

國立中山大學 107 學年度碩士暨碩士專班招生考試試題

科目名稱：經濟學【企業管理學系企業管理碩士班甲班】

題號：441001

※本科目依簡章規定「不可以」使用計算機(混合題)

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壹、單選題〈1 至 10 題為中文題，每題 4 分；11 題至 20 題為英文題，每題 4 分；總計 80 分〉

- 你現在存 1,000 元的一年期定期存款，一年後的本利和為 1,050 元。同時，在這一年 CPI 由 100 上升為 103。在此情況下，名目利率為百分之____，實質利率為百分之____。
 - 5, 3
 - 3, 5
 - 5, 2
 - 2, 5
- 若 P_x 為商品X的名目價格， P_y 為商品Y的名目價格，吾人知道 P_x/P_y 為一單位X可以換到Y的單位數。若 i 為當期名目利率， r 為當期實質利率， π 為通貨膨脹率；則一單位當期實質消費可以換到多少單位的下一期實質消費？
 - r
 - $(1+i)/(1+\pi)$
 - i
 - $(1+i)/(1+r)$
- 對借款者(debtor)而言，當(當期)利率上升時，下列何者敘述正確？
 - 因所得效果而當期消費增加
 - 因所得效果而未來消費減少
 - 因替代效果而當期消費增加
 - 因替代效果而未來消費減少
- 如果縱軸為實質工資，則下列何者不會造成勞動需求曲線向右移動？
 - 生產技術進步
 - 產品價格上升
 - 資本數量增加
 - 以上(a)(b)(c)都會使勞動需求曲線右移
- 如果貨幣數量的衡量為 M2，則定期存款利率上升時，實質貨幣需求將
 - 上升
 - 下降
 - 不受影響
 - 題意錯誤；因為貨幣數量的衡量沒有 M2，只有通貨淨額和 M1 兩種
- 如果投資支出對利率的反應愈敏感時，
 - LM 線愈接近水平，財政政策相對有效
 - LM 線愈接近垂直，財政政策相對有效
 - IS 線愈接近水平，貨幣政策相對有效
 - IS 線愈接近垂直，貨幣政策相對有效
- 根據短期總供給方程式：
實際產出 = 自然產出 + $\alpha \cdot (\text{實際物價} - \text{預期物價})$
 - 當 α 值愈大時，短期總合供給曲線愈陡
 - 當 α 值愈大時，短期總合供給曲線愈平坦
 - 當 α 值愈大時，長期總合供給曲線愈陡
 - 當 α 值愈大時，長期總合供給曲線愈平坦

背面有題

試題隨卷繳回

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8. 下列有關菲力浦曲線與短期總合供給曲線之相關敘述何者不正確？
- 短期總合供給線與短期菲力浦曲線具有一對一的對應關係
 - 自然產出上升使短期菲力浦曲線左移
 - 總合需求曲線在失業率與通貨膨脹率的平面上為正斜率
 - 在沒有供給面衝擊時，長期菲力浦曲線為垂直線
9. 下列敘述何者不正確？
- 經濟預測困難是部份經濟學家不贊成主動積極的(active)總合需求政策的原因
 - 政策施行及其效果的時間落後(lags of implementation for macroeconomic policies)是部份經濟學家不贊成主動積極的總合需求政策的原因
 - 財政政策的內在時間落後(inside lag)很短
 - 貨幣政策的外在時間落後(outside lag)很長
10. 若美國等大型開放經濟體系實施擴張性財政政策，將使台灣等小型開放經濟體系之經常帳餘額_____
- 上升
 - 下降
 - 不變
 - 題意資訊不足，無從判斷
11. The table below shows the tons of wheat and rice that can be produced in Country A and Country C in one year, using the same amount of productive resources. According to the theory of comparative advantage, what should farmers in Country C do?
- | | Wheat | Rice |
|-----------|-------|------|
| Country A | 3000 | 1500 |
| Country C | 750 | 500 |
- They should export wheat to Country A and import rice.
 - They should export rice to Country A and import wheat.
 - They should export both rice and wheat to Country A.
 - They should import both rice and wheat from Country A.
12. In an economy where heating oil is the primary source of heat for most households, new supplies of natural gas are discovered. Natural gas provides heat at a lower cost. Suppose the demand for heating oil has a cross-price elasticity with respect to the price of natural gas of 2.1. What is the most likely effect of these discoveries on the market price and quantity of heating oil produced?
- The equilibrium quantity will increase but the equilibrium price will decrease.
 - The equilibrium quantity will decrease but the equilibrium price will increase.
 - The equilibrium quantity and price will both decrease.
 - The equilibrium quantity and price will both increase.
13. Mr. Lin is an onion farmer. He cannot understand why his revenue ($P \cdot Q$) always decreases when he and other farmers experience a bumper harvest (豐收), but his revenue usually increases after a typhoon reduces the onion production for most farmers. Which one below is the possible reason?
- Onions are luxury goods.
 - Onions are inferior goods.
 - The own-price elasticity of demand for onions is very small.
 - The price elasticity of supply for onions is very big.

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14. Butt-head (大頭蛋) has a workshop of furniture. He needs workers (L) and capital (K) to run this workshop, and the production function is $Y = \min\{2L, 15K\}$, where Y is the output per month (in units). He can hire his friend, Beavis (癩四), and others. The max wage they can earn from other employers is NT30000 per month. In this month, he has already rented 2 units of K, and the rental is NT200000 for each unit of K per month. What is the **average cost function** for Butt-head in this month (**short run**)?
- 60000, if $Y < 30$
 - $400000/Y$, if $Y < 30$
 - $850000/Y$, if $Y < 30$
 - $15000 + (400000/Y)$, if $Y < 30$

15. A company runs a bus-route between Taipei and Kaohsiung; the average cost for a bus to take a passenger from Taipei to Kaohsiung is NT300 when it operates at full capacity (滿載). Consider the case where there remain two empty seats on a bus when this bus is **leaving** the bus station. If the manager of the bus station stops this bus, and ask the driver to take two more passengers in NT100 for utilizing the two empty seats, how can you explain the manager's decision?
- This decision is not smart because it will cause a NT400 loss.
 - This decision is not smart because the total revenue for this trip will be smaller than its total cost.
 - This decision is rational because the average revenue of each passenger for this trip is still bigger than its average cost.
 - This decision is rational because the marginal cost to take these two more passengers is almost zero.

16. Your community is considering hiring guards (守衛). If they choose to do this, the payment for a guard is NT38500 per month. Each household's marginal benefit from guards each month is shown in the following table. How many guards should you hire for the **WHOLE** community?

Household	Marginal benefit for an additional guard		
	The first one	The second one	The third one
A	NT40000	NT30000	NT20000
B	NT5000	NT4000	NT3000
C	NT3000	NT2500	NT2000
D	NT2000	NT1500	NT1200
E	NT1000	NT900	NT800

- 0
- 1
- 2
- 3

17. In a country where only two goods are produced and consumed, the production and consumption of Good B results in external benefits, while the production and consumption of Good X results in external costs. Would unregulated markets produced too much or too little of Good B and Good X, compared to the efficient output levels for these products?
- They would produce too much Good B and also too much Good X.
 - They would produce too little Good B and also too little Good X.
 - They would produce too much Good B but too little Good X.
 - They would produce too little Good B but too much Good X.

18. Two shops, C and F, sell apple juice in a small village. Shop C usually puts more sugar in their apple juice than Shop F. **Villagers have different preferences on sweetness** (村民對甜味的偏好不同). Two shops **compete on price**. Assume that the marginal cost for C, MC_C , was NT40 for each additional cup of apple juice, and the marginal cost for F, MC_F , was NT35. What are the **possible prices of a cup of apple juice for C and F in the Nash equilibrium**?

- $(P_C^*, P_F^*) = (35, 35)$
- $(P_C^*, P_F^*) = (40, 35)$
- $(P_C^*, P_F^*) = (40, 40)$
- $(P_C^*, P_F^*) = (45, 40)$

背面有題

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19. Below is a game with a payoff matrix, where Apple and Samsung decide their strategies in a new market of a VR device. If **Samsung moves first**, what is the payoff of the sub-game perfect equilibrium/equilibria (SPE: the equilibrium you get by backward induction in an extensive form game) in this game?

- a. (0,0)
- b. (0,0) & (90,40)
- c. (90,40)
- d. (70,70)

		Samsung		
		<i>L</i>	<i>C</i>	<i>R</i>
Apple	<i>U</i>	(0,0)	(30,-10)	(40,-20)
	<i>M</i>	(-10,30)	(20,20)	(90,40)
	<i>D</i>	(-20,40)	(10,90)	(70,70)

20. Consider a normal form game with 10 players. John and nine friends are having dinner at a restaurant in Ambassador Hotel. They have agreed in advance to **split the total check of their meal equally**. Each of them can choose one entrée from the menu providing two choices: a beef steak or a broiled lobster. The price of a beef steak is NT800 and John can get a benefit of NT1200 to consume a beef steak; the price of a broiled lobster is NT2000 and he can get a benefit of NT1600 to have one. All of them have the same preference. They make a choice simultaneously. What is the pure-strategy Nash equilibrium in this game?

- a. Every one chooses a beef steak.
- b. Every one chooses a broiled lobster.
- c. Five persons choose beef steaks, and the other choose broiled lobsters.
- d. There is no pure-strategy Nash equilibrium.

貳、填充題(每小格 5 分, 共 10 分; 只需填寫答案)

1. 有一資金自由移動的長期小型開放經濟體系如下：

消費函數 C : $C = 40 + 0.5(Y - 20) - 400r$, r 為國內利率,

投資函數 I : $I = 40 - 400r$

政府購買 : $G = 20$

外匯市場均衡 : $NX = 10 + 200(r^W - r)$, NX 為淨輸出, r^W 為國際利率。

假設國際利率 $r^W = 0.05$ 。

- a. IS 的方程式為__(1)___
- b. $Y =$ __(2)___。

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參、計算申論題〈共計 10 分；請簡附計算或推導過程〉

1. (10 pts) 設若國內目前有兩間公司銷售二甲苯（一種重要的石化基本原料）：第一間公司，高塑，是自己進口原油來生產；另一間公司，南貿，則是跟國外進口銷售至國內；兩間公司所銷售的二甲苯，不論是國內（高塑）自己生產的，或是南貿自國外進口的，對下游的廠商來說，品質皆同。假設國內過去每月平均對二甲苯的需求是 $Q = 300 - (1/5)P$ ， Q 是產量（單位為千公噸）， P 則為價格（單位為千美元/千公噸）。為簡化起見，假設高塑在國內市場上提供二甲苯的總變動成本是 $770Q + (3/2)Q^2$ （單位為千美元）；固定成本則為零。另南貿自國外取得二甲苯的報價（離岸價格）為 850 千美元/千公噸，再加上運送、管銷等營運費用，假設其在國內市場上提供二甲苯的總變動成本是 $1000Q$ （單位為千美元）；固定成本則為零。此兩家廠商的決策變數皆為產量；不過，在國內市場上一向是高塑先決定產量，而南貿再根據高塑所決定出的產量，決定要從國外進口多少二甲苯。
 - a. 請問，在均衡時 (under a sub-game perfect equilibrium)，此兩間公司二甲苯的銷售數量各自為何？(5 pts)
 - b. 假設今國際原油下跌，以致南貿自國外取得二甲苯的報價下跌，其在國內市場上提供二甲苯的總變動成本變為 $840Q$ 。請問在此情況下，高塑的銷售量將如何變動，而兩間公司在國內市場的二甲苯總銷售量又將如何變化 (請順帶算出正確的變動量)？(5 pts)

國立中山大學 107 學年度碩士暨碩士專班招生考試試題

科目名稱：商用統計學【企管系企管甲班碩士班甲組選考、乙組選考、丙組選考】題號：441002

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(請於答案卷作答，勿於試題紙上作答)

一. 單選題 (20 題，每題 4 分，共 80 分)

1. A tabular summary of a set of data showing classes of the data and the fraction of the items belonging to each class is called:
 - a. the class width
 - b. a relative frequency distribution
 - c. a cumulative relative frequency distribution
 - d. none of the above
2. Regarding chi-square test:
 - a. no cell in the table should have an expected count less than 1
 - b. no more than 20% of the cells should have an expected count less than 5
 - c. it is not symmetric
 - d. all of the above
3. Two events X and Y are independent if:
 - a. $P(Y|X)=P(X)$
 - b. $P(Y|X)=P(Y)$
 - c. both a and b are satisfied
 - d. none of the above
4. If a penny is tossed six times and comes up heads all six times, the probability of heads on the seventh trial is:
 - a. less than the probability of trials
 - b. $1/64$
 - c. 0.5
 - d. larger than the probability of trials
5. The probability distribution for a discrete random variable which is used to compute the probability of x successes in n trials is known as the:
 - a. normal probability distribution
 - b. standard normal distribution
 - c. binomial probability distribution
 - d. none of above
6. Which of the following is not a characteristic of a binomial experiment?
 - a. at least 2 outcomes are possible
 - b. the experiment consists of a sequence of n identical trials
 - c. probabilities remain the same as successive trials are made
 - d. the trials are independent of each other
7. In simple linear regression, when explanatory variable is closer to its mean:
 - a. the standard deviation of the population decreases
 - b. the population mean increases
 - c. the confidence interval of the Y decreases
 - d. the standard error of the mean increases
8. The difference between the point estimate, such as the sample mean \bar{X} , and the value of the population parameter it estimates, such as the population mean μ , is known as the:
 - a. confidence level
 - b. sampling error
 - c. parameter estimate
 - d. interval estimate
9. Whenever the population standard deviation is unknown and the population has a normal or near-normal distribution, which distribution is used in developing an interval estimation?
 - a. t distribution
 - b. chi-square distribution

試題隨卷繳回

背面有題

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- c. beta distribution
 - d. standard distribution
10. Method of model selection of multiple regression includes:
- a. forward selection
 - b. backward elimination
 - c. stepwise selection
 - d. all of the above
11. When the null hypothesis has been true, but the sample information has resulted in the rejection of the null, a _____ has been made.
- a. level of significance
 - b. Type II error
 - c. critical value
 - d. Type I error
12. For setting the decision rule in a small-sample case, if it is reasonable to assume that the population is normal, we use:
- a. the Z distribution
 - b. the t distribution with n-1 degrees of freedom
 - c. the t distribution with n+1 degrees of freedom
 - d. none of the above
13. An important application of the chi-square distribution is:
- a. making inferences about a single population variance
 - b. testing for goodness of fit
 - c. testing for the independence of two variables
 - d. all of the above
14. Symptom of collinearity in multiple regression model includes:
- a. two or more of the explanatory variables are correlated
 - b. instability of the estimated coefficients
 - c. increase the standard errors
 - d. all of the above
15. The coefficient of determinations is:
- a. The square root of the correlation coefficient
 - b. Usually less than zero
 - c. the correlation coefficient squared
 - d. none of the above
16. The probability distribution for a discrete random variable which is used to compute the probability of x occurrences of an event over a specified interval is known as:
- a. the Poisson probability distribution
 - b. the standard normal distribution
 - c. a discrete random variable
 - d. a linear function
17. Which of the following is not a limitation of coefficient of correlation?
- a. it quantifies only the strength of the linear relationship between two variables
 - b. it will be affected by data outliers
 - c. a high correlation between two variables implies a cause-and-effect relationship
 - d. none of the above
18. The residual refers to:
- a. $\bar{y}_i - \hat{y}_i$
 - b. $y_i - \hat{y}_i$
 - c. $\hat{y}_i - \bar{y}_i$
 - d. None of the above

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19. The characteristics of adjusted R^2 include:
 - a. it is an estimator of the population correlation
 - b. it can explain the proportion of variability by the regression model
 - c. it decreases when the inclusion of a variable improves the model ability to predict Y
 - d. none of the above
20. The ANOVA procedure is a statistical approach for determining whether or not:
 - a. the means of two or more populations are equal
 - b. the means of more than two samples are equal
 - c. the means of two samples are equal
 - d. none of the above

二. 計算題 (兩題, 每題 10 分, 共 20 分): 請寫出計算過程。

1. A study tries to evaluate the association between education years and income. The study collects 100 observations with education years from 6 to 23 years, and the annual income range is between \$200,000 and \$1,500,000. The median income is \$600,000, SE is \$50,000. The study conducts Pearson's Correlation test and got Pearson's Correlation coefficient equals 0.7.

When education year increases one year, how much income will be increased? (10%)
2. An International Company claims that the batteries it produces have useful lives of more than 90 hours, with a known standard deviation (of the population) of 27 hours. A test is undertaken to test the validity of this claim.
 - a. The correct set of hypotheses for this test is? (5%)
 - b. A sample of 81 batteries had an average useful life of 105 hours. The test statistic has a value of ? (5%)

國立中山大學 107 學年度碩士暨碩士專班招生考試試題

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請按題號順序於答案卷作答，並寫出計算過程

1. Differentiate the following functions (25%)

i. $f(t) = (t + \frac{1}{t^3})^2$ by chain rule (5%) ii. $f(t) = (\cos 3t)^2$ (5%)

iii. $f(x) = \ln \frac{\sin x}{x}$ (5%) iv. Find dy/dx where $\cos^3 x + \cos^3 y = \sin(x + y)$ (5%)

v. Find the differential dw where $w = \exp(-x^3 - y^4)$. (5%)

2. Evaluate the following integrals. (35%)

i. $\int x\sqrt{x^2 + 25} dx$ (5%) ii. $\int \sin(\alpha x + \beta) dx$ (5%) iii. $\int \frac{e^{\sqrt{x}} dx}{\sqrt{x}}$ (5%) iv. $\int 3xe^{-2x} dx$ (5%)

v. $\int \frac{dx}{(x+1)(x^2+1)}$ (5%) vi. $\int_1^{\infty} \frac{dx}{5x+1}$ (5%) vii. $\int_0^1 \int_{-2}^2 x^2 e^y dx dy$ (5%)

3. Evaluate the following limits. (15%)

i. $\lim_{x \rightarrow 0^+} \frac{1 - \cos x}{x}$ (5%) ii. $\lim_{x \rightarrow 0} \frac{\ln(1+x)}{2x}$ (5%) iii. $\lim_{x \rightarrow 0^+} (1 + \frac{1}{x})^x$ (5%)

4. Find the Taylor's 4th degree polynomial for $f(x) = e^x$ at $a=1$ with the remainder. (10%)

5. Graph the function $f(x) = \frac{2x^2 + 1}{x^2 - 2x}$. Please identify all extrema, inflection points, intercepts, and asymptotes. Show the concave structure and the behavior of the graph for $|x|$ large and for x near any discontinuities of the function. (15%)

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※請勿於試題紙上作答

一、單選題：請選擇最合適的答案，每題 2 分，不倒扣，合計 60 分

- The order in which the stages of the product life cycle occur over time is:
 - embryonic, maturity, growth, and decline
 - embryonic, growth, maturity, and decline
 - growth, maturity, decline, and embryonic
 - embryonic, growth, decline, and maturity
 - growth, embryonic, maturity, and decline
- If there is low formalization, a comprehensive information network, and high participation in decision making, one would expect a(n) _____ structure.
 - mechanistic
 - matrix
 - simple
 - organic
 - stable
- _____ is a method of changing behavior through unstructured group interaction.
 - Action research
 - Sensitivity training
 - Planned change
 - Process consultation
 - Psychoanalysis
- Why is "avoidance" ineffective as a conflict resolution strategy?
 - It escalates levels of conflict as each party tries to outmaneuver the other.
 - The weaker party who gives in might look for ways to get back at the stronger party in the future.
 - The parties to a conflict try to ignore the problem and do nothing to resolve the disagreement.
 - The two sides to a conflict are more concerned about winning the battle than cooperating.
 - It maximizes the total benefits for all parties involved.
- The work arrangement that allows two or more individuals to split a traditional 40-hour-a week job is _____.
 - flextime
 - core hours
 - job sharing
 - telecommuting
 - employee involvement
- The boundaryless organization relies heavily on _____.
 - information technology
 - efficient chains of command
 - the simple structure
 - the matrix structure
 - centralization of authority
- The informal organizational network through which unofficial information flows is called _____.
 - the grapevine
 - the all-channel network
 - the wheel network

背面有題

試題隨卷繳回

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- D) the circle network
E) the chain network
8. Which of the following is generally considered as a strategic, rather than a tactical, action?
A) a “buy one, get one free” campaign by PX Mart.
B) use of product coupons by a local grocer
C) fare increases by Southwest Airlines
D) entry into the European market by Home Depot
E) seasonal discount by SKM Department Store
9. The members of a particular group are getting to know one another and attempting to reach an understanding of how each of them should act within the group. This stage of group development is called _____.
A) forming
B) storming
C) norming
D) performing
E) adjourning
10. A competitive advantage that is developed through a cooperative strategy is called a collaborative or a(n) _____ advantage.
A) economic
B) collusive
C) exploratory
D) exploitative
E) relational
11. Corporate governance revolves around the relationship between which two parties?
A) shareholders and the board of directors
B) shareholders and managers
C) the board of directors and managers
D) leaders and followers
E) none of the above
12. All of the following are considered generic business-level strategies EXCEPT:
A) differentiation
B) vertical integration
C) cost leadership
D) focus
E) integrated cost leadership/differentiation
13. Research shows that _____ is the most effective means of ensuring that employees comply with the firm’s ethical requirements.
A) a speech on ethics by the CEO of the company
B) a written code of ethics
C) a value-based culture
D) a statement in the firm’s mission statement
E) an organic organizational structure
14. Clothing retailer Zara gets new styles into stores twice a week. Russell Stover got a line of low-carb candies, called Net Carb, on store shelves within three months after perfecting the recipe, rather than the typical twelve months. These are examples of _____ competition.
A) convenience-based
B) cost-based

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- C) time-based
D) location-based
E) psychology-based
15. The theory that asserts that motivation depends upon an employee's goals and the belief that productive behavior will get these goals accomplished is called _____.
- A) Maslow's hierarchy of needs
B) Herzberg's dual-factor theory
C) Alderfer's ERG theory
D) McClelland's three needs theory
E) Vroom's expectancy theory
16. Small- and medium-sized enterprises (SMEs) make up over 97% of all enterprises in Taiwan, accounting for around 78% of total employment in 2016. Which following statement is false about SMEs?
- A) SMEs make up the majority of enterprises active in international business and many more do internationalization today than ever before.
B) Compared to the large multinationals, SMEs can be more flexible and quicker to respond to global business opportunities.
C) SMEs are not constrained by limited financial and human resources in internationalization.
D) Most SMEs focus on a small number of products and services, allowing them to establish strong relationships with their business partners.
E) In Taiwan, a manufacturing SME is defined as an enterprise with a paid-in capital of NT\$80 million or less, and its number of regular employees must less than 200.
17. Operations managers manage systems that convert inputs into outputs that are sold to customers. Which following statement is true about operations management?
- A) Operations managers are concerned with planning, organizing, supervising and coordinating production processes, but they do not need involve in supply chain management.
B) Operations management, a transformation process of creating value for an organization's competitive success, is unimportant to service organizations because their transformation processes are not as evident as manufacturing organizations.
C) Successful people management is irrelevant to operations management, because operations managers are only responsible for planning production processes and controlling in production quality.
D) Operations management will become less significant in organizations with the increased automation in the manufacturing processes.
E) Operations management involves cost-benefit analysis on sourcing materials, leveraging production costs, matching prices with competitors and customers.
18. All the following are concerned with the characteristics of Just-In-Time (JIT) production EXCEPT:
- A) JIT ensures that materials and supplies arrive at a facility just when they are needed so that storage and holding costs are very high.
B) JIT includes a large number of operations in a small area.
C) JIT builds work cells for families of products, flexible or moveable equipment.
D) JIT minimizes shipping distance.
E) JIT improves employment communication.
19. Employees participate in quality control in critical to organizational success. _____ is a disciplined approach that employees rely on statistical data and improved methods to eliminate defects.
- A) Inspection
B) Six-sigma
C) Quality circle

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- D) Follow-up monitoring
E) Total quality management
20. Co-creation is the joint creation of value by the company and its customers, allowing the customers to co-construct the product/ service experience to suit their contexts. Companies considering co-creation initiatives should think carefully about the risks when they have:
- A) low demand uncertainty.
 - B) only few offerings.
 - C) high customer satisfaction.
 - D) strong brand reputation.
 - E) too many competitors.
21. Social media plays a key role in marketing management. Which following statement is false?
- A) Social media makes it easier to know potential customers and reach them widely.
 - B) Social media geo targeting helps organizations to reach specific customers depending on their locations.
 - C) On social media sites, marketers can spy on their competitors via search streams and data.
 - D) On social media sites, marketers receive instant feedback from customers.
 - E) Social media makes word of mouth advertising unimportant.
22. _____ are monetary assets purchased with the idea that the assets will provide incomes in the future or will be sold at higher prices for profits.
- A) Bitcoins
 - B) Investments
 - C) Corporate finances
 - D) Capital financing
 - E) FinTech
23. Proper financial management must ensure:
- A) the funds required for paying taxes are available.
 - B) excess cash is well-reserved.
 - C) financing proprieties are always in front of other corporate objectives.
 - D) sufficient number of past due accounts from customers.
 - E) to maximize shareholders' value given facing ethical concerns.
24. Which flow of acquiring process in human resources management is correct?
- A) Job analysis, planning, recruiting, selection, orientation
 - B) Orientation, planning, job analysis, recruiting, selection
 - C) Selection, recruiting, job analysis, planning, orientation
 - D) Recruiting, selection, job analysis, planning, orientation
 - E) Planning, job analysis, recruiting, selection, orientation
25. Which of the following is usually not included in a job description?
- A) Reporting relationship
 - B) Job location
 - C) Gender-specific role
 - D) Salary and compensation package
 - E) Required knowledge, skills and capabilities
26. Which of the following phrases best characterizes the culture of an organization?
- A) How job performance is evaluated
 - B) How things are done around here
 - C) Our official code of conduct
 - D) The most efficient way to do things
 - E) Guidelines for where this organization is going

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27. Which factor in the following does not lead to high barrier to entry in an industry?
- A) High capital investment
 - B) Favorable locations
 - C) Government subsidies
 - D) Minimal government intervention
 - E) High brand loyalty
28. Which stage in the industry life cycle presents the extreme rivalry?
- A) Development
 - B) Growth
 - C) Shake-out
 - D) Maturity
 - E) Decline
29. A good example of _____ is that Facebook doesn't tell users everything it really knows about them.
- A) business ethics
 - B) whistleblowing
 - C) social responsibility
 - D) corporate citizenship
 - E) Legitimacy
30. Communication must include the transfer and the understanding of meaning. Which following function is not included in managerial communication within an organization?
- A) Control
 - B) Motivation
 - C) Education
 - D) Emotional express
 - E) Information

二、時事題：請扼要以中文回答，不倒扣，合計 40 分

1. 行動電商平台蝦皮拍賣從2015年進入台灣市場後即快速成長，讓台灣電商平台業者都繃緊神經，更嚴重侵蝕了PChome集團旗下的露天拍賣（參考資料：《商業周刊》第1558期，2017年9月21日）。根據這則正在進行中的案例，請回答以下問題：
 - 1-1. 請從競爭及(或)顧客的角度具體論述：蝦皮拍賣能夠快速崛起並侵蝕露天拍賣的原因？(10%)
 - 1-2. 請運用一個理論來解釋蝦皮拍賣的崛起過程。(5%)
 - 1-3. 如果您是PChome集團的董事長，您如何有效地對應蝦皮拍賣的挑戰？(註：PChome集團關係企業包括PChome商店街、露天拍賣，以及PChomeUSA、PChomeThai海外電商平台)(5%)
2. Smart technologies are defined as computers or machines that do the work of or make decisions traditionally made by human beings. Examples include but not limited to connected devices, intranet of things (IoT), big data analytics, digital assistants and intelligent automation. With no doubt, the increased use of smart technologies in organizations will trigger dramatic shift in how we work, when we work and what type of work we do.
 - 2-1. Please elaborate how smart technologies affect business activities and processes in R&D, operations, marketing, financial, and human resources management, respectively. (10%)
 - 2-2. Organizations that have invested in smart technologies are already seeing rewards including higher revenues, an improved customer experience and increased employee

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satisfaction. However, it is impossible to implement smart technologies without any hurdles. Please identify the potential barriers to smart technology building in an organization (5%) and provide corresponding recommendations for it (5%).

Reference: Avanade (2017) Smart technologies are delivering benefits to the enterprise – is your business one of them? (<https://www.avanade.com/~media/asset/point-of-view/smart-technologies-delivering-benefits-pov.pdf>)