

ÉRETTSÉGI VIZSGA • 2006. május 18.

**KÖZGAZDASÁGI-MARKETING
ALAPISMERETEK
ANGOL NYELVEN
THE BASICS OF MARKETING
ECONOMICS**

**KÖZÉPSZINTŰ ÍRÁSBELI
ÉRETTSÉGI VIZSGA
STANDARD LEVEL WRITTEN
BACCALAUREATE
EXAMINATION**

**JAVÍTÁSI-ÉRTÉKELÉSI
ÚTMUTATÓ
CORRECTION-EVALUATION
GUIDE**

**OKTATÁSI MINISZTERIUM
MINISTRY OF EDUCATION**

TEST QUESTIONS

1. Multiple choice questions

10 x 1 = 10 points

1. a
2. c
3. a
4. c
5. c
6. c
7. b
8. b
9. c
10. b

2. True/False statements

10 x 2 = 20 points

1. T When the price of a product decreases buyers want to buy more and more products. Therefore the demand curve is negatively sloping.
2. F Saturation point is the quantity of goods, consuming more than which the total profit does not increase further. (Consuming more would be possible, but the rational consumer does not do this since it would not make sense to spend more on the product from his/her tight income.)
3. T The marginal income of a fully competing company is equal to the market price. $MR=P$. Market price for the company is a facility; it cannot change it with its own supply.
4. F Marginal cost (MC) expresses the size of the cost variance per one unit of production variance.
5. F Real wage is the quantity of goods available to buy for nominal wage.
6. F Government purchases are expenses with which the government orders goods and services from the corporate sector.
7. F The SNA-system takes all products and services into account.
8. T Saving is unconsumed income.
9. T The increase of real wages decreases labour demand and increases labour supply.
10. F We talk about structural unemployment when labour demand and labour supply differ in structure. (Certain professions show excess demand and others show excess supply on the labour market)

3. Definitions

10 x 2 = 20 points

1. Instrumental capital means the goods created by human activity, which serve as input for further production activities.
2. The rational consumer strives to achieve maximum total profit.
3. Marginal utility is the number which shows how the consumer's total profit changes if he/she increases his consumption of a certain product by one unit.
4. Long-term is the period of time within which the quantity of all production factors of a company can be changed.
5. Accounting profit: the difference between income and accounting costs.
6. A transfer is a one-sided transfer, a flow of income without remuneration.
7. GNI
We call the total gross income of the economic actors of a national economy acquired during the primary distribution from either within or outside the country Gross National Income.
8. We talk about voluntary unemployment if people refuse to work without any compelling reason with given real wages.
9. In the case of creeping inflation the price-level changes only a few percent per annum, there are no sudden price level changes.
10. We talk about budget deficit when state expenditures exceed state income.

4. CALCULATION AND GEOMETRICAL QUESTIONS

50 points

Question 1

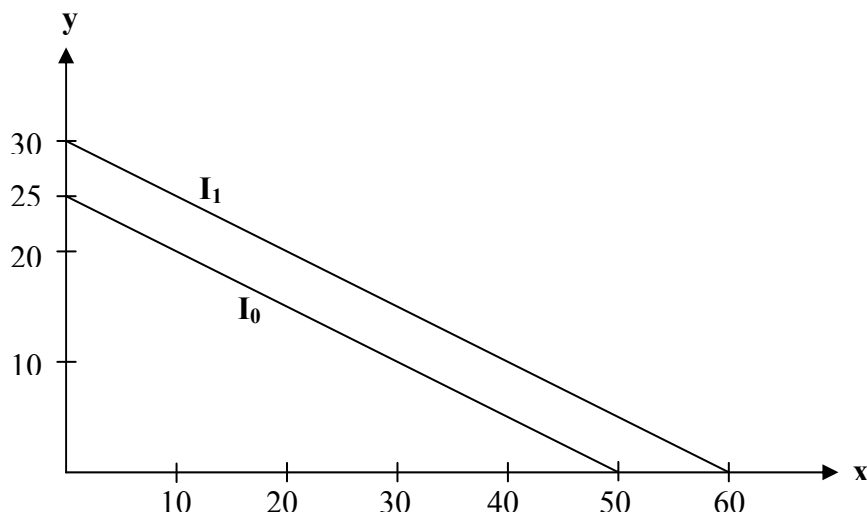
10 points

- a. $I_0 = \text{HUF } 5000$
x: the quantity of mineral water
 P_x : the unit price of mineral water
y: the quantity of cola
 P_y : the unit price of cola

Axis intercepts:

$$x = \frac{I}{P_x} = \frac{5000}{100} = 50$$
$$y = \frac{I}{P_y} = \frac{5000}{200} = 25$$

2 points



Naming and distribution of axes
Budget lines

2 points
4 points

b.

$$I_1 = 6000 \quad x_1 = \frac{6000}{100} = 60 \quad y_1 = \frac{6000}{200} = 30$$

2 points

Question 2

15 points

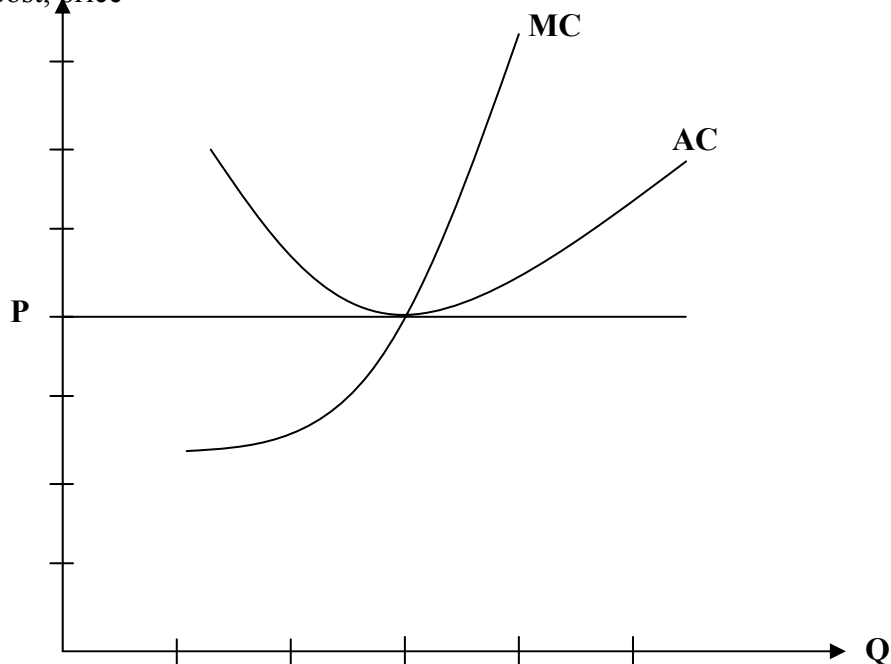
- a. $TC(0) = FC$ $FC = 100$
 $TC = FC + VC$
 $VC = AVC \times Q$
 $TC = AC \times Q$
 $MC = \frac{\Delta TC}{\Delta Q}$

Q	FC	VC	TC	MC	AVC	AC
0	100	0	100	-	-	-
1	100	20	120	20	20	120
2	100	60	160	40	30	80
3	100	140	240	80	46,6	80
4	100	300	400	160	75	100
5	100	500	600	200	100	120

All correctly filled out columns are worth 2 points.

6×2 = 12 points

- b. cost, price



2 points

Optimal production quantity: $MC=P$
 Ha $MC=80$, $Q=3$.

1 point

Question 3

14 points

- a. $Y = 1000$ 1 point
 $S_H = 150$ 1 point
 $S_A = 50$ 1 point
 $T_V = 200$ 1 point

b.

Household	Company	GDP
$C = 600$ $T_H = 100$ $S_H = 150$	$W = 700$ $S_V = 100$ $T_V = 200$	$Y = 1000$ $C = 600$ $I = 300$ $G = 100$
State	Capital market	
$T_r = 150$ $G = 100$ $S_A = 50$	$I = 300$ $S_V = 100$ $S_H = 150$ $S_A = 50$	

Current items accounts

$5 \times 2 = 10$ points

Question 4

11 points

- a. $C(Y) = C_0 + \hat{c}Y$ $S(Y) = S_0 + \hat{s}Y$
 $C(Y) = 100 + 0,8Y$ $S(Y) = -100 + 0,2Y$

(Consumption function 2 points, curve of savings 3 points)

5 points

- b. $Y = C + I$
 $Y = 100 + 0,8Y + 200$
 $Y = 1500$

3 points

- c. $C(1500) = 100 + 0,8 \times 1500 = 1300$

3 points