A) Tabitha did not have a choice; her sister was overcharging her.
- B) Tabitha figures that the additional benefit of having her own booth (as opposed to sharing) is at least \$300.
- C) Tabitha figures that the benefit of having her own booth (as opposed to sharing) is at least \$450.
- D) the cost of having one's own booth outweighs the benefits.

Answer: B

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

101) Consider the following statements:

- a. Soda drinkers purchase more soda from a grocery store that sells soda at a lower price than other rival grocery stores in the area.
- b. Homeowners do not take steps to increase security even though they believe it is more costly to allow burglaries than to install security monitoring equipment.
- c. Manufacturers produce less of a particular cell phone when its selling price rises.

Which of the above statements demonstrates that economic agents respond to incentives?

- A) a only
- B) b only
- C) c only
- D) a and b
- E) a, b, and c

Answer: A

Diff: 3 Page Ref: 5/5

Topic: People Respond to Economic Incentives

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

102) Suppose the U.S. government encouraged new teachers to take jobs in underperforming schools by paying the new teachers a \$20,000 bonus. These teachers would be exemplifying the economic idea that

- A) people are rational.
- B) people respond to economic incentives.
- C) optimal decisions are made at the margin.
- D) equity is more important than efficiency.

Answer: B

Diff: 2 Page Ref: 5/5

Topic: People Respond to Economic Incentives

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

103) Zane's Vanes is a service that restores old weather vanes. Zane has just spent \$125 purchasing a 1920s era weather vane which he expects to restore and sell for \$500 once the work is completed. After having spent \$125, Zane realizes that he will need to spend an additional \$200 on materials to complete the restoration. Alternatively, he can sell the weather vane without restoring it for \$200. What is his marginal benefit if he sells the weather vane without restoring it?

- A) \$75
- B) \$125
- C) \$200
- D) \$300

Answer: C

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

104) Zane's Vanes is a service that restores old weather vanes. Zane has just spent \$125 purchasing a 1920s era weather vane which he expects to restore and sell for \$500 once the work is completed. After having spent \$125, Zane realizes that he will need to spend an additional \$200 on materials to complete the restoration. Alternatively, he can sell the weather vane without restoring it for \$200. What is his marginal cost to complete the restoration?

- A) \$75
- B) \$125
- C) \$200
- D) \$300

Answer: C

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

105) Zane's Vanes is a service that restores old weather vanes. Zane has just spent \$125 purchasing a 1920s era weather vane which he expects to restore and sell for \$500 once the work is completed. After having spent \$125, Zane realizes that he will need to spend an additional \$200 on materials to complete the restoration. Alternatively, he can sell the weather vane without restoring it for \$200. What should he do?

- A) He should sell the weather vane now to make the most profit.
- B) It does not matter what he does; he is going to take a loss on the project.
- C) He should finish the restoration and then sell the weather vane.
- D) He should sell the weather vane back to the party he purchased it from and cut his losses.

Answer: C

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Scenario 1-4

Suppose a cigar manufacturer currently sells 1,500 cigars per week and makes a profit of \$3,000 per week. The plant foreman observes, "Although the last 500 cell cigars we produced and sold increased our revenue by \$7,500 and our costs by \$7,000, we are only making an overall profit of \$3,000 per week so I think we need to cut back on production."

106) ***Refer to Scenario 1-4.*** Using marginal analysis terminology, what is another economic term for the incremental revenue received from the sale of the last 500 cigars?

- A) gross earnings
- B) marginal revenue
- C) sales revenue
- D) gross profit

Answer: B

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

107) *Refer to Scenario 1-4.* Using marginal analysis terminology, what is another economic term for the incremental cost of producing the last 500 cigars?

- A) marginal cost
- B) operating cost
- C) explicit cost
- D) Any of the above terms are correct.

Answer: A

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

108) *Refer to Scenario 1-4.* Had the firm not produced and sold the last 500 cigars, would its profit be higher or lower, and if so by how much?

- A) Its profit will be \$500 higher.
- B) Its profit will be \$1,000 higher.
- C) Its profit will be \$500 lower.
- D) Its profit will be \$1,500 lower.

Answer: C

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Table 1-6

Hours Open	Total Revenue (dollars)
1	\$275
2	375
3	450
4	500
5	530
6	550

Ivan runs a custom jewelry shop in Sparkle City. He is debating whether he should extend his hours of operation. Ivan figures that his sales revenue will depend on the number of hours the jewelry shop is open as shown in the table above. He would have to hire a worker for those hours at a wage rate of \$25 per hour.

109) *Refer to Table 1-6.* Using marginal analysis, determine how many hours should Ivan extend his hours of operations?

- A) 2 hours
- B) 3 hours
- C) 4 hours
- D) 5 hours
- E) 6 hours

Answer: D

Diff: 3 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

110) *Refer to Table 1-6.* What is Ivan's marginal benefit if he decides to stay open for six hours instead of five hours?

- A) \$10
- B) \$20
- C) \$30
- D) \$91.67

Answer: B

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

111) *Refer to Table 1-6.* What is Ivan's marginal cost if he decides to stay open for six hours instead of five hours?

- A) \$10
- B) \$20
- C) \$25
- D) \$91.67

Answer: C

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

112) Fiona shares an office with her ex-husband. Her share of the rent and utilities are \$625 per month. She is considering moving to a home office which she will not have to share with anyone. The home office will not cost her anything as far as extra rent or utilities. Recently, you ran into Fiona at the gym and she tells you that she has moved into her home office. Fiona is as rational as any other person. As an economics major, you rightly conclude that

- A) Fiona did not have a choice; her ex-husband was a jerk.
- B) Fiona figures that the additional benefit of having her own office (as opposed to sharing) is at least \$625.
- C) Fiona figures that the benefit of having her own office (as opposed to sharing) is zero, since she is no longer paying rent and utilities.
- D) The cost of having one's own space outweighs the benefits.

Answer: B

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

113) Scarcity refers to a situation in which unlimited wants exceed the limited resources available to fulfill those wants.

Answer: TRUE

Diff: 1 Page Ref: 4/4

Topic: Scarcity

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

114) Scarcity is a problem that will eventually disappear as technology advances.

Answer: FALSE

Diff: 1 Page Ref: 4/4

Topic: Scarcity

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

115) An economic model is a simplified version of reality used to analyze real-world economic situations.

Answer: TRUE

Diff: 1 Page Ref: 4/4

Topic: Economic Models

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

116) The sales revenue a seller receives from the sale of an additional unit of goods is called the marginal benefit.

Answer: TRUE

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

117) Optimal decisions are made at the point where marginal cost equals zero.

Answer: FALSE

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

118) If it costs Sinclair \$300 to produce 3 suede jackets and \$420 to produce 4 suede jackets, then the difference of \$120 is the marginal cost of producing the 4th suede jacket.

Answer: TRUE

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

119) Suppose the extra cost for a doctor to keep his office open for one extra hour is \$200. Then, the doctor should stay open for the extra hour even if he can generate additional revenue of \$200 for that hour.

Answer: TRUE

Diff: 2 Page Ref: 7-8/7-8

Topic: Optimal Decisions Are Made at the Margin

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Special Feature: Solved Problem: A Doctor Makes a Decision at the Margin

120) All economic questions arise from the fact that resources are unlimited.

Answer: FALSE

Diff: 1 Page Ref: 4/4

Topic: Scarcity

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

121) Even if the population declines, scarcity will still exist.

Answer: TRUE

Diff: 1 Page Ref: 4/4

Topic: Scarcity

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

122) The term "market" refers to trading arrangements by which buyers and sellers come together.

Answer: TRUE

Diff: 1 Page Ref: 5/5

Topic: Markets

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

123) The additional cost to a producer of hiring an additional unit of labor is called the marginal cost.

Answer: TRUE

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

124) Marginal benefit refers to the additional benefit that your activity provides to you.

Answer: TRUE

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

125) If it costs Danitra \$225 to create 4 necklaces and \$275 to create 5 necklaces, then \$50 is the marginal cost of producing the 5th necklace.

Answer: TRUE

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

126) Suppose the extra cost to a doctor of keeping his office open on Saturdays is \$1,200. Then, the doctor should stay open on Saturdays if keeping the office open brings in additional revenue of \$1,200 or more.

Answer: TRUE

Diff: 2 Page Ref: 7-8/7-8

Topic: Optimal Decisions Are Made at the Margin

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Special Feature: Solved Problem: A Doctor Makes a Decision at the Margin

127) All economic questions arise from the fact that resources are scarce.

Answer: TRUE

Diff: 1 Page Ref: 4/4

Topic: Scarcity

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

128) As population declines, scarcity eventually disappears.

Answer: FALSE

Diff: 1 Page Ref: 4/4

Topic: Scarcity

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

129) The term "market" refers only to trading arrangements that have been approved by the government.

Answer: FALSE

Diff: 1 Page Ref: 4/4

Topic: Markets

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

130) The sales revenue a seller receives from the sale of an additional unit of goods is called the marginal cost.

Answer: FALSE

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

131) Marginal benefit is the benefit that your activity provides to someone else.

Answer: FALSE

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

132) If it costs Vijay \$150 to design 5 websites and \$175 to design 6 websites, then \$175 is the marginal cost of producing the 6th website.

Answer: FALSE

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

133) Suppose the extra cost to a doctor of keeping her office open on Saturdays is \$800. Then, the doctor should not stay open on Saturdays if keeping the office open can only bring in additional revenue of \$800.

Answer: FALSE

Diff: 2 Page Ref: 7-8/7-8

Topic: Optimal Decisions Are Made at the Margin

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Special Feature: Solved Problem: A Doctor Makes a Decision at the Margin

134) An economic model is a complex version of reality used to analyze real-world economic situations.

Answer: FALSE

Diff: 1 Page Ref: 4/4

Topic: Economic Models

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

135) Optimal decisions are made at the point where marginal benefit is maximized.

Answer: FALSE

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

136) If it costs Hobie \$900 to produce 5 lamps and \$1,200 to produce 6 lamps, then the difference of \$300 is the marginal cost of producing the 5th lamp.

Answer: FALSE

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

137) Suppose the extra cost for a plumber to keep her shop open for one extra hour is \$145. Then, the plumber should not stay open for the extra hour if she can only generate additional revenue of \$145 for that hour.

Answer: FALSE

Diff: 2 Page Ref: 7-8/7-8

Topic: Optimal Decisions Are Made at the Margin

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Special Feature: Solved Problem: A Doctor Makes a Decision at the Margin

138) Explain the economic assumption that "people are rational."

Answer: "People are rational" means that economists assume consumers and firms will use all available information as they act to achieve their goals. Rational individuals weigh the benefits and costs of each action, and they choose an action only if the benefits exceed the costs.

Diff: 2 Page Ref: 5/5

Topic: People Are Rational

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

139) Explain the economic idea that "people respond to incentives."

Answer: Human beings act from a variety of motives, including religious belief, envy, and compassion. "People respond to incentives" means that people will act if they feel it is in their best economic interest to do so.

Diff: 2 Page Ref: 5/5

Topic: People Respond to Economic Incentives

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

140) What is meant by the statement that "optimal decisions are made at the margin"?

Answer: In economics, the word "marginal" means "extra" or "additional." Economists reason that the optimal decision is to continue any activity up to the point where the marginal benefit equals the marginal cost, so optimal decisions are made at the point where the extra benefit received from an activity is equal to the extra cost associated with that activity.

Diff: 2 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

141) Assume that a doctor can earn an additional \$20,000 of revenue each year from keeping his office open for one additional hour per week. What must the additional cost of keeping the office open this additional hour per week be to make staying open for the extra hour economically rational?

Answer: The additional cost of staying open for one additional hour per week must be no more than \$20,000 for the year to make staying open for the extra hour economically rational.

Diff: 2 Page Ref: 7-8/7-8

Topic: People Are Rational

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Special Feature: Solved Problem: A Doctor Makes a Decision at the Margin

142) What is an economic model?

Answer: An economic model is a simplified version of reality used to analyze real-world economic situations.

Diff: 1 Page Ref: 5/5

Topic: Economic Models

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

143) What is a marginal benefit?

Answer: Marginal benefit is the additional benefit received from continuing with an activity.

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

144) What is a marginal cost?

Answer: Marginal cost is the additional cost associated with continuing with an activity.

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

145) Suppose a doctor can earn an additional \$25,000 in revenue per year by keeping her office open on Sundays. At what additional cost would keeping the office open on Sundays not be considered economically rational?

Answer: If the additional cost of keeping the office open on Sundays exceeds \$25,000 per year, the decision would not be economically rational.

Diff: 2 Page Ref: 7-8/7-8

Topic: Optimal Decisions Are Made at the Margin

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Special Feature: Solved Problem: A Doctor Makes a Decision at the Margin

146) What is scarcity, and why is it a fundamental concept in economics?

Answer: Scarcity refers to a situation in which unlimited wants exceed the limited resources available to fulfill those wants. Scarcity is a fundamental concept in economics, because economics is the study of the choices people make to attain their goals, given their scarce resources.

Diff: 1 Page Ref: 4/4

Topic: Scarcity

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

147) What is an economic market?

Answer: An economic market refers to a group of buyers and sellers of a good or service and the institution or arrangement by which they come together to trade.

Diff: 1 Page Ref: 4/4

Topic: Markets

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

148) What does the word "marginal" mean in economics? What is a marginal benefit? What is a marginal cost? What is marginal analysis?

Answer: In economics, the word "marginal" means "extra" or "additional." Marginal benefit is the additional benefit received from continuing with an activity. Marginal cost is the additional cost associated with continuing with an activity. Marginal analysis involves comparing marginal benefits and marginal costs.

Diff: 1 Page Ref: 7/7

Topic: Optimal Decisions Are Made at the Margin

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

149) Suppose a doctor can earn an additional \$10,000 in revenue per year from keeping her office open on Saturdays. What must the additional cost of keeping the office open on Saturdays be to make this decision economically rational?

Answer: The additional cost of keeping the office open on Saturdays must be no more than \$10,000 per year to make this decision economically rational.

Diff: 2 Page Ref: 7-8/7-8

Topic: Optimal Decisions Are Made at the Margin

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Special Feature: Solved Problem: A Doctor Makes a Decision at the Margin

150) Explain the term "economics."

Answer: Economics is the study of the choices people make to attain their goals, given their scarce resources.

Diff: 2 Page Ref: 4/4

Topic: Economics as a Social Science

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

151) Describe what has happened to state obesity rates in the United States since 1994.

Answer: There has been a dramatic increase in obesity between 1994 and 2011. In 1994, in a majority of states between 10 percent and 14 percent of the adult population was obese, and in no state was more than 20 percent of the adult population obese. By 2011, in every state at least 20 percent of the adult population was obese, and in about three-quarters of the states, at least 25 percent of the adult population was obese.

Diff: 2 Page Ref: 5-7/5-7

Topic: People Respond to Economic Incentives

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Special Feature: Making the Connection: Does Health Insurance Give People an Incentive to Become Obese?

152) Assume that it will cost a plumber an additional \$35,000 each year by keeping her shop open for one additional hour per week. What must the additional revenue from keeping the shop open this additional hour per week be to make staying open for the extra hour economically rational?

Answer: The additional revenue from staying open for one additional hour per week must be no less than \$35,000 for the year to make staying open for the extra hour economically rational.

Diff: 2 Page Ref: 7-8/7-8

Topic: People Are Rational

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Special Feature: Solved Problem: A Doctor Makes a Decision at the Margin

1.2 The Economic Problem That Every Society Must Solve

1) The three fundamental questions that any economy must address are:

A) What will be the prices of goods and services; how will these goods and services be produced; and who will receive them?

B) What goods and services to produce; how will these goods and services be produced; and who receives them?

C) Who gets jobs; what wages do workers earn; and who owns what property?

D) How much will be saved; what will be produced; and how can these goods and services be fairly distributed?

Answer: B

Diff: 1 Page Ref: 8/8

Topic: Trade-offs

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

2) The idea that because of scarcity, producing more of one good or service means producing less of another good or service refers to the economic concept of

A) optimization.

B) efficiency.

C) trade-off.

D) equity.

Answer: C

Diff: 1 Page Ref: 8/8

Topic: Trade-offs

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

3) Society faces a trade-off in all of the following situations *except*

A) when deciding who will receive the goods and services produced.

B) when deciding what goods and services will be produced.

C) when deciding how goods and services will be produced.

D) when some previously unemployed workers find jobs.

Answer: D

Diff: 2 Page Ref: 8/8

Topic: Trade-offs

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

4) Which of the following statements is true?

- A) Anytime you have to decide which action to take you are experiencing economic equity.
- B) Trade-offs do not apply when the consumers purchase a product for which there is excess supply, such as a stock clearance sale.
- C) Every individual, no matter how rich or poor, is faced with making trade-offs.
- D) Economics is a social science that studies the trade-offs we are forced to make because resources are unlimited.

Answer: C

Diff: 2 Page Ref: 8/8

Topic: Trade-offs

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

5) Which of the following is *not* an example of an economic trade-off that a firm has to make?

- A) whether it is cheaper to produce with more machines or with more workers
- B) whether it is to outsource the production of a good or service
- C) whether or not consumers will buy its products
- D) whether it should produce more of its product

Answer: C

Diff: 1 Page Ref: 8/8

Topic: Trade-offs

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

6) The highest valued alternative that must be given up to engage in an activity is the definition of

- A) economic equity.
- B) marginal benefit.
- C) opportunity cost.
- D) marginal cost.

Answer: C

Diff: 1 Page Ref: 8/8

Topic: Opportunity Cost

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

7) The Coffee Nook, a small cafe near campus, sells cappuccinos for \$2.50 and Russian tea cakes for \$1.00 each. What is the opportunity cost of buying a cappuccino?

- A) 2 1/2 Russian tea cakes
- B) 2/5 of a Russian tea cake
- C) \$2.50
- D) \$1.00

Answer: A

Diff: 1 Page Ref: 8/8

Topic: Opportunity Cost

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

8) The Coffee Nook, a small cafe near campus, sells cappuccinos for \$2.50 and Russian tea cakes for \$1.00 each. What is the opportunity cost of buying a Russian tea cake?

- A) 2 1/2 cappuccinos
- B) 2/5 of a cappuccino
- C) \$2.50
- D) \$1.00

Answer: B

Diff: 1 Page Ref: 8/8

Topic: Opportunity Cost

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

9) Arlene quits her \$125,000-a-year job to take care of her ailing parents. What is the opportunity cost of her decision?

- A) zero, since she will no longer be earning a salary
- B) It depends on the "going rate" for home-care providers.
- C) at least \$125,000
- D) the value she attributes to the satisfaction she receives from taking care of her parents

Answer: C

Diff: 1 Page Ref: 8/8

Topic: Opportunity Cost

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

10) The distribution of income primarily determines which of the fundamental economic questions?

- A) What goods and services are to be produced?
- B) How are the goods and services to be produced?
- C) Who will receive the goods and services produced?
- D) How should the economy be planned?

Answer: C

Diff: 2 Page Ref: 9/9

Topic: Who Will Receive the Goods and Services Produced?

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

11) Automobile manufacturers produce a range of automobiles such as sports utility vehicles, luxury sedans, pickup trucks and compact cars. What fundamental economic question are they addressing by making this range of products?

- A) How should we produce goods that consumers want?
- B) Why should we produce a variety of automobiles?
- C) What goods should we produce?
- D) For whom should we produce automobiles?

Answer: C

Diff: 1 Page Ref: 9/9

Topic: What Goods and Services Will Be Produced?

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

12) Consider the following economic agents:

- a. the government
- b. consumers
- c. producers

Who, in a centrally planned economy, decides what goods and services will be produced with the scarce resources available in that economy?

- A) the government
- B) producers
- C) consumers
- D) consumers and producers
- E) the government, consumers and producers

Answer: A

Diff: 1 Page Ref: 9/9

Topic: What Goods and Services Will Be Produced?

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

- 13) The decision about what goods and services will be produced made in a market economy is made by
- A) lawmakers in the government voting on what will be produced.
 - B) workers deciding to produce only what the boss says must be produced.
 - C) producers deciding what society wants most.
 - D) consumers and firms choosing which goods and services to buy or produce.
 - E) consumers dictating to firms what they need most.

Answer: D

Diff: 1 Page Ref: 9/9

Topic: What Goods and Services Will Be Produced?

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

- 14) Which of the following statements about the economic decisions consumers, firms, and the government have to make is *false*?
- A) Governments face the problem of scarcity in making economic decisions.
 - B) Only individuals face scarcity; firms and the government do not.
 - C) Both firms and individuals face scarcity.
 - D) Each faces the problem of scarcity which necessitates trade-offs in making economic decisions.

Answer: B

Diff: 1 Page Ref: 9/9

Topic: What Goods and Services Will Be Produced?

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

- 15) Why is it necessary for all economic systems to not only provide people with goods and services, but also restrict them from getting as much of these goods and services as they wish?
- A) Failure to do this could reduce the efficiency of the system by producing some goods and services that are not as highly valued as others.
 - B) Failure to do this could lead to an inequitable allocation of goods and services produced.
 - C) Failure to do this could lead to drastic shortages of good and services.
 - D) Failure to do this could reduce efficiency and lead to an inequitable allocation of output.

Answer: A

Diff: 3 Page Ref: 9/9

Topic: Who Will Receive the Goods and Services Produced?

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

16) Who receives the most of what is produced in a market economy?

- A) lawmakers and other politically favored groups
- B) those who are willing and able to buy them
- C) everyone receives an equal amount
- D) people who earn the highest incomes

Answer: B

Diff: 1 Page Ref: 9/9

Topic: Who Will Receive the Goods and Services Produced?

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

17) How are the fundamental economic decisions determined in North Korea?

- A) Individuals, firms, and the government interact in a market to make these economic decisions.
- B) These decisions are made by the country's elders who have had much experience in answering these questions.
- C) The government decides because North Korea is a centrally planned economy.
- D) The United Nations decides because North Korea is a developing economy.

Answer: C

Diff: 1 Page Ref: 10/10

Topic: Centrally Planned Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

18) How are the fundamental economic questions answered in a market economy?

- A) The government alone decides the answers.
- B) Individuals, firms, and the government interact in markets to decide the answers to these questions.
- C) Households and firms interact in markets to decide the answers to these questions.
- D) Large corporations alone decide the answers.

Answer: C

Diff: 2 Page Ref: 10/10

Topic: Market Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

19) Which of the following is a problem inherent in centrally planned economies?

- A) Households and firms make poor decisions in choosing how resources are allocated.
- B) There is too little production of low-cost, high-quality goods and services.
- C) Production managers are more concerned with satisfying consumer wants than with satisfying government's orders.
- D) Exports tend to exceed imports.

Answer: B

Diff: 2 Page Ref: 10/10

Topic: Centrally Planned Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

20) All of the following contributed to the downfall of the Soviet Union in 1991 *except*

- A) public dissatisfaction with low living standards and political repression.
- B) an inability to produce low-cost consumer goods that households wanted.
- C) lack of high-quality goods and services.
- D) lack of a strong dictator who can coordinate economic activities.

Answer: D

Diff: 2 Page Ref: 10/10

Topic: Centrally Planned Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

21) _____ is a situation in which a good or service is produced at the lowest possible cost.

- A) Allocative efficiency
- B) Productive efficiency
- C) Equity
- D) Optimal marginalism

Answer: B

Diff: 1 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

22) Productive efficiency is achieved when

- A) firms add a low profit margin to the goods and services they produce.
- B) firms produce the goods and services that consumers value most.
- C) firms produce goods and services at the lowest cost.
- D) there are no shortages or surpluses in the market.

Answer: C

Diff: 1 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

23) When production reflects consumer preferences, _____ occurs.

- A) allocative efficiency
- B) productive efficiency
- C) equity
- D) efficient central planning

Answer: A

Diff: 1 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

24) Allocative efficiency is achieved when firms produce goods and services

- A) at the lowest possible cost.
- B) that consumers value most.
- C) at the lowest opportunity cost.
- D) at a marginal cost of zero.

Answer: B

Diff: 1 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

- 25) Markets promote
- A) equity and competition.
 - B) voluntary exchange and equality.
 - C) equity and equality.
 - D) competition and voluntary exchange.

Answer: D

Diff: 2 Page Ref: 10/10

Topic: Market Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

- 26) Which of the following statements is true about competition in a market?
- A) Competition forces firms to outsource the production of their labor-intensive products.
 - B) Competition forces firms to undercut their selling price, thus benefiting consumers who will be able to purchase products at the lowest price possible.
 - C) Competition forces firms to produce and sell products as long as the marginal benefit to consumers exceeds the marginal cost of production.
 - D) Competition forces firms to add only low profit margins to their costs of production.

Answer: C

Diff: 2 Page Ref: 10/10

Topic: Market Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

- 27) _____ increases economic efficiency because it forces firms to produce and sell goods and services as long as the additional benefit to consumers is greater than the additional cost of production.

- A) Competition
- B) Voluntary exchange
- C) Equity
- D) A centrally planned economy

Answer: A

Diff: 1 Page Ref: 10/10

Topic: Market Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

28) Which of the following generates productive efficiency?

- A) competition among sellers
- B) competition among buyers
- C) government inspectors
- D) government production rules and regulations

Answer: A

Diff: 1 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

29) Voluntary exchange between buyers and sellers generates _____ in a market economy.

- A) scarcity
- B) allocative efficiency
- C) productive efficiency
- D) equity

Answer: B

Diff: 1 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

30) Which of the following is a result of a market economy?

- A) environmental protection
- B) an equal income distribution
- C) agreement on equity
- D) voluntary exchange

Answer: D

Diff: 1 Page Ref: 10/10

Topic: Market Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

31) Political candidates often hold fund raisers by charging "per plate" for dinner. Wendy purchased four tickets to a \$1,000 per plate dinner for a local city council candidate. Is this transaction economically efficient?

- A) No, political candidates should never be allowed to overcharge for a fund raising dinner.
- B) Yes, it was a voluntary exchange that benefited both parties.
- C) No, Wendy paid too much for four dinners.
- D) Yes, it is efficient only from the perspective of the candidate but not from the perspective of Wendy.

Answer: B

Diff: 2 Page Ref: 10/10

Topic: Market Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

32) In economics, the term "equity" means

- A) everyone has an equal standard of living.
- B) the hardest working individuals consume all they want.
- C) only elected officials have high standards of living.
- D) economic benefits are distributed fairly.

Answer: D

Diff: 1 Page Ref: 11/11

Topic: Equity

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

33) Which of the following is motivated by an equity concern?

- A) Some states have transferred funds to food bank programs in order to increase benefits to lower-income families.
- B) Following the implementation of subsidies for energy conservation, household demand for rooftop solar panels increased quite significantly in California.
- C) The United Network for Organ Sharing advocates a system of rationing scarce kidneys that would favor young patients over old in an effort to wring more life out of donated organs.
- D) The United States offers patent protection to pharmaceutical manufacturers to prevent others from duplicating their products.

Answer: A

Diff: 3 Page Ref: 11/11

Topic: Equity

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

34) Which of the following is motivated by an efficiency concern?

- A) In December 2006, the Bush administration restarted a short-term housing assistance program for victims of Hurricane Katrina.
- B) Each year, the University of Notre Dame conducts a lottery to parcel out the 30,000 seats available to contributors, former athletes and parents in the 80,000-seat stadium.
- C) The United Network for Organ Sharing advocates a system of rationing scarce kidneys that would favor young patients over old in an effort to wring more life out of donated organs.
- D) The federal government's housing choice voucher program assists very low-income families, the elderly, and the disabled to afford decent, safe, and sanitary housing in the private market.

Answer: C

Diff: 3 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

35) Which of the following is an example of an efficiency-equity trade-off faced by economic agents?

- A) According to an article by in the American Journal of Public Health by Edward Kaplan and Michael Merson of Yale University School of Medicine, the federal government's current method of allocating HIV-prevention resources is not cost-effective. Instead of allocating resources to states in proportion to reported AIDS cases, resources should flow first to those activities that prevent more infections per dollar and then to less and less effective combinations of programs and populations until funds are exhausted, even if it means that some populations would be left without any prevention services.
- B) Concerned about the falling birth rate, the French government has pledged more money for families with three children, in an effort to encourage working women to have more babies.
- C) Some U.S. colleges are actively recruiting foreign students for their technology-based programs.
- D) All New York City art museums are considering adopting a free-admission policy for local residents one weekend per month.

Answer: A

Diff: 3 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

36) Which of the following correctly describes the relationship between economic efficiency and economic equity?

- A) They are both automatically achieved in a free market economy.
- B) They always call for opposite outcomes.
- C) There is no conflict between the two goals.
- D) There is often a trade-off between the two.

Answer: D

Diff: 2 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

37) Allocative efficiency best explains _____, and productive efficiency best explains _____.

- A) how something will be produced; when something will be produced
- B) when something will be produced; why something will be produced
- C) why something will be produced; what will be produced
- D) what will be produced; how something will be produced

Answer: D

Diff: 2 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

38) Trina's Tropical Fish Store sells goldfish for \$2 each and angelfish for \$10 each. What is the opportunity cost of buying a goldfish?

- A) 5 angelfish
- B) 1/5 of an angelfish
- C) \$10
- D) \$2

Answer: A

Diff: 1 Page Ref: 8/8

Topic: Opportunity Cost

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

39) Trinh quits his \$80,000-a-year job to become a full-time volunteer at a museum. What is the opportunity cost of his decision?

- A) 0 since he will no longer be earning a salary
- B) depends on the "going rate" of museum employees
- C) at least \$80,000
- D) the value he attributes to the joy of working at a museum

Answer: C

Diff: 1 Page Ref: 8/8

Topic: Opportunity Cost

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

40) Jewelry manufacturers produce a range of products such as rings, necklaces, bracelets, and brooches. What fundamental economic question are they addressing by offering this range of items?

- A) How to produce goods that consumers want?
- B) Why produce a variety of items?
- C) What to produce?
- D) Who to produce the items for?

Answer: C

Diff: 1 Page Ref: 9/9

Topic: What Goods and Services Will Be Produced?

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

41) Consider the following economic agents:

- a. the government
- b. consumers
- c. producers

Who, in a market economy, decides what goods and services will be produced with the scarce resources available in that economy?

- A) the government
- B) producers
- C) consumers
- D) consumers and producers
- E) the government, consumers and producers

Answer: D

Diff: 1 Page Ref: 9/9

Topic: What Goods and Services Will Be Produced?

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

42) In a modern mixed economy, who decides what goods and services will be produced?

- A) only the producers
- B) only consumers
- C) only the government
- D) all of the above

Answer: D

Diff: 1 Page Ref: 9/9

Topic: What Goods and Services Will Be Produced?

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

43) How are the fundamental economic decisions determined in China?

- A) Individuals, firms, and the government interact in a market to make these economic decisions.
- B) These decisions are made by the country's elders who have had much experience in answering these questions.
- C) The government decides because China is a centrally planned economy.
- D) The United Nations decides because China is a developing economy.

Answer: A

Diff: 1 Page Ref: 10/10

Topic: Centrally Planned Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

44) When every good or service is produced up to the point where the last unit provides _____, allocative efficiency occurs.

- A) a marginal benefit to society equal to the marginal cost of producing it
- B) a marginal benefit to society greater than the marginal cost of producing it
- C) a marginal benefit to society less than the marginal cost of producing it
- D) a marginal benefit to society equal to zero

Answer: A

Diff: 1 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

45) Voluntary exchange _____ economic efficiency because neither the buyer nor the seller would agree to a trade unless _____.

- A) increases; they both benefit
- B) increases; only one party benefits
- C) decreases; neither benefit
- D) decreases; they both benefit

Answer: A

Diff: 1 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

46) All centrally planned economies

- A) have been political dictatorships.
- B) started out as market economies.
- C) began as mixed economies.
- D) have become mixed economies.

Answer: A

Diff: 1 Page Ref: 10/10

Topic: Centrally Planned Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

47) Mr. Peabody chooses to invest in companies that produce goods and services at the lowest possible cost. Mr. Peabody is investing in companies that are

- A) allocatively efficient.
- B) productively efficient.
- C) guaranteed to make a profit.
- D) all of the above

Answer: B

Diff: 1 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

48) Mr. Peabody chooses to invest in companies that produce goods and services based on consumer preferences. Mr. Peabody is investing in companies that are attempting to be

- A) allocatively efficient.
- B) productively efficient.
- C) guaranteed to make a profit.
- D) all of the above

Answer: A

Diff: 1 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

49) The town of Harmonia gives away all 500 tickets to its annual Founder's Day Free Concert-in-the-Park to local residents. Each year, more than 500 people wish to attend the concert, so some of the residents who receive the free tickets sell them for as much as \$75 each. Is a transaction where someone pays a resident \$75 for a "free ticket" economically efficient?

- A) No, people should never be allowed to sell items they received for free.
- B) Yes, it was a voluntary exchange that benefited both parties.
- C) No, the buyer paid too much for the ticket.
- D) Yes, it is efficient only from the perspective of the seller and not from the perspective of the buyer.

Answer: B

Diff: 2 Page Ref: 11/11

Topic: Market Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Article Summary

In an August 2013 speech from the Lincoln Memorial, President Obama was expected to emphasize that increased economic equality is needed to improve racial equality. Economic gaps based on race have endured for 50 years, with the differences in unemployment rates between blacks and whites remaining virtually unchanged and the gap in wealth actually increasing. "If you look at 50 years after the 1960s civil rights movement, the most stubborn and persistent challenge when it comes to the nation's racial challenge remains in the areas of economics and wealth," said Marc Morial, president of the National Urban League.

Source: Zachary A. Goldfarb, "For Obama, 50 years after historic march, economic equality the path to racial justice," *Washington Post*, August 17, 2013.

50) *Refer to the Article Summary.* The article mentions increased economic equality is needed in terms of wealth, and for some people this means a more equitable distribution of wealth. What is meant by a more equitable distribution of wealth?

- A) a more allocatively efficient distribution of wealth
- B) a more productively efficient distribution of wealth
- C) a more fair distribution of wealth
- D) wealth distributed based on income levels

Answer: C

Diff: 2 Page Ref: 11/11

Topic: Equity

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Special Feature: Making the Connection: For Obama, 50 years after historical march, economic equality the path to racial justice

51) *Refer to the Article Summary.* The article mentions increased economic equality is needed in terms of wealth, and for some people this means a more equitable distribution of wealth. Would an equitable distribution of wealth necessarily be the most efficient distribution of wealth?

- A) Yes, equitable and efficient are two different words which have the same definition.
- B) Yes, in order for the distribution to be equitable, it must also be efficient.
- C) No, it is impossible to have an economically efficient distribution which is also an equitable distribution.
- D) No, an economically efficient distribution of wealth would not necessarily be equitable.

Answer: D

Diff: 2 Page Ref: 11/11

Topic: Equity

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Special Feature: Making the Connection: For Obama, 50 years after historical march, economic equality the path to racial justice

- 52) Trade-offs force society to make choices when answering what three fundamental questions?
- A) What will be the prices of goods and services; how will these goods and services be produced; and who will receive them?
 - B) What goods and services to produce; how will these goods and services be produced; and who receives them?
 - C) Who gets jobs; what wages do workers earn; and who owns what property?
 - D) How much will be saved; what will be produced; and how can these goods and services be fairly distributed?

Answer: B

Diff: 1 Page Ref: 9/9

Topic: Trade-offs

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

- 53) Every society faces economic trade-offs. This means
- A) some people live better than others do.
 - B) not everyone can have enough goods to survive.
 - C) producing more of one good means less of another good can be produced.
 - D) society's output cannot be made available to all.

Answer: C

Diff: 1 Page Ref: 8/8

Topic: Trade-offs

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

- 54) Which of the following statements is *false*?
- A) Anytime you have to decide which action to take you are facing an economic trade-off.
 - B) Trade-offs do not apply when the consumers purchase a product for which there is excess supply, such as a stock clearance sale.
 - C) Every individual, no matter how rich or poor, is faced with making trade-offs.
 - D) Economics is a social science that studies the trade-offs we are forced to make because of scarcity.

Answer: B

Diff: 2 Page Ref: 8/8

Topic: Trade-offs

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

55) Which of the following is an example of an economic trade-off that a firm has to make?

- A) whether it is cheaper to produce with more machines or with more workers
- B) deciding why consumers want its products
- C) whether or not consumers will buy its products
- D) deciding what profit margin it desires for its products

Answer: A

Diff: 1 Page Ref: 8/8

Topic: Trade-offs

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

56) Opportunity cost is defined as

- A) the benefit of an activity.
- B) the monetary expense associated with an activity.
- C) the highest valued alternative that must be given up to engage in an activity.
- D) the total value of all alternatives that must be given up to engage in an activity.

Answer: C

Diff: 1 Page Ref: 8/8

Topic: Opportunity Cost

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

57) The Stogie Shop, a cigar store in the mall, sells hand-rolled cigars for \$10.00 and machine-made cigars for \$2.50 each. What is the opportunity cost of buying a hand-rolled cigar?

- A) 4 machine-made cigars
- B) 1/4 of a machine-made cigar
- C) \$10.00
- D) \$2.50

Answer: A

Diff: 1 Page Ref: 8/8

Topic: Opportunity Cost

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

58) Ted quits his \$60,000-a-year job to be a stay-at-home dad. What is the opportunity cost of his decision?

- A) 0 since he will no longer be earning a salary
- B) depends on the "going rate" for stay-at-home dads
- C) at least \$60,000
- D) the value he attributes to the joy of parenting

Answer: C

Diff: 1 Page Ref: 8/8

Topic: Opportunity Cost

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

59) Who receives the goods and services produced in the United States depends largely on

- A) how income is distributed.
- B) how the goods and services are produced.
- C) what goods and services are produced.
- D) government redistribution.

Answer: A

Diff: 2 Page Ref: 9/9

Topic: Who Will Receive the Goods and Services Produced?

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

60) Fast food restaurants produce a range of menu items such as hamburgers, chicken sandwiches, salads, and french fries. What fundamental economic question are they addressing by offering this range of items?

- A) How to produce goods that consumers want?
- B) Why produce a variety of menu items?
- C) What to produce?
- D) Who to produce the menu items for?

Answer: C

Diff: 1 Page Ref: 9/9

Topic: What Goods and Services Will Be Produced?

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

61) Consider the following economic agents:

- a. the government
- b. consumers
- c. producers

Who, in a modern mixed economy, decides what goods and services will be produced with the scarce resources available in that economy?

- A) the government
- B) producers
- C) consumers
- D) consumers and producers
- E) the government, consumers and producers

Answer: E

Diff: 1 Page Ref: 9/9

Topic: What Goods and Services Will Be Produced?

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

62) In a market economy, who decides what goods and services will be produced?

- A) only the producers
- B) only consumers
- C) consumers and producers
- D) the government

Answer: C

Diff: 1 Page Ref: 9/9

Topic: What Goods and Services Will Be Produced?

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

63) Which of the following is correct about the economic decisions consumers, firms, and the government have to make?

- A) Governments may face the problem of shortages but not scarcity in making economic decisions.
- B) Only individuals face scarcity; firms and the government do not.
- C) Firms and the government face scarcity; individuals only face shortages.
- D) Each faces the problem of scarcity, which necessitates trade-offs in making economic decisions.

Answer: D

Diff: 1 Page Ref: 8/8

Topic: Scarcity

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

64) It is necessary for all economic systems to provide people with goods and services and also restrict them from getting as much of these goods and services as they wish, because failure to do this could _____ the efficiency of the system by producing some goods and services that are _____.

- A) reduce; not as highly valued as others
- B) increase; not as highly valued as others
- C) reduce; valued more than others
- D) increase; valued more than others

Answer: A

Diff: 3 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

65) How does a market system prevent people from getting as many goods and services as they wish?

- A) Governments interfere with the market mechanism to influence the allocation of goods and services.
- B) In a market system, firms can charge any price they want, thus preventing poor people from getting as many goods and services as they wish.
- C) The market system allocates goods and services to those who are able to pay for those products and therefore income is a limiting factor.
- D) The government imposes taxes on those who earn beyond a certain amount of income.

Answer: C

Diff: 2 Page Ref: 10/10

Topic: Market Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

66) In a market economy, those who are willing and able to buy what is produced

- A) receives what the government allows them to receive.
- B) receive the most of what is produced.
- C) receive no more than everyone else in the market.
- D) solely determine what is produced.

Answer: B

Diff: 1 Page Ref: 10/10

Topic: Market Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

67) How are the fundamental economic decisions determined in Cuba?

- A) Individuals, firms, and the government interact in a market to make these economic decisions.
- B) These decisions are made by the country's elders who have had much experience in answering these questions.
- C) The government decides because Cuba is a centrally planned economy.
- D) The United Nations decides because Cuba is a developing economy.

Answer: C

Diff: 1 Page Ref: 10/10

Topic: Centrally Planned Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

68) In a market economy, _____ interact in markets to decide the answers to the fundamental economic questions.

- A) state and local governments
- B) large corporations
- C) households and firms
- D) the judicial and legislative branches of the federal government

Answer: C

Diff: 2 Page Ref: 9/9

Topic: Market Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

69) Which of the following is a problem inherent in centrally planned economies?

- A) There are no problems and everyone, including consumers, is satisfied.
- B) There is too much production of low-cost, high-quality goods and services.
- C) Production managers are more concerned with satisfying government's orders than with satisfying consumer wants.
- D) Unemployment is too high.

Answer: C

Diff: 2 Page Ref: 10/10

Topic: Centrally Planned Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

70) Which of the following contributed to the downfall of the Soviet Union in 1991?

- A) public dissatisfaction with low living standards and political repression
- B) producing higher-quality goods than were desired by consumers
- C) the rapidly increasing standard of living
- D) the lack of a strong dictator who can coordinate economic activities

Answer: A

Diff: 2 Page Ref: 10/10

Topic: Centrally Planned Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

71) When goods and services are produced at the lowest possible cost, _____ occurs.

- A) allocative efficiency
- B) productive efficiency
- C) equity
- D) efficient central planning

Answer: B

Diff: 1 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

72) Productive efficiency is achieved when firms produce goods and services

- A) most desired by society.
- B) at the highest profit margin.
- C) at the lowest cost.
- D) of the highest quality.

Answer: C

Diff: 1 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

73) When every good or service is produced up to the point where the last unit provides a marginal benefit to society equal to the marginal cost of producing it, _____ occurs.

- A) allocative efficiency
- B) productive efficiency
- C) equity
- D) efficient central planning

Answer: A

Diff: 1 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

74) Allocative efficiency is achieved when

- A) goods and services are fairly distributed among consumers in an economy.
- B) firms produce the goods and services that consumers value most.
- C) firms produce goods and services at the lowest cost.
- D) there are no shortages or surpluses in the market.

Answer: B

Diff: 1 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

75) Which of the following contributes to the efficiency of markets?

- A) Governments play an active role in the day-to-day operations of markets.
- B) Markets are able to bring about an equitable distribution of goods and services.
- C) Markets promote equal standards of living.
- D) Markets promote competition and voluntary exchange.

Answer: D

Diff: 2 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

76) Competition forces firms to produce and sell products as long as the _____ to consumers exceeds the _____ of production.

- A) marginal benefit; marginal cost
- B) marginal benefit; marginal benefit
- C) marginal cost; marginal cost
- D) marginal cost; marginal benefit

Answer: A

Diff: 2 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

77) Voluntary exchange increases economic efficiency

- A) because neither the buyer nor the seller would agree to a trade unless they both benefit.
- B) because voluntary exchange only takes place with government permission.
- C) because it is free and consequently does not cost anything.
- D) because it allows wealthy individuals to act altruistically and give to the poor.

Answer: A

Diff: 1 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

78) All _____ economies have been political dictatorships.

- A) centrally planned
- B) mixed
- C) market
- D) mixed and market

Answer: A

Diff: 1 Page Ref: 10/10

Topic: Centrally Planned Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

79) Which of the following generates allocative efficiency in a market economy?

- A) national government intervention
- B) voluntary exchange between buyers and sellers
- C) United Nations rules for competition
- D) equity

Answer: B

Diff: 1 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

80) Competition among sellers generates

- A) productive efficiency.
- B) allocative efficiency.
- C) equity.
- D) scarcity.

Answer: A

Diff: 1 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

81) Dr. Goldfinger decides to invest in companies which he believes can "improve the productivity and efficiency" of health care services. How can Dr. Goldfinger strive to achieve this productive efficiency?

- A) by investing in companies that produce goods and services based on consumer preferences
- B) by investing in companies that produce goods and services at the lowest possible cost
- C) by investing in companies that fairly distribute their products and services
- D) by investing in companies that produce up to the point where the marginal benefit of the last unit produced is equal to the marginal cost of producing it

Answer: B

Diff: 1 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

82) Dr. Goldfinger decides to invest in companies which he believes can "improve the productivity and efficiency" of health care services. What would Dr. Goldfinger need to do to try to achieve allocative efficiency?

- A) invest in companies that produce goods and services based on consumer preferences
- B) invest in companies that produce goods and services at the lowest possible cost
- C) invest in companies that fairly distribute their products and services
- D) invest in companies that produce up to the point where the marginal cost of the last unit produced is zero

Answer: A

Diff: 1 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

83) Mrs. Lovejoy decides to invest in companies which she believes are producing its goods based on the preferences of consumers. Mrs. Lovejoy is investing in companies that are

- A) productively efficient.
- B) allocatively efficient.
- C) both productively and allocatively efficient.
- D) always going to be profitable.

Answer: B

Diff: 1 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

84) Mrs. Lovejoy decides to invest in companies which she believes can produce its goods at the lowest possible cost. Mrs. Lovejoy is investing in companies that are

- A) productively efficient.
- B) allocatively efficient.
- C) both productively and allocatively efficient.
- D) always going to be profitable.

Answer: A

Diff: 1 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

85) Selling tickets to graduation ceremonies has long been a tradition among students at institutions that limit the number of guests. Suppose your classmate, Heidi purchased two tickets for \$40 each. Is this transaction economically efficient?

- A) No, people should never be allowed to sell items they received for free.
- B) Yes, it was a voluntary exchange that benefited both parties.
- C) No, Heidi paid too much for the tickets.
- D) Yes, it is efficient only from the perspective of the seller and not from the perspective of the buyer.

Answer: B

Diff: 2 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

86) _____ occurs when economic benefits are distributed fairly.

- A) Productive efficiency
- B) Allocative efficiency
- C) Equality
- D) Equity

Answer: D

Diff: 1 Page Ref: 11/11

Topic: Equity

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

87) Which of the following is motivated by an equity concern?

- A) Some U.S. colleges have cut back on merit scholarships since these programs siphon money from need-based programs, thus harming lower-income students with greater financial need.
- B) Following the removal of subsidies in urban water use, household demand for water decreased quite significantly in Bogor, Indonesia.
- C) In November 2003, the Federal Communications Commission implemented the "local number portability" rule which gives cell phone customers the option of keeping their number when they switch carriers within the same geographic region.
- D) The United States protects intellectual property rights, allowing inventors to prevent others from using their inventions without payment.

Answer: A

Diff: 3 Page Ref: 11/11

Topic: Equity

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

88) Which of the following is motivated by an efficiency concern?

- A) In 2009, the Obama administration increased unemployment benefits.
- B) As part of an economic stimulus package, each taxpayer received a \$3,000 tax rebate check.
- C) Following a six-month drought, a city banned homeowners from watering their lawns in an effort to conserve water.
- D) Some U.S. colleges have cut back on merit scholarships since these programs siphon money from need-based programs, thus harming lower-income students with greater financial need.

Answer: C

Diff: 3 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

89) Which of the following is *not* an example of an efficiency-equity trade-off faced by economic agents?

- A) According to an article by in the American Journal of Public Health by Edward Kaplan and Michael Merson of Yale University School of Medicine, the federal government's current method of allocating HIV-prevention resources is not cost-effective. Instead of allocating resources to states in proportion to reported AIDS cases, resources should flow first to those activities that prevent more infections per dollar and then to less and less effective combinations of programs and populations until funds are exhausted, even if it means that some populations would be left without any prevention services.
- B) Concerned about the falling birth rate, the French government has pledged more money for families with three children, in an effort to encourage working women to have more babies.
- C) The growing demand for corn by ethanol producers has led to a surge in the price of tortillas, a staple in the Mexican diet. To quell public outcry over rising tortilla prices, the Mexican government released government corn stocks at prices well below the market, and pressured states to impose price ceilings on tortillas.
- D) Some U.S. colleges cut back on merit scholarships since these programs siphon money from need-based programs, thus harming lower-income students with greater financial need.

Answer: B

Diff: 3 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

- 90) There is often a trade-off between
- A) productive efficiency and allocative efficiency.
 - B) limited and unlimited resources.
 - C) voluntary and involuntary exchanges.
 - D) economic efficiency and economic equity.

Answer: D

Diff: 2 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

- 91) The Farm Factory, a booth at the local Farmer's Market, sells fresh eggs for \$1.50 per dozen and fresh milk for \$2.50 per gallon. What is the opportunity cost of buying a dozen eggs?

- A) $1 \frac{2}{3}$ gallons of milk
- B) $\frac{3}{5}$ of a gallon of milk
- C) \$2.50
- D) \$1.50

Answer: B

Diff: 1 Page Ref: 8/8

Topic: Opportunity Cost

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

- 92) The Farm Factory, a booth at the local Farmer's Market, sells fresh eggs for \$1.50 per dozen and fresh milk for \$2.50 per gallon. What is the opportunity cost of buying a gallon of milk?

- A) $1 \frac{2}{3}$ dozen eggs
- B) $\frac{3}{5}$ of a dozen eggs
- C) \$2.50
- D) \$1.50

Answer: A

Diff: 1 Page Ref: 8/8

Topic: Opportunity Cost

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

- 93) The decision about what goods and services will be produced made in a market economy is made by
- A) lawmakers in the government voting on what will be produced.
 - B) workers deciding to produce only what the boss says must be produced.
 - C) producers deciding what society wants most.
 - D) consumers and firms choosing which goods and services to buy or produce.
 - E) consumers dictating to firms what they need most.

Answer: D

Diff: 1 Page Ref: 9/9

Topic: What Goods and Services Will Be Produced?

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

- 94) The decision about what goods and services will be produced made in a centrally-planned economy is made by

- A) lawmakers in the government deciding on what will be produced.
- B) workers deciding to produce only what the boss says must be produced.
- C) producers deciding what society wants most.
- D) consumers and firms choosing which goods and services to buy or produce.
- E) consumers dictating to firms what they need most.

Answer: A

Diff: 1 Page Ref: 9/9

Topic: What Goods and Services Will Be Produced?

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

- 95) How are the fundamental economic decisions determined in Canada?

- A) Individuals, firms, and the government interact in a market to make these economic decisions.
- B) These decisions are made by the country's elders who have had much experience in answering these questions.
- C) The government decides because Canada is a centrally planned economy.
- D) The United Nations decides because Canada is a developing economy.

Answer: A

Diff: 1 Page Ref: 10/10

Topic: Mixed Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

96) Which of the following contributed to the downfall of the Soviet Union in 1991?

- A) government dissatisfaction with high living standards and political freedom
- B) an inability to produce low-cost consumer goods that households wanted
- C) an overabundance of high-quality goods and services
- D) the lack of a strong dictator who can coordinate economic activities

Answer: B

Diff: 2 Page Ref: 10/10

Topic: Centrally Planned Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Article Summary

In an August 2013 speech from the Lincoln Memorial, President Obama was expected to emphasize that increased economic equality is needed to improve racial equality. Economic gaps based on race have endured for 50 years, with the differences in unemployment rates between blacks and whites remaining virtually unchanged and the gap in wealth actually increasing. "If you look at 50 years after the 1960s civil rights movement, the most stubborn and persistent challenge when it comes to the nation's racial challenge remains in the areas of economics and wealth," said Marc Morial, president of the National Urban League.

Source: Zachary A. Goldfarb, "For Obama, 50 years after historic march, economic equality the path to racial justice," *Washington Post*, August 17, 2013.

97) *Refer to the Article Summary.* The article mentions increased economic equality is needed in terms of wealth. How would a more equal distribution of wealth differ from a more equitable distribution of wealth?

- A) They both mean the same thing, which is a more even distribution of wealth.
- B) A more equal distribution of wealth is a more fair distribution, and a more equitable distribution of wealth is a more even distribution.
- C) A more equal distribution of wealth is a more even distribution, and a more equitable distribution of wealth is a more fair distribution.
- D) They both mean the same thing, which is a more fair distribution of wealth.

Answer: C

Diff: 2 Page Ref: 11/11

Topic: Equity

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Special Feature: Making the Connection: For Obama, 50 years after historical march, economic equality the path to racial justice

98) The government makes all economic decisions in a mixed economy.

Answer: FALSE

Diff: 1 Page Ref: 10/10

Topic: Mixed Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

99) When voluntary exchange takes place, both parties gain from the exchange.

Answer: TRUE

Diff: 1 Page Ref: 10/10

Topic: Market Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

100) A college must decide if it wants to offer more Internet-based classes. This decision involves answering the economic question of "what to produce."

Answer: TRUE

Diff: 1 Page Ref: 9/9

Topic: What Goods and Services Will Be Produced?

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

101) One desirable outcome of a market economy is that it leads to a more equitable distribution of income.

Answer: FALSE

Diff: 1 Page Ref: 10/10

Topic: Market Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

102) The government makes all economic decisions in a market economy.

Answer: FALSE

Diff: 1 Page Ref: 10/10

Topic: Centrally Planned Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

103) When voluntary exchange takes place, neither party gains from the exchange.

Answer: FALSE

Diff: 1 Page Ref: 10/10

Topic: Market Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

104) A college must decide if it wants to offer more adult literacy classes. This decision involves answering the economic question of "for whom to produce."

Answer: TRUE

Diff: 1 Page Ref: 9/9

Topic: What Goods and Services Will Be Produced?

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

105) In a centrally planned economy, the households and firms decide how economic resources will be allocated.

Answer: FALSE

Diff: 1 Page Ref: 9/9

Topic: Centrally Planned Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

106) The government makes all economic decisions in a centrally planned economy.

Answer: TRUE

Diff: 1 Page Ref: 9/9

Topic: Centrally Planned Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

107) When voluntary exchange takes place, only one party gains from the exchange.

Answer: FALSE

Diff: 1 Page Ref: 10/10

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

108) A college must decide if it wants to offer more evening and weekend classes. This decision involves answering the economic question of "for whom to produce."

Answer: FALSE

Diff: 1 Page Ref: 9/9

Topic: What Goods and Services Will Be Produced?

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

109) In a centrally planned economy, the government decides how economic resources will be allocated.

Answer: TRUE

Diff: 1 Page Ref: 9/9

Topic: Centrally Planned Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

110) Consumers make all economic decisions in a mixed economy.

Answer: FALSE

Diff: 1 Page Ref: 10/10

Topic: Mixed Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

111) When voluntary exchange takes place, neither party usually gains from the exchange.

Answer: FALSE

Diff: 1 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

112) A university must decide if it should stop offering foreign language classes. This decision involves answering the economic question of "how to produce."

Answer: FALSE

Diff: 1 Page Ref: 9/9

Topic: What Goods and Services Will Be Produced?

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

113) In market economies, income distribution is always going to be completely equitable.

Answer: FALSE

Diff: 1 Page Ref: 11/11

Topic: Market Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

114) What is equity, and how does it differ from efficiency?

Answer: Equity refers to the fair distribution of economic benefits. In economics, efficiency refers to least cost production (productive efficiency) and producing according to human preferences (allocative efficiency).

Diff: 2 Page Ref: 11/11

Topic: Equity

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

115) What is opportunity cost?

Answer: Opportunity cost refers to the highest-valued alternative that must be given up to engage in an activity. For example, the opportunity cost of taking this economics class is what you are giving up to take the class, which may be taking another class such as accounting or psychology, working extra hours at your job, or extra sleep (whichever is your highest-valued alternative).

Diff: 2 Page Ref: 8/8

Topic: Opportunity Cost

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

116) Define productive efficiency. Does productive efficiency imply allocative efficiency? Explain.

Answer: Productive efficiency is an efficiency criterion that describes a situation in which goods and services are produced at the lowest possible cost. It does not imply allocative efficiency which is a criterion associated with producing goods and services that consumers value most. For example, a manufacturer may be able to produce typewriters at the lowest possible cost of say, \$200 but this does not necessarily mean that consumers are willing to pay \$200 for a typewriter.

Diff: 3 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

117) What is a centrally planned economy?

Answer: A centrally planned economy is an economy in which the government decides how economic resources will be allocated.

Diff: 3 Page Ref: 9/9

Topic: Centrally Planned Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

118) What is voluntary exchange?

Answer: Voluntary exchange is a situation that occurs in markets when both the buyer and seller of a product are made better off by the transaction.

Diff: 2 Page Ref: 8/8

Topic: Trade-offs

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

119) What is a mixed economy?

Answer: A mixed economy is an economy in which most economic decisions result from the interaction of buyers and sellers in markets but in which the government plays a significant role in the allocation of resources.

Diff: 3 Page Ref: 10/10

Topic: Market Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

120) Every society faces trade-offs. Explain the concept of trade-offs.

Answer: Trade-offs refer to the idea that, because of scarcity, producing more of one good or service means producing less of another good or service.

Diff: 2 Page Ref: 8/8

Topic: Trade-offs

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

121) Trade-offs force society to make choices when answering what three fundamental questions?

Answer:

1. What goods and services will be produced?
2. How will the goods and services be produced?
3. Who will receive the goods and services produced?

Diff: 2 Page Ref: 8/8

Topic: Trade-offs

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

122) What is the difference between economic efficiency and equity?

Answer: Economic efficiency is concerned with maximizing the value of output that can be generated by a given resource base while equity deals with the distribution of society's total output among the sectors and individuals of society.

Diff: 2 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

123) What is a market economy?

Answer: A market economy is an economy in which the decisions of households and firms interacting in markets allocate economic resources.

Diff: 3 Page Ref: 9/9

Topic: Market Economies

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

124) Define allocative efficiency. Explain the significance of this concept in economics?

Answer: Allocative efficiency is an efficiency criterion that describes a situation where the marginal benefit (or marginal valuation) of the last unit purchased is equal to the marginal cost of producing that unit. In other words, allocative efficiency occurs when production reflects consumer preferences. This is a significant concept in that all societies face scarcity which necessitates that societies make choices about what goods and services to produce. To maximize society's wealth, resources must flow to their highest valued use. This value is determined by consumers.

Diff: 3 Page Ref: 11/11

Topic: Efficiency

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

1.3 Economic Models

1) Economic models do all of the following *except*

- A) answer economic questions.
- B) portray reality in all its minute details.
- C) make economic ideas explicit and concrete for use by decision makers.
- D) simplify some aspect of economic life.

Answer: B

Diff: 1 Page Ref: 12/12

Topic: Economic Models

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

2) All of the following are part of an economic model *except*

- A) assumptions.
- B) hypotheses.
- C) data.
- D) opinions.

Answer: D

Diff: 1 Page Ref: 12/12

Topic: Economic Models

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

3) Which of the following statements about positive economic analysis is *false*?

- A) Positive analysis uses an economic model to estimate the costs and benefits of different course of actions.
- B) There is much more disagreement among economists over normative economic analysis than over positive economic analysis.
- C) There is much more disagreement among economists over positive economic analysis than over normative economic analysis.
- D) Unlike normative economic analysis, positive economic analysis can be tested.

Answer: C

Diff: 2 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

4) Which of the following is a positive economic statement?

- A) The standard of living in the United States should be higher.
- B) If the price of iPhones falls, a larger quantity of iPhones will be purchased.
- C) The government should revamp the health care system.
- D) The U.S. government should not have bailed out U.S. auto manufacturers.

Answer: B

Diff: 2 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

5) Which of the following is a positive economic statement?

- A) People should not buy SUVs.
- B) The government should mandate electric automobiles.
- C) Scarcity necessitates that people make trade-offs.
- D) Foreign workers should not be allowed to work for lower wages than the citizens of a country.

Answer: C

Diff: 2 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

6) Which of the following is a normative economic statement?

- A) Rising global demand for coal has led to increases in the price of coal.
- B) With rising mortgage rates and rising unemployment rates, the number of unsold homes has increased.
- C) The state of Texas is considering increasing funds for light-rail development to promote the use of public transportation.
- D) Pharmaceutical manufacturers should not be allowed to patent their products so prescription drugs would be more affordable.

Answer: D

Diff: 2 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

7) Which of the following is a normative economic statement?

- A) The price of gasoline is too high.
- B) The current high price of gasoline is the result of strong worldwide demand.
- C) When the price of gasoline rises, the quantity of gasoline purchased falls.
- D) When the price of gasoline rises, transportation costs rise.

Answer: A

Diff: 2 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

8) Which of the following questions or statements regarding medical school is normative?

- A) How do changes in expected future incomes affect the decisions of medical students about which specialty to choose?
- B) Medical students who enter specialized fields make a larger contribution to society than do student who enter primary care.
- C) What role does tuition play in a student's decision about whether to attend medical school?
- D) Have tuition increases had a large effect or a small effect on the number of applications to medical school?

Answer: B

Diff: 2 Page Ref: 14-15/14-15

Topic: Positive and Normative Analysis

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Special Feature: Making the Connection: Should Medical School Be Free?

- 9) The economic analysis of minimum wage involves both normative and positive analysis. Consider the following consequences of a minimum wage:
- a. The minimum wage law causes unemployment.
 - b. A minimum wage law benefits some groups and hurts others.
 - c. In some cities such as San Francisco and New York, it would be impossible for low-skilled workers to live in the city without minimum wage laws.
 - d. The gains to winners of a minimum wage law should be valued more highly than the losses to losers because the latter primarily comprises businesses.

Which of the consequences above are positive statements and which are normative statements?

- A) a, b, and c are positive statements; d is a normative statement.
- B) a and b are positive statements; c and d are normative statements.
- C) Only a is a positive statement; b, c and d are normative statements.
- D) a and c are positive statements; b and d are normative statements.

Answer: B

Diff: 2 Page Ref: 14/14

Topic: Positive and Normative Analysis

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Special Feature: Don't Let This Happen to You: Don't Confuse Positive Analysis with Normative Analysis

- 10) Which of the following is part of an economic model?

- A) norms
- B) hypotheses
- C) opinions
- D) preferences of economic agents

Answer: B

Diff: 1 Page Ref: 12/12

Topic: Economic Models

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

- 11) Which of the following is a positive economic statement?

- A) The standard of living in the United States is too low.
- B) If the price of beef falls, a larger quantity of it will be bought.
- C) The government should implement a national consumption tax.
- D) The U.S. government should increase regulations on the banking industry.

Answer: B

Diff: 2 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

12) Which of the following is a positive economic statement?

- A) U.S. citizens should only buy products which are produced in the United States.
- B) The government should ban the production and sale of incandescent light bulbs.
- C) Raising the tax on gasoline raises the selling price of gasoline.
- D) The government should revamp its immigration policies.

Answer: C

Diff: 2 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

13) Which of the following is a normative economic statement?

- A) Rising corn prices have increased the price of corn-based ethanol.
- B) With rising home prices and falling mortgage interest rates, the amount of home foreclosures has decreased.
- C) The federal government is considering increasing regulations on the use of fossil fuels to promote the use of wind power.
- D) Farmers should not be allowed to grow and sell genetically-modified crops.

Answer: D

Diff: 2 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Ethical understanding and reasoning

14) Which of the following is a normative economic statement?

- A) The price of wheat is too low.
- B) The current low price of wheat is the result of increased worldwide supply.
- C) When the price of wheat falls, the quantity of wheat purchased rises.
- D) When the price of wheat falls, the cost of wheat-based products falls.

Answer: A

Diff: 2 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

15) Economic models

- A) make no assumptions in order to remain as accurate as possible.
- B) are simplified versions of reality.
- C) cannot be used to analyze real-world issues.
- D) magnify the complexity of economic issues in order to provide useful data.

Answer: B

Diff: 1 Page Ref: 11/11

Topic: Economic Models

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

16) Which of the following is part of an economic model?

- A) assumptions
- B) norms
- C) opinions
- D) preferences of economic agents

Answer: A

Diff: 1 Page Ref: 12/12

Topic: Economic Models

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

17) Which of the following statements about positive economic analysis is true ?

- A) Positive analysis uses an economic model to estimate the costs and benefits of different course of actions.
- B) There is much less disagreement among economists over normative economic analysis than over positive economic analysis.
- C) There is much more disagreement among economists over positive economic analysis than over normative economic analysis.
- D) Unlike positive economic analysis, normative economic analysis can be tested.

Answer: A

Diff: 2 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

18) Which of the following is a positive economic statement?

- A) Everyone should live at the same standard of living.
- B) If the price of gasoline rises, a smaller quantity of it will be bought.
- C) The government should close income tax loopholes.
- D) U.S. firms should not be allowed to outsource production of goods and services.

Answer: B

Diff: 2 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

19) Which of the following is a positive economic statement?

- A) People should not buy imported fruits and vegetables.
- B) The government should subsidize solar power for homeowners.
- C) The minimum wage law causes unemployment.
- D) The number of work visas should not be limited by the government.

Answer: C

Diff: 2 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

20) Which of the following is a normative economic statement?

- A) Rising global demand for diesel and heating oil has led to increases in the price of crude oil.
- B) With falling home prices and rising mortgage interest rates, the amount of foreclosures has increased.
- C) The federal government is considering raising the gasoline tax to promote the use of public transportation.
- D) Fashion designers should be allowed to copyright designs to promote innovation.

Answer: D

Diff: 2 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Ethical understanding and reasoning

21) Which of the following is a normative economic statement?

- A) The price of milk is too high.
- B) The current high price of milk is the result of reduced worldwide supply.
- C) When the price of milk rises, the quantity of milk purchased falls.
- D) When the price of milk rises, the cost of milk-based products rises.

Answer: A

Diff: 2 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

22) All of the following questions or statements regarding medical school are positive *except*:

- A) How do changes in expected future incomes affect the decisions of medical students about which specialty to choose?
- B) Medical students who enter specialized fields make a larger contribution to society than do student who enter primary care.
- C) What role does tuition play in a student's decision about whether to attend medical school?
- D) Have tuition increases had a large effect or a small effect on the number of applications to medical school?

Answer: B

Diff: 2 Page Ref: 14-15/14-15

Topic: Positive and Normative Analysis

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Special Feature: Making the Connection: Should Medical School Be Free?

23) The economic analysis of minimum wage involves both normative and positive analysis. Consider the following consequences of a minimum wage:

- a. The minimum wage law causes unemployment.
- b. Unemployment would be lower without a minimum wage law.
- c. Minimum wage laws benefit some workers and harm others.
- d. The minimum wage should be more than \$7.25 per hour.

Which of the consequences above are positive statements and which are normative statements?

- A) a, b, and c are positive statements; d is a normative statement.
- B) a and b are positive statements; c and d are normative statements.
- C) Only a is a positive statement; b, c and d are normative statements.
- D) a and c are positive statements; b and d are normative statements.

Answer: A

Diff: 2 Page Ref: 14/14

Topic: Positive and Normative Analysis

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Special Feature: Don't Let This Happen to You: Don't Confuse Positive Analysis with Normative Analysis

24) Which of the following is part of an economic model?

- A) preferences of economic agents
- B) data
- C) norms
- D) opinions

Answer: B

Diff: 1 Page Ref: 12/12

Topic: Economic Models

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

25) Which of the following is a positive economic statement?

- A) The inflation rate in the United States is too high.
- B) Unemployment insurance payments increase when the unemployment rate rises.
- C) The government should defund Obamacare.
- D) States should be able to enact their own marijuana legalization laws.

Answer: B

Diff: 2 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

26) Which of the following is a positive economic statement?

- A) People should use public transportation more often.
- B) The government should ban diesel engines in automobiles.
- C) Due to a decrease in state funding, university tuition has risen.
- D) Foreign citizens should not be allowed to work without a work visa.

Answer: C

Diff: 2 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

27) Which of the following is a normative economic statement?

- A) Falling global demand for pesticides has led to decreases in the price of pesticides.
- B) With falling mortgage rates and falling unemployment rates, the number of new homes being built has increased.
- C) The state of Florida's unemployment rate dropped when several large companies relocated to the Miami area.
- D) Global warming should be at the top of every economic agenda.

Answer: D

Diff: 2 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

28) Which of the following is a normative economic statement?

- A) Tobacco products should be banned in all public spaces.
- B) The increase in tobacco taxes has caused an increase in the price of cigarettes.
- C) Better awareness of health risks has decreased tobacco use.
- D) A reduction in tobacco subsidies has caused the price of tobacco to increase.

Answer: A

Diff: 2 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

29) "An increase in the price of gasoline will increase the demand for hybrid vehicles." This statement is an example of a positive economic statement.

Answer: TRUE

Diff: 1 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

30) "The distribution of income should be left to the market" is an example of a positive economic statement.

Answer: FALSE

Diff: 1 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

31) Positive analysis is concerned with "what ought to be," while normative analysis is concerned with "what is."

Answer: FALSE

Diff: 2 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

32) "A decrease in the price of tablet computers will decrease the demand for desktop computers." This statement is an example of a normative economic statement.

Answer: FALSE

Diff: 1 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

33) "The distribution of income should be determined by the government" is an example of a positive economic statement.

Answer: FALSE

Diff: 1 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

34) Policies based on positive economic ideas tend to decrease economic efficiency and reduce equity.

Answer: FALSE

Diff: 2 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

35) "A decrease in the price of digital cameras will decrease the demand for camera film." This statement is an example of a positive economic statement.

Answer: TRUE

Diff: 1 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

36) "The distribution of income should be determined by the government" is an example of a normative economic statement.

Answer: TRUE

Diff: 1 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

37) Policies based on normative economic ideas tend to increase economic efficiency and improve equity.

Answer: FALSE

Diff: 2 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

38) "An increase in the price of oranges will increase the demand for grapefruits." This statement is an example of a normative economic statement.

Answer: FALSE

Diff: 1 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

39) The unemployment rate is too high is an example of a positive economic statement.

Answer: FALSE

Diff: 1 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

40) Normative analysis is concerned with "what ought to be," while positive analysis is concerned with "what is."

Answer: TRUE

Diff: 2 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

41) What is the difference between positive economic analysis and normative economic analysis? Give one example each of a positive and normative economic issue or question or statement.

Answer: Positive economic analysis is concerned with what is. Positive economic analysis reaches conclusions based on verifiable statements. Normative economic analysis, on the other hand, is concerned with what ought to be. Normative analysis reaches conclusions based on opinions. (Students will give many different examples.)

Diff: 2 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

42) Explain why economics is considered a social science.

Answer: Economics is a social science because it studies the actions of individuals. As a social science, economics considers human behavior, particularly decision-making behavior, in every context.

Diff: 2 Page Ref: 14/14

Topic: Economics as a Social Science

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

43) What is an economic variable?

Answer: An economic variable is something measurable that can have different values, such as the wages of software programmers.

Diff: 1 Page Ref: 12/12

Topic: Economic Models

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

44) Which of the following are positive economic statements and which are normative economic statements?

- a. An increase in the price of gasoline will decrease the quantity of gasoline purchased..
- b. The government should eliminate the minimum wage.
- c. All states should raise the minimum wage to at least \$10 per hour.
- d. The government should scrap its current income tax structure in favor of a flat tax.
- e. Unemployment has increased since the onset of the recession.
- f. The government should not bail out investment banks during a financial crisis.

Answer: Statements a and e are positive economic statements. Statements b, c, d, and f are normative economic statements.

Diff: 2 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

45) What are the five steps by which economists arrive at a useful economic model?

Answer:

1. Decide on the assumptions to use in developing the model.
2. Formulate a testable hypothesis.
3. Use economic data to test the hypothesis.
4. Revise the model if it fails to explain the economic data well.
5. Retain the revised model to help answer similar economic questions in the future.

Diff: 2 Page Ref: 12/12

Topic: Economic Models

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

46) What is an economic variable? Give an example of an economic variable.

Answer: An economic variable is something measurable that can have different values, such as the wages of software programmers. (Students will give many different examples).

Diff: 1 Page Ref: 12/12

Topic: Economic Models

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

47) Which of the following are positive economic statements and which are normative economic statements?

- a. An increase in the minimum wage causes unemployment.
- b. The government should raise the minimum wage above \$7.25 per hour.
- c. The prolonged recession has caused the unemployment rate to reach a 30-year high.
- d. Interest rates need to be lower for the economy to emerge from the recession.
- e. Inflation has decreased since the onset of the recession.
- f. Once the recession has ended, interest rates should increase to assure that inflation does not go up.

Answer: Statements a, c, and e are positive economic statements. Statements b, d, and f are normative economic statements.

Diff: 2 Page Ref: 13/13

Topic: Positive and Normative Analysis

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

1.4 Microeconomics and Macroeconomics

1) Which of the following is a microeconomics question?

- A) How much will be saved and how much will be produced in the entire economy?
- B) What will the level of economic growth be in the entire economy?
- C) What factors determine the price of carrots?
- D) What determines the average price level and inflation?

Answer: C

Diff: 2 Page Ref: 15/15

Topic: Microeconomics

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

2) Microeconomics is the study of

- A) how households and firms make choices.
- B) the economy as a whole.
- C) the global economy.
- D) topics such as unemployment, inflation, and economic growth.

Answer: A

Diff: 1 Page Ref: 15/15

Topic: Microeconomics

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

3) Which of the following is a macroeconomics question?

- A) What determines the inflation rate?
- B) What determines the production of DVDs?
- C) What factors determine the price of carrots?
- D) What determines the wage of auto workers?

Answer: A

Diff: 2 Page Ref: 16/16

Topic: Macroeconomics

*: Recurring

Learning Outcome: Macro-1: Define macroeconomics and identify its basic concerns

AACSB: Analytic thinking

- 4) Macroeconomics is the study of
A) how households make choices.
B) how firms make choices.
C) how households and firms make choices.
D) the economy as a whole.

Answer: D

Diff: 1 Page Ref: 16/16

Topic: Macroeconomics

*: Recurring

Learning Outcome: Macro-1: Define macroeconomics and identify its basic concerns

AACSB: Analytic thinking

- 5) Which of the following is a microeconomics question?
A) Why do economies experience periods of high inflation?
B) Will Federal Reserve intervention lower the inflation rate?
C) Why has growth in the economy increased since the end of the recession?
D) Will the merger of American Airlines and US Airways increase or decrease airfares?

Answer: D

Diff: 1 Page Ref: 15/15

Topic: Microeconomics

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

- 6) The branch of economics which studies how households and firms interact in markets is called
A) macroeconomics.
B) microeconomics.
C) positive economics.
D) normative economics.

Answer: B

Diff: 1 Page Ref: 15/15

Topic: Microeconomics

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

- 7) Which of the following is a macroeconomics question?
- A) What determines the growth rate of gross domestic product?
 - B) How is the production quantity of snowboards determined?
 - C) What factors determine the price of electronic cigarettes?
 - D) What determines the salaries of Wall Street executives?

Answer: A

Diff: 1 Page Ref: 16/16

Topic: Macroeconomics

*: Recurring

Learning Outcome: Macro-1: Define macroeconomics and identify its basic concerns

AACSB: Analytic thinking

- 8) The branch of economics which studies the behavior of entire economies is called

- A) public economics.
- B) microeconomics.
- C) macroeconomics.
- D) normative economics.

Answer: C

Diff: 1 Page Ref: 16/16

Topic: Macroeconomics

*: Recurring

Learning Outcome: Macro-1: Define macroeconomics and identify its basic concerns

AACSB: Analytic thinking

- 9) When Mr. Peabody decides on the companies to which he will donate his time and money, a _____ issue is being addressed.

- A) microeconomic
- B) macroeconomic
- C) positive economic
- D) normative economic

Answer: A

Diff: 1 Page Ref: 15/15

Topic: Microeconomics

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

- 10) Which of the following is a microeconomics question?
- A) Why do economies experience periods of recession?
 - B) Will government intervention lower the unemployment rate?
 - C) Why has growth in the economy slowed down over the past decade?
 - D) How will Apple decide on a selling price for the iPad?

Answer: D

Diff: 1 Page Ref: 15/15

Topic: Microeconomics

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

- 11) The branch of economics which studies how households and firms make choices, interact in markets and how government attempts to influence their choices is called

- A) macroeconomics.
- B) microeconomics.
- C) positive economics.
- D) normative economics.

Answer: B

Diff: 1 Page Ref: 15/15

Topic: Microeconomics

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

- 12) Which of the following is a macroeconomics question?

- A) What determines the unemployment rate?
- B) How is the production quantity of digital cameras determined?
- C) What factors determine the price of iPhones?
- D) What determines the wages and benefits of flight attendants?

Answer: A

Diff: 1 Page Ref: 16/16

Topic: Macroeconomics

*: Recurring

Learning Outcome: Macro-1: Define macroeconomics and identify its basic concerns

AACSB: Analytic thinking

13) The branch of economics which studies the behavior of entire economies and policies that affect the economy as a whole is called

- A) public economics.
- B) microeconomics.
- C) macroeconomics.
- D) normative economics.

Answer: C

Diff: 1 Page Ref: 16/16

Topic: Macroeconomics

*: Recurring

Learning Outcome: Macro-1: Define macroeconomics and identify its basic concerns

AACSB: Analytic thinking

14) When Dr. Goldfinger decides on the companies in which he will invest, a _____ issue is being addressed.

- A) microeconomic
- B) macroeconomic
- C) positive economic
- D) normative economic

Answer: A

Diff: 1 Page Ref: 15/15

Topic: Microeconomics

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

15) Which of the following is a microeconomics question?

- A) When will the government better secure the borders?
- B) Why hasn't the federal government raised the minimum wage?
- C) How does Fiat decide on the price of the 500 Pop model?
- D) What determines the level of U.S. imports and exports?

Answer: C

Diff: 2 Page Ref: 15/15

Topic: Microeconomics

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

16) Which of the following is a macroeconomics question?

- A) What determines the minimum wage?
- B) What determines the production of video game consoles?
- C) What factors determine the price of Oreo cookies?
- D) What determines the salaries of college professors?

Answer: A

Diff: 2 Page Ref: 16/16

Topic: Macroeconomics

*: Recurring

Learning Outcome: Macro-1: Define macroeconomics and identify its basic concerns

AACSB: Analytic thinking

17) Examining the conditions that could lead to a recession in an economy is an example of macroeconomics topic.

Answer: TRUE

Diff: 1 Page Ref: 16/16

Topic: Macroeconomics

*: Recurring

Learning Outcome: Macro-1: Define macroeconomics and identify its basic concerns

AACSB: Analytic thinking

18) The decisions Apple makes in determining production levels for its iPhone is an example of a microeconomics topic.

Answer: TRUE

Diff: 1 Page Ref: 15/15

Topic: Microeconomics

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

19) Examining the conditions that could lead to unemployment in an economy is an example of microeconomics topic.

Answer: FALSE

Diff: 1 Page Ref: 16/16

Topic: Macroeconomics

*: Recurring

Learning Outcome: Macro-1: Define macroeconomics and identify its basic concerns

AACSB: Analytic thinking

20) Suppose that to increase sales of hybrid vehicles, auto manufacturers are offering large cash incentives. This is an example of a macroeconomics topic.

Answer: FALSE

Diff: 1 Page Ref: 15/15

Topic: Microeconomics

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

21) Examining the conditions that could lead to inflation in an economy is an example of microeconomics topic.

Answer: FALSE

Diff: 1 Page Ref: 16/16

Topic: Macroeconomics

*: Recurring

Learning Outcome: Macro-1: Define macroeconomics and identify its basic concerns

AACSB: Analytic thinking

22) Suppose that to move more people off the wait list for organ donations, surgeons and hospitals are developing a market for organ swapping. This is an example of a macroeconomics topic.

Answer: FALSE

Diff: 1 Page Ref: 15/15

Topic: Microeconomics

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

23) Examining the conditions that could lead to economic growth is an example of macroeconomic topic.

Answer: TRUE

Diff: 1 Page Ref: 16/16

Topic: Macroeconomics

*: Recurring

Learning Outcome: Macro-1: Define macroeconomics and identify its basic concerns

AACSB: Analytic thinking

24) The decisions General Motors makes in determining production levels for its Chevy Volt is an example of a microeconomics topic.

Answer: FALSE

Diff: 1 Page Ref: 15/15

Topic: Microeconomics

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

25) Which of the following are primarily macroeconomic topics and which are primarily microeconomic topics?

- a. gasoline prices
- b. unemployment
- c. inflation
- d. health care costs
- e. air pollution
- f. economic growth

Answer:

b, c, and f are primarily macroeconomic topics.

a, d, and e are primarily microeconomic topics.

Diff: 2 Page Ref: 15-16/15-16

Topic: Microeconomics

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

26) Define microeconomics.

Answer: Microeconomics is the study of how household and firms make choices, how they interact in markets, and how the government attempts to influence their choices.

Diff: 2 Page Ref: 15/15

Topic: Microeconomics

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

27) Define macroeconomics.

Answer: Macroeconomics is the study of the economy as a whole, including topics such as inflation, unemployment, and economic growth.

Diff: 1 Page Ref: 16/16

Topic: Macroeconomics

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

28) Which of the following are primarily macroeconomic topics and which are primarily microeconomic topics?

- a. college tuition rates
- b. farm subsidies
- c. national income
- d. automobile prices
- e. air traffic congestion
- f. economic recession

Answer:

c and f are primarily macroeconomic topics.

a, b, d, and e are primarily microeconomic topics.

Diff: 2 Page Ref: 15-16/15-16

Topic: Microeconomics

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

29) How does the study of microeconomics differ from that of macroeconomics? Give one example each of an issue studied in microeconomics and in macroeconomics.

Answer: Microeconomics is the study of how household and businesses make choices, how they interact in markets, and how the government attempts to influence their choices while macroeconomics is the study of the economy as a whole including topics like unemployment, inflation and economic growth. (Students will give many different examples.)

Diff: 2 Page Ref: 15-16/15-16

Topic: Microeconomics

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

1.5 A Preview of Important Economic Terms

1) Which of the following statements is true about profit?

- A) Profit refers to the revenue received from the sale of a quantity of goods.
- B) Profit is calculated by multiplying price and quantity sold.
- C) The terms "accounting profit" and "economic profit" can be used interchangeably.
- D) Profit is the difference between revenue and cost.

Answer: D

Diff: 2 Page Ref: 17/17

Topic: Profit

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

2) In economics, the accumulated skills and training that workers have is known as

- A) human capital.
- B) entrepreneurship.
- C) physical capital.
- D) innovation.

Answer: A

Diff: 1 Page Ref: 17/17

Topic: Human Capital

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

3) Which of the following is an example of an activity undertaken by an entrepreneur?

- A) designing your landscaping for your new home
- B) holding a position as the president of a liberal arts college
- C) running for the president of the United States
- D) starting your own pet sitting business

Answer: D

Diff: 1 Page Ref: 16/16

Topic: Entrepreneur

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

4) The machines workers have to work with are considered

- A) human capital.
- B) physical capital.
- C) entrepreneurship.
- D) financial capital.

Answer: B

Diff: 2 Page Ref: 17/17

Topic: Capital

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

- 5) Technology is defined as
- A) the process of developing and revising models.
 - B) new innovations and creations.
 - C) the processes used to produce goods and services.
 - D) the process of recycling products.

Answer: C

Diff: 1 Page Ref: 16/16

Topic: Technology

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

- 6) Which of the following statements about economic resources is true?

- A) Economic resources include financial capital and money.
- B) Economic resources are also called factors of production.
- C) Economic resources are used only by businesses.
- D) All economic resources are man-made.

Answer: B

Diff: 1 Page Ref: 17/17

Topic: Resources

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

- 7) Based on projections from the U.S. Census Bureau and the Congressional Budget Office,
- A) there will be a significant increase in the demand for health care by the year 2020.
 - B) there will be a significant decrease in the demand for health care by the year 2020.
 - C) there will be no significant change in the demand for health care by the year 2020.
 - D) the change in the supply of health care will more than make up for the change in demand for health care by the year 2020.

Answer: A

Diff: 2 Page Ref: 18-19/18-19

Topic: Health Care

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

Special Feature: An Inside LOOK: Look Into Your Smartphone and Say "Aah"

8) The development of a new good or a new process for making a good is called

- A) an innovation.
- B) an invention.
- C) a factor of production.
- D) a service.

Answer: B

Diff: 1 Page Ref: 16/16

Topic: Invention

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

9) In economics, an organization that produces a good or service is called a

- A) firm.
- B) company.
- C) business.
- D) All of the above are correct.

Answer: D

Diff: 1 Page Ref: 16/16

Topic: Firms

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

10) Which of the following is an example of an activity undertaken by an entrepreneur?

- A) deciding whether to purchase a gasoline-powered automobile or an electric vehicle
- B) being appointed as the head of a charitable organization
- C) running for a seat on the city council
- D) starting your own cigar manufacturing business

Answer: D

Diff: 1 Page Ref: 16/16

Topic: Entrepreneur

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

11) All of the following is counted as "capital" in economics *except*

- A) money.
- B) machine tools.
- C) factory buildings.
- D) warehouses.

Answer: A

Diff: 2 Page Ref: 17/17

Topic: Capital

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

12) A firm's technology may depend on which of the following factors?

- A) the skill of its managers
- B) the training of its workers
- C) the speed and efficiency of its equipment
- D) all of the above

Answer: D

Diff: 1 Page Ref: 16/16

Topic: Technology

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

13) Households _____ factors of production and _____ goods and services.

- A) supply; demand
- B) supply; supply
- C) demand; supply
- D) demand; demand

Answer: A

Diff: 1 Page Ref: 17/17

Topic: Households

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

14) The U.S. Bureau of Labor Statistics predicts that 9 of the 20 fastest growing occupations over the next ten years will be in

- A) the medical field.
- B) the travel and leisure industry.
- C) education.
- D) construction.

Answer: A

Diff: 1 Page Ref: 17/17

Topic: Human Capital

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

Special Feature: Economics in Your Life: Will There Be Plenty of Jobs Available in the Health Care Industry?

15) According to census figures and the Congressional Budget Office, the number of people aged 65 and older is projected to _____ and the number of uninsured people is projected to _____ by the year 2020.

- A) increase; increase
- B) decrease; increase
- C) increase; decrease
- D) decrease; decrease

Answer: C

Diff: 2 Page Ref: 18-19/18-19

Topic: Health Care

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

Special Feature: An Inside LOOK: Look Into Your Smartphone and Say "Aah"

16) Which of the following statements is true about revenue?

- A) Revenue is the total amount received for selling a good or service.
- B) Revenue is calculated by dividing the price per unit by the number of units sold.
- C) The terms "revenue" and "profit" can be used interchangeably.
- D) A firm's revenue will increase as its costs increase.

Answer: A

Diff: 1 Page Ref: 16/16

Topic: Revenue

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

- 17) Human capital refers to
- A) the money people have.
 - B) the machines workers have to work with.
 - C) the accumulated skills and training workers have.
 - D) the wealth people have.

Answer: C

Diff: 1 Page Ref: 17/17

Topic: Human Capital

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

- 18) Which of the following is an example of an activity undertaken by an entrepreneur?

- A) choosing the color scheme for your renovated kitchen
- B) being promoted to the position of Chief of Police
- C) being appointed to the U.S. Supreme Court
- D) starting your own snow cone business

Answer: D

Diff: 1 Page Ref: 16/16

Topic: Entrepreneur

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

- 19) Which of the following is counted as "capital" in economics?

- A) the money people have
- B) the machines workers have to work with
- C) the accumulated skills and training workers have
- D) the wealth people have

Answer: B

Diff: 2 Page Ref: 17/17

Topic: Capital

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

20) The processes used to produce goods and services describes

- A) innovation.
- B) entrepreneurship.
- C) technology.
- D) capital.

Answer: C

Diff: 1 Page Ref: 16/16

Topic: Technology

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

21) Which of the following statements about economic resources is *false*?

- A) Economic resources include financial capital and money.
- B) Economic resources are also called factors of production.
- C) Economic resources are used to produce goods and services.
- D) Some economic resources are human-made while others are found in nature.

Answer: A

Diff: 1 Page Ref: 17/17

Topic: Resources

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

22) The U.S. Health Resources and Services Administration (HRSA) forecasts that in 2020

- A) there will be a shortage of doctors in the United States.
- B) the number of doctors in the United States will decrease and the number of doctors needed will increase.
- C) the number of doctors in the United States will increase and the number of doctors needed will decrease.
- D) there will be a surplus of doctors in the United States.

Answer: A

Diff: 1 Page Ref: 17/17

Topic: Human Capital

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

Special Feature: Economics in Your Life: Will There Be Plenty of Jobs Available in the Health Care Industry?

23) In economics, the practical application of an invention is known as

- A) technology.
- B) entrepreneurship.
- C) physical capital.
- D) innovation.

Answer: D

Diff: 1 Page Ref: 16/16

Topic: Innovation

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

24) In economics, tangible merchandise is referred to as

- A) invention.
- B) human capital.
- C) services.
- D) goods.

Answer: D

Diff: 1 Page Ref: 16/16

Topic: Goods and Services

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

25) In economics, activities done for others, such as providing house cleaning or dental work, are referred to as

- A) technology.
- B) physical capital.
- C) services.
- D) goods.

Answer: C

Diff: 1 Page Ref: 16/16

Topic: Goods and Services

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

26) In economics, the total amount received for selling a good or service is referred to as

- A) revenue.
- B) profit.
- C) capital gains.
- D) factor payments.

Answer: A

Diff: 1 Page Ref: 16/16

Topic: Revenue

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

27) In economics, the difference between a firm's revenues and its costs is referred to as

- A) physical capital.
- B) profit.
- C) capital gains.
- D) factor payments.

Answer: B

Diff: 1 Page Ref: 17/17

Topic: Profit

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

28) According to census figures and the Congressional Budget Office, the number of people _____ is projected to increase and the number of people _____ is projected to decrease by the year 2020.

- A) who are uninsured; who are insured
- B) who are uninsured; age 65 and older
- C) age 65 and older; who are uninsured
- D) who are insured; age 65 and older

Answer: C

Diff: 2 Page Ref: 18-19/18-19

Topic: Health Care

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

Special Feature: An Inside LOOK: Look Into Your Smartphone and Say "Aah"

29) In the market for factors of production, firms earn income by selling goods and services to households.

Answer: FALSE

Diff: 1 Page Ref: 17/17

Topic: Resources

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

30) One example of human capital is the amount of skills that you have.

Answer: TRUE

Diff: 1 Page Ref: 17/17

Topic: Human Capital

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

31) In the market for factors of production, firms earn income by selling factors of production to households.

Answer: FALSE

Diff: 1 Page Ref: 17/17

Topic: Resources

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

32) One example of physical capital is the amount of savings that you have.

Answer: FALSE

Diff: 1 Page Ref: 17/17

Topic: Capital

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

33) In the market for factors of production, households earn income by supplying factors of production to firms.

Answer: TRUE

Diff: 1 Page Ref: 17/17

Topic: Resources

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

34) One example of human capital is the amount of savings that you have.

Answer: FALSE

Diff: 1 Page Ref: 17/17

Topic: Human Capital

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

35) Human capital refers to the accumulated skills and training that workers possess.

Answer: TRUE

Diff: 1 Page Ref: 17/17

Topic: Human Capital

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

36) Physical capital refers to stocks and bonds.

Answer: FALSE

Diff: 1 Page Ref: 17/17

Topic: Capital

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

37) List the five main factors of production.

Answer: The five main factors of production are labor, capital, human capital, natural resources, and entrepreneurial ability.

Diff: 1 Page Ref: 17/17

Topic: Resources

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

38) What is the difference between an invention and an innovation?

Answer: An invention is the development of a new good or a new process for making a good. An innovation is the practical application of an invention. Innovation could also refer to any significant improvement in a good or in the means of producing a good.

Diff: 1 Page Ref: 16/16

Topic: Innovation

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

39) Explain the difference between a firm's revenue and its profit.

Answer: A firm's revenue is the total amount received for selling a good or service. It is calculated by multiplying the price per unit by the number of units sold. A firm's profit is the difference between its revenue and its costs.

Diff: 1 Page Ref: 16/16

Topic: Revenue

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

40) What is the difference between goods and services?

Answer: Goods are tangible merchandise such as cell phones or automobiles. Services are activities done for others, such as providing medical care or legal advice.

Diff: 1 Page Ref: 16/16

Topic: Goods and Services

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

41) What is an entrepreneur, and what decisions does an entrepreneur make in a market system?

Answer: An entrepreneur is someone who operates a business. In a market system, entrepreneurs decide what goods and services to produce and how to produce them.

Diff: 1 Page Ref: 16/16

Topic: Entrepreneur

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

42) What is a firm? What other terms do economists use interchangeably with the term "firm"?

Answer: A firm is an organization that produces a good or service. Firms are also called companies or businesses.

Diff: 1 Page Ref: 16/16

Topic: Firms

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

43) What is technology and what factors does it depend on?

Answer: Technology is the processes a firm uses to produce goods and services. In the economic sense, a firm's technology depends on many factors, such as the skill of its managers, the training of its workers, and the speed and efficiency of its machinery and equipment.

Diff: 1 Page Ref: 16/16

Topic: Technology

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

44) What is the difference between physical capital and human capital?

Answer: Physical capital includes manufactured goods which are used to produce other goods and services. Human capital refers to the accumulated education, training and skills that workers possess.

Diff: 1 Page Ref: 17/17

Topic: Capital

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

45) What is the difference between accounting profit and economic profit?

Answer: Profit is the difference between revenue and cost. Accounting profit excludes the cost of some economic resources that the firm does not pay for explicitly. Economic profit includes the opportunity cost of all resources used by the firm.

Diff: 1 Page Ref: 17/17

Topic: Profit

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

46) What is a household? How do households interact with firms in a market?

Answer: A household consists of all persons occupying a home. Households supply factors of production used by firms to produce goods and services. Households also demand goods and services produced by firms.

Diff: 1 Page Ref: 17/17

Topic: Resources

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

1.6 Appendix: Using Graphs and Formulas

1) If a graph has a line that shows the amount of outsourcing in the last ten years, it is known as

- A) a pie chart.
- B) a time-series graph.
- C) a demand curve for outsourcing.
- D) a supply curve of outsourcing.

Answer: B

Diff: 1 Page Ref: 25/25

Topic: Graphs

*: Recurring

Learning Outcome: Micro-2: Interpret and analyze information presented in different types of graphs

AACSB: Analytic thinking

2) _____ have a horizontal and a vertical axis and are used in economics to illustrate relationships between two economic variables.

- A) Two-dimensional graphs
- B) One-dimensional graphs
- C) Pie Charts
- D) Bar graphs

Answer: A

Diff: 1 Page Ref: 26/26

Topic: Graphs

*: Recurring

Learning Outcome: Micro-2: Interpret and analyze information presented in different types of graphs

AACSB: Analytic thinking

3) If a straight line passes through the point $x = 14$ and $y = 3$ and also through the point $x = 4$ and $y = 10$, the slope of this line is

- A) negative 11 divided by 6.
- B) seven tenths.
- C) negative seven tenths.
- D) 6 divided by 11.

Answer: C

Diff: 2 Page Ref: 27/27

Topic: Slope

*: Recurring

Learning Outcome: Micro-2: Interpret and analyze information presented in different types of graphs

AACSB: Analytic thinking

4) On a two-dimensional graph, _____ allows for the effects of additional variables.

- A) moving along a curve
- B) shifting curves
- C) eliminating a curve
- D) adding an additional curve

Answer: B

Diff: 2 Page Ref: 27/27

Topic: Graphs

*: Recurring

Learning Outcome: Micro-2: Interpret and analyze information presented in different types of graphs

AACSB: Analytic thinking

5) Which of the following statements is *false*?

- A) An inverse relationship has a negative slope value.
- B) A direct relationship has a positive slope value.
- C) A curved line has slope values that change at every point.
- D) A straight line has a slope of zero.

Answer: D

Diff: 2 Page Ref: 27/27

Topic: Slope

*: Recurring

Learning Outcome: Micro-2: Interpret and analyze information presented in different types of graphs

AACSB: Analytic thinking

6) The relationship between consumer spending and disposable personal income is

- A) an inverse relationship.
- B) a direct relationship.
- C) a negative relationship.
- D) independent.

Answer: B

Diff: 1 Page Ref: 29/29

Topic: Positive and Negative Relationships

*: Recurring

Learning Outcome: Micro-2: Interpret and analyze information presented in different types of graphs

AACSB: Analytic thinking

7) Suppose when the price of laptops falls, college students buy more laptops. This implies that

- A) there is a positive relationship between laptop prices and quantities purchased by college students.
- B) there is a negative relationship between laptop prices and quantities purchased by college students.
- C) there is a direct relationship between laptop prices and quantities purchased by college students.
- D) there is a one-to-one relationship between laptop prices and quantities purchased by college students.

Answer: B

Diff: 1 Page Ref: 29/29

Topic: Positive and Negative Relationships

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

8) If the price of milk was \$2.50 a gallon and it is now \$3.25 a gallon, what is the percentage change in price?

- A) 13 percent
- B) 30 percent
- C) 75 percent
- D) 77 percent

Answer: B

Diff: 2 Page Ref: 32/32

Topic: Formulas

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

9) In 2010, Hooverville consumed 205,000 tons of sugar. In 2011, sugar consumption rose to 245,000 tons. Calculate the percentage change in sugar consumption.

- A) 8.37%
- B) 11.95%
- C) 19.51%
- D) 26.33%

Answer: C

Diff: 2 Page Ref: 32/32

Topic: Formulas

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

10) At a recent faculty meeting, Lorraine Waverly, president of Skywalker College, announced that enrollment is up by 12 percent over the previous semester. If enrollment the previous semester was 3,250 students, what is the student enrollment this semester?

- A) 390
- B) 2,860
- C) 3,640
- D) 4,030

Answer: C

Diff: 2 Page Ref: 32/32

Topic: Formulas

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Figure 1-1



11) *Refer to Figure 1-1.* Using the information in the figure above, calculate the percentage change in sales of alcoholic beverages between 2008 and 2011.

- A) 23.1%
- B) 23.8%
- C) 30%
- D) 42.9%

Answer: D

Diff: 1 Page Ref: 32/32

Topic: Formulas

*: Recurring

Learning Outcome: Micro-2: Interpret and analyze information presented in different types of graphs

AACSB: Analytic thinking

12) *Refer to Figure 1-1.* Using the information in the figure above, calculate the percentage change in sales of alcoholic beverages between 2007 and 2011.

- A) 30%
- B) 50%
- C) 66.7%
- D) 100%

Answer: D

Diff: 1 Page Ref: 32/32

Topic: Formulas

Learning Outcome: Micro-2: Interpret and analyze information presented in different types of graphs

AACSB: Analytic thinking

13) *Refer to Figure 1-1.* Using the information in the figure above, calculate the percentage change in sales of alcoholic beverages between 2008 and 2010.

- A) 23.8%
- B) 40%
- C) 42.9%
- D) 73.3%

Answer: A

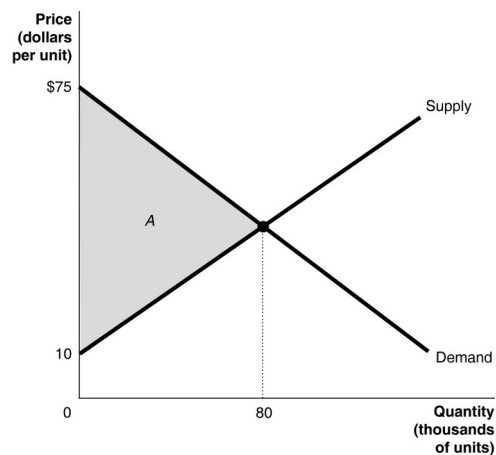
Diff: 1 Page Ref: 32/32

Topic: Formulas

Learning Outcome: Micro-2: Interpret and analyze information presented in different types of graphs

AACSB: Analytic thinking

Figure 1-2



14) *Refer to Figure 1-2.* Calculate the area of the triangle A.

- A) \$1.3 million
- B) \$2.6 million
- C) \$3.4 million
- D) \$5.2 million

Answer: B

Diff: 1 Page Ref: 33/33

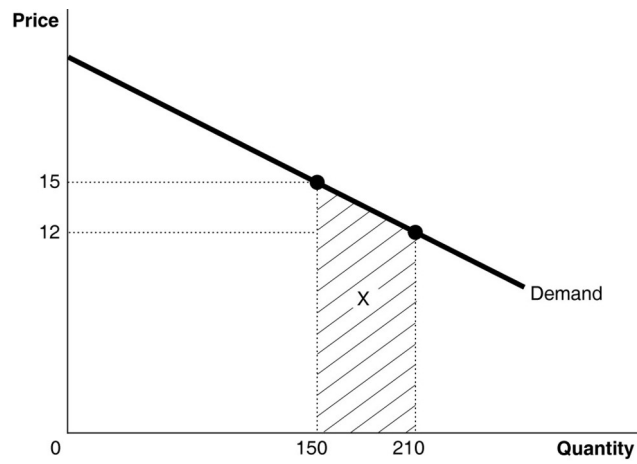
Topic: Formulas

*: Recurring

Learning Outcome: Micro-2: Interpret and analyze information presented in different types of graphs

AACSB: Analytic thinking

Figure 1-3



15) Refer to Figure 1-3. Calculate the area of the trapezoid X.

- A) \$270
- B) \$720
- C) \$810
- D) \$2,520

Answer: C

Diff: 2 Page Ref: 33/33

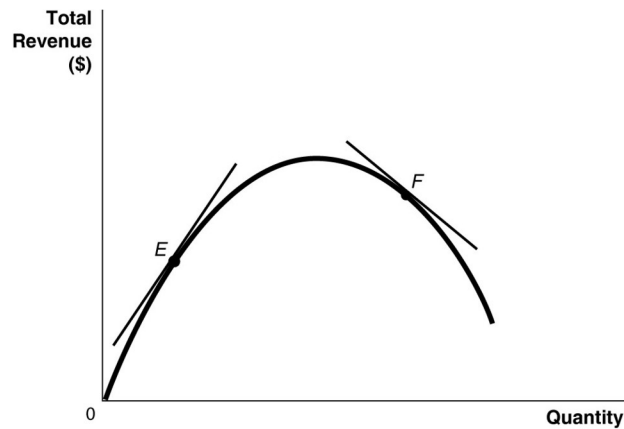
Topic: Formulas

*: Recurring

Learning Outcome: Micro-2: Interpret and analyze information presented in different types of graphs

AACSB: Analytic thinking

Figure 1-4



16) Refer to Figure 1-4. Which of the following statements is *false*?

- A) The slope of the tangent at *E* is positive.
- B) The slope of the tangent at *F* is negative.
- C) The slope of the tangent at *E* and the slope of the tangent at *F* are equal.
- D) Neither the slope of the tangent at *E* nor the slope of the tangent at *F* are equal to zero.

Answer: C

Diff: 1 Page Ref: 31/31

Topic: Slope

*: Recurring

Learning Outcome: Micro-2: Interpret and analyze information presented in different types of graphs

AACSB: Analytic thinking

17) Refer to Figure 1-4. Which of the following statements is *true*?

- A) The slope of the tangent at *E* is positive and the slope of the tangent at *F* is negative.
- B) The slope of the tangent at *E* is negative and the slope of the tangent at *F* is positive.
- C) The slope of the tangent at *E* and the slope of the tangent at *F* are negative.
- D) The slope of the tangent at *E* and the slope of the tangent at *F* are positive.

Answer: A

Diff: 1 Page Ref: 31/31

Topic: Slope

*: Recurring

Learning Outcome: Micro-2: Interpret and analyze information presented in different types of graphs

AACSB: Analytic thinking

18) What is the "omitted variable" problem in determining cause and effect?

- A) It is a problem that arises when an insignificant variable is given too much weight in an economic analysis leading to skewed conclusions about cause and effect.
- B) It is a problem that arises when a significant variable is not given enough weight in an economic experiment leading to skewed conclusions about cause and effect.
- C) It is a problem that arises when an insignificant economic variable that should have been omitted is included in an economic experiment leading to false conclusions about cause and effect.
- D) It is a problem that arises when an economic variable that affects other variables is omitted from an analysis and its omission leads to false conclusions about cause and effect.

Answer: D

Diff: 1 Page Ref: 30/30

Topic: Cause and Effect

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

19) _____ is a problem that occurs when one concludes that a change in variable X caused a change in variable Y when in actual fact, it is a change in variable Y that caused a change in variable X.

- A) The omitted variable
- B) The positive-to-negative relationship
- C) Reverse causality
- D) Nonlinear slope

Answer: C

Diff: 1 Page Ref: 30/30

Topic: Cause and Effect

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

20) The prevalence of Alzheimer's dementia is very high among residents living in nursing homes. A student concludes that it is likely that living in a nursing home causes Alzheimer's dementia. What is the flaw in the student's reasoning?

- A) The student has failed to take into account other causes of Alzheimer's disease.
- B) The student is drawing a false conclusion; he is confusing cause and effect.
- C) The student is using an inadequate sample size.
- D) The student is drawing a false conclusion by making the mistake of omitting critical variables such as the age and gender of the residents.

Answer: B

Diff: 2 Page Ref: 30/30

Topic: Cause and Effect

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

21) You explain to your roommate Surya, who makes beaded headbands, about an economic theory which asserts that consumers will purchase more of a product at lower prices than they will at higher prices. She contends that the theory is incorrect because over the past two years she has lowered the price of her headbands and yet has seen a decrease in sales. How would you respond to Surya?

A) Surya is right; she has evidence to back her claim. The theory must be erroneous.

B) Surya is making the mistake of assuming that correlation implies causation.

C) I will explain to her that she is making the error of reverse causality: it is the decrease in demand that has caused her to lower her prices.

D) I will explain to her that there are some omitted variables that have contributed to a decrease in her sales such as changes in income.

Answer: D

Diff: 2 Page Ref: 30/30

Topic: Cause and Effect

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

22) In 2013, Smileytown consumed 12,000 gallons of mouthwash. In 2014, mouthwash consumption rose to 17,000 gallons. Calculate the percentage change in mouthwash consumption.

A) 17.2%

B) 29.4%

C) 41.7%

D) 70.6%

Answer: C

Diff: 2 Page Ref: 32/32

Topic: Formulas

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

23) If a straight line passes through the point $x = 24$ and $y = 8$ and also through the point $x = 8$ and $y = 16$, the slope of this line is

A) negative 8 divided by 4.

B) seven tenths.

C) negative one half.

D) one and one half.

Answer: C

Diff: 2 Page Ref: 27/27

Topic: Slope

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

24) If the price of gasoline was \$3.25 a gallon and it is now \$3.75 a gallon, what is the percentage change in price?

- A) 7.1 percent
- B) 13.3 percent
- C) 15.4 percent
- D) 33.3 percent

Answer: C

Diff: 2 Page Ref: 32/32

Topic: Formulas

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

25) At a recent company meeting, Ravi Batra, sales manager of Life's a Beach, a surfboard producer, announced, "We have increased our sales by 13 percent in just 9 months." Suppose 9 months ago, its sales amounted to \$245,000. What is the value of its sales today?

- A) \$31,850
- B) \$207,638
- C) \$276,850
- D) \$359,905

Answer: C

Diff: 2 Page Ref: 32/32

Topic: Formulas

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

26) If a graph has a line that shows the quantity of flat-screen televisions sold in the last five years, it is known as

- A) a pie chart.
- B) a time-series graph.
- C) a demand curve for outsourcing.
- D) a supply curve of outsourcing.

Answer: B

Diff: 1 Page Ref: 25/25

Topic: Graphs

*: Recurring

Learning Outcome: Micro-2: Interpret and analyze information presented in different types of graphs

AACSB: Analytic thinking

27) Two-dimensional graphs have a horizontal and a vertical axis and are used in economics to illustrate
A) relationships between two economic variables.

B) one variable.

C) a flow chart.

D) a pie chart.

Answer: A

Diff: 1 Page Ref: 26/26

Topic: Graphs

*: Recurring

Learning Outcome: Micro-2: Interpret and analyze information presented in different types of graphs

AACSB: Analytic thinking

28) How can the influence of a third variable be shown on a two-dimensional graph?

A) by allowing the relationship to be nonlinear

B) by allowing the position of the relationship line or curve to shift on the graph

C) by drawing a third axis coming out of the two axes

D) by super-imposing the third variable on the two-dimensional graph

Answer: B

Diff: 3 Page Ref: 27/27

Topic: Graphs

*: Recurring

Learning Outcome: Micro-2: Interpret and analyze information presented in different types of graphs

AACSB: Analytic thinking

29) Which of the following statements is true?

A) An inverse relationship has a positive slope value.

B) A direct relationship has a negative slope value.

C) A curved line has slope values that change at every point.

D) A straight line has a slope of one.

Answer: C

Diff: 2 Page Ref: 31/31

Topic: Slope

*: Recurring

Learning Outcome: Micro-2: Interpret and analyze information presented in different types of graphs

AACSB: Analytic thinking

30) The relationship between sales and revenue is

A) an inverse relationship.

B) a direct relationship.

C) a negative relationship.

D) independent.

Answer: B

Diff: 1 Page Ref: 29/29

Topic: Positive and Negative Relationships

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

31) Suppose when the price of hybrid automobiles rises, consumers buy fewer hybrid automobiles. This implies that

A) there is a positive relationship between hybrid automobile prices and quantities purchased by consumers.

B) there is a negative relationship between hybrid automobile prices and quantities purchased by consumers.

C) there is a direct relationship between hybrid automobile prices and quantities purchased by consumers.

D) there is a one-to-one relationship between hybrid automobile prices and quantities purchased by consumers.

Answer: B

Diff: 1 Page Ref: 29/29

Topic: Positive and Negative Relationships

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

32) In 2012, Smileytown consumed 50,000 tubes of toothpaste. In 2013, toothpaste consumption rose to 62,000 tubes. Calculate the percentage change in toothpaste consumption.

A) 12%

B) 16.42%

C) 19.35%

D) 24%

Answer: D

Diff: 1 Page Ref: 32/32

Topic: Formulas

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

33) In 2012, Peelville consumed 30,000 bananas. In 2013, banana consumption rose to 35,000. Calculate the percentage change in banana consumption.

A) 11.66%

B) 14.28%

C) 16.67%

D) 22.25%

Answer: C

Diff: 1 Page Ref: 32/32

Topic: Formulas

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

34) If a straight line passes through the point $x = 12$ and $y = 4$ and also through the point $x = 4$ and $y = 8$, the slope of this line is

- A) negative 8 divided by 4.
- B) seven tenths.
- C) negative one half.
- D) one and one half.

Answer: C

Diff: 2 Page Ref: 27/27

Topic: Slope

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

35) If a straight line passes through the point $x = 8$ and $y = 4$ and also through the point $x = 12$ and $y = 6$, the slope of this line is

- A) negative 4 divided by 2.
- B) two.
- C) negative one half.
- D) one half.

Answer: D

Diff: 2 Page Ref: 27/27

Topic: Slope

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

36) If the price of milk was \$1.25 a gallon and it is now \$2.25 a gallon, what is the percentage change in price?

- A) 4.4 percent
- B) 8 percent
- C) 44 percent
- D) 80 percent

Answer: D

Diff: 1 Page Ref: 32/32

Topic: Formulas

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

37) If the price of pineapple juice was \$4.50 a gallon and it is now \$5.75 a gallon, what is the percentage change in price?

- A) 7.8 percent
- B) 12.5 percent
- C) 27.7 percent
- D) 57.5 percent

Answer: C

Diff: 1 Page Ref: 32/32

Topic: Formulas

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

38) At a recent company meeting, Geraldine Erwin, sales manager of Dastoria, a flavored beverage producer announced, "We have increased our sales by 8 percent in just six months." Suppose six months ago, its sales amounted to \$452,000. What is the value of its sales today?

- A) \$36,160
- B) \$415,840
- C) \$488,160
- D) \$565,000

Answer: C

Diff: 1 Page Ref: 32/32

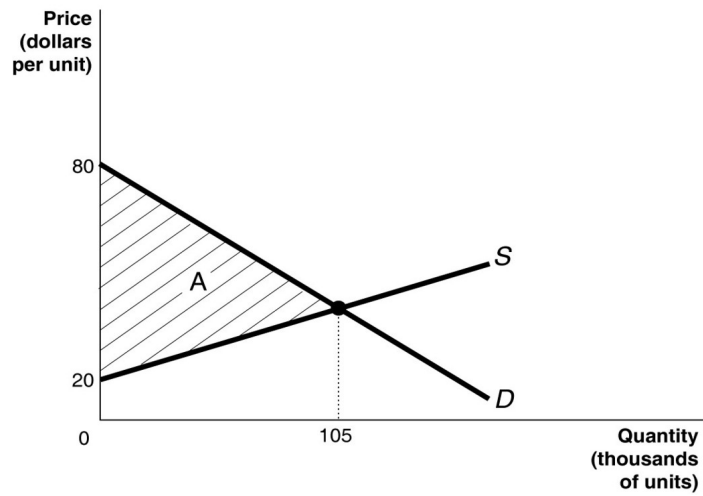
Topic: Formulas

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

Figure 1-5



39) Refer to Figure 1-5. Calculate the area of the triangle *A*.

- A) \$8.4 million
- B) \$6.3 million
- C) \$3.15 million
- D) \$2.1 million

Answer: C

Diff: 1 Page Ref: 33/33

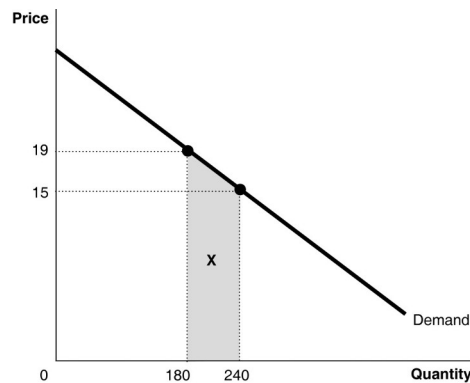
Topic: Formulas

*: Recurring

Learning Outcome: Micro-2: Interpret and analyze information presented in different types of graphs

AACSB: Analytic thinking

Figure 1-6



40) Refer to Figure 1-6. Calculate the area of the trapezoid X.

- A) \$361
- B) \$450
- C) \$1,020
- D) \$1,140

Answer: C

Diff: 2 Page Ref: 33/33

Topic: Formulas

*: Recurring

Learning Outcome: Micro-2: Interpret and analyze information presented in different types of graphs

AACSB: Analytic thinking

41) An "omitted variable" is

- A) a variable which is purposely omitted from an economic analysis.
- B) a variable which is inadvertently omitted from an economic analysis.
- C) a variable that has no impact on other variables in an economic analysis.
- D) a variable that affects other variables and its omission from economic analysis can lead to false conclusions about cause and effect.

Answer: D

Diff: 1 Page Ref: 30/30

Topic: Cause and Effect

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

42) What is the "reverse causality" problem in determining cause and effect?

A) It is a problem that occurs when one concludes that a change in variable X caused a change in variable Y when in actual fact, it is a change in variable Z that caused a change in variable Y.

B) It is a problem that occurs when one observes that a change in variable X caused a change in variable Y which caused a change in variable Z and concludes that a change in variable X caused a change in variable Z.

C) It is a problem that occurs when one concludes that a change in variable X caused a change in variable Y when in actual fact, it is a change in variable Y that caused a change in variable X.

D) It is a problem that arises when two variables are inter-connected so that a change in variable X causes a change in variable Y, and a change in variable Y causes a change in variable X.

Answer: C

Diff: 2 Page Ref: 30/30

Topic: Cause and Effect

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

43) The number of people who have gray hair is very high among residents living in Florida. A student concludes that living in Florida causes hair to turn gray. What is the flaw in this student's reasoning?

A) The student is drawing a false conclusion by making the mistake of omitting critical variables such as the age and gender of the residents.

B) The student is using an inadequate sample size.

C) The student is drawing a false conclusion; he is confusing cause and effect.

D) The student has failed to take into account other causes of gray hair.

Answer: C

Diff: 2 Page Ref: 30/30

Topic: Cause and Effect

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

AACSB: Analytic thinking

44) You explain to your friend Haslina, who runs a catering service called "Meals in a Zip", about an economic theory which asserts that consumers will purchase less of a product at higher prices than they will at lower prices. She contends that the theory is incorrect because over the past two years she has raised the price of her catered meals and yet has seen a brisk increase in sales. How would you respond to Haslina?

A) Haslina is right; she has evidence to back her claim. The theory must be erroneous.

B) I will explain to her that she is making the error of reverse causality: it is the increase in demand that has enabled her to raise her prices.

C) I will explain to her that there are some omitted variables that have contributed to an increase in her sales such as changes in income.

D) Haslina is making the mistake of assuming that correlation implies causation.

Answer: C

Diff: 2 Page Ref: 30/30

Topic: Cause and Effect

*: Recurring

Learning Outcome: Micro-1: Identify the basic principles of economics and explain how to think like an economist

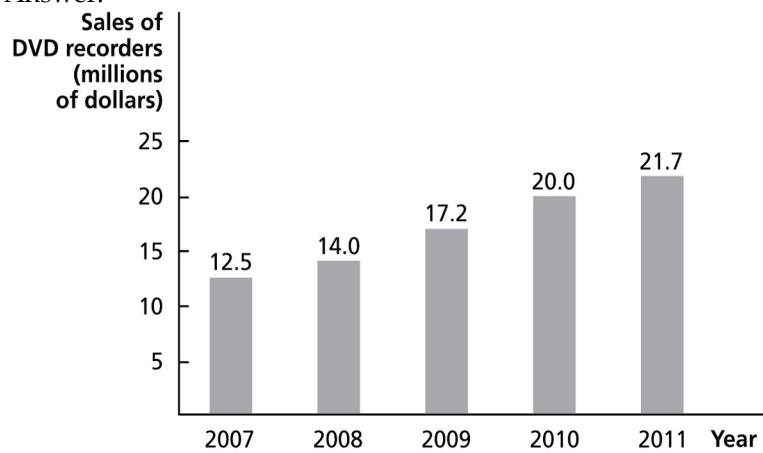
AACSB: Analytic thinking

Table 1-7

Year	DVD Recorders (millions)
2007	12.5
2008	14.0
2009	17.2
2010	20.0
2011	21.7

45) *Refer to Table 1-7.* The table above shows the sales of DVD recorders in North America. Present the information using a bar graph.

Answer:



Diff: 1 Page Ref: 25/25

Topic: Graphs

*: Recurring

Learning Outcome: Micro-2: Interpret and analyze information presented in different types of graphs

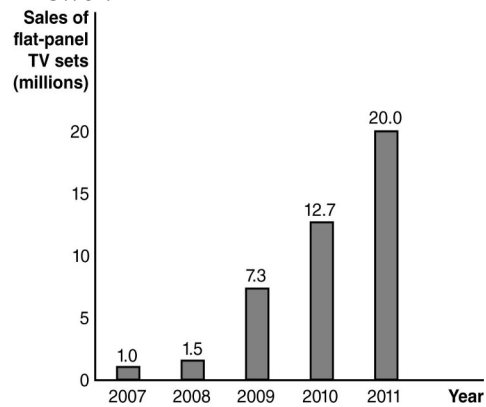
AACSB: Analytic thinking

Table 1-8

Year	Flat-Panel TV Sets (millions)
2007	1.0
2008	1.5
2009	7.3
2010	12.7
2011	20.0

46) *Refer to Table 1-8.* The table above shows the sales of flat-panel television sets in Central America. Present the information using a bar graph.

Answer:



Diff: 1 Page Ref: 25/25

Topic: Graphs

Learning Outcome: Micro-2: Interpret and analyze information presented in different types of graphs

AACSB: Analytic thinking