

# 國立中山大學九十四學年度碩士班招生考試試題

科目：企業管理【企管系碩士班甲班甲組】

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一、單選題（40%，請選一個最適答案，依題號填在考試試卷內頁之答案紙的『是非，選擇題專用頁』上，若不照規定者，零分計算；每題2分，答錯者不倒扣）

1. Which of these perspectives emphasized a rational, scientific approach to the study of management and sought to make organizations efficient operating machines?
  - a. The human relations movement
  - b. The behavioral sciences approach
  - c. The classical perspective
  - d. The quantitative management approach
  - e. The TQM approach
2. Which of these is a major criticism of scientific management?
  - a. It ignored the social context of work.
  - b. It ignored the impact of compensation on performance.
  - c. It overemphasized individual differences.
  - d. It overemphasized the intelligence of workers.
  - e. It emphasized the social context of work.
3. Archies' Antiques, Inc., is characterized by separation of management from ownership and by clearly defined lines of authority and responsibility. These characteristics are consistent with the principles of
  - a. scientific management.
  - b. bureaucratic organizations.
  - c. administrative management theory.
  - d. human resource management.
  - e. all of the above.
4. UPS is successful in the small package delivery market. One important reason for this success is the concept of
  - a. globalization.
  - b. employee flexibility.
  - c. loose standards.
  - d. bureaucracy.
  - e. non-bureaucratic organizational system.
5. The assembly line is most consistent with which of the following general principles of management?
  - a. Unity of command
  - b. Division of work
  - c. Unity of direction
  - d. Scalar chain
  - e. Quality management
6. Which of these emphasized power sharing between managers and employees?
  - a. Humanistic perspective
  - b. Classical perspective
  - c. Scientific management
  - d. Bureaucratic organizations
  - e. Contingency perspective
7. A "diary farm" view of management, i.e., contented cows give more milk, so satisfied workers will give more work was espoused by
  - a. human relations management.
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  - c. behavioral science approach.
  - d. management science perspective.
  - e. none of the above.
8. \_\_\_\_ are systems that unite a company's major business functions, such as order processing, product design, purchasing, and inventory.
  - a. Knowledge managements
  - b. E-businesses
  - c. Enterprise resource plannings
  - d. Extranets
  - e. E-commerces
9. If a company emphasizes that "no purchase is complete until the customer is satisfied," then it's
  - a. utilizing a symbol.
  - b. communicating its values to customers.
  - c. using a slogan to present their values to customers and employees.
  - d. utilizing a hero for the purpose of conveying values.
  - e. using customers to harass the employees.

10. Leaders create a culture that everyone can believe in by directly involving employees in determining what the company's \_\_\_\_ should be.
  - a. structure
  - b. values
  - c. budget
  - d. socialization process
  - e. selection process
11. Work team effectiveness is based on two outcomes: productive output and
  - a. cohesiveness.
  - b. satisfaction.
  - c. commitment.
  - d. leadership.
  - e. norms.
12. Donte, a manager at Stone Wall, Inc., has long resisted the idea of work teams. He fought their establishment at Stone Wall and refuses to actively participate in team activities because of fears about his own future at Stone Wall. Which of the following best explains Donte's attitude?
  - a. Free riding
  - b. Coordination costs
  - c. Power realignment
  - d. Legal hassles
  - e. Social loafing
13. Remote Control Corporation sends a post-purchase questionnaire to all consumers who buy their products. They are interested in gathering data on product quality, customer service orientation, and customer satisfaction. This is an example of
  - a. a concurrent control.
  - b. a feedback control.
  - c. a feedforward control.
  - d. preliminary control.
  - e. preventive control.
14. Arbor Tree Corporation has a detailed set of organizational goals and management information system that delivers timely and accurate information. Arbor Tree still has control problems, however, because its managers refuse to act on the information they receive. Arbor Tree's control process has flaws in which of the following areas?
  - a. Its performance standards
  - b. Its management information systems
  - c. Its ability to take corrective action when necessary
  - d. Its measurement systems
  - e. None of the above
15. Any organizational department or unit under the supervision of a single person who is responsible for its activity is called a(n)
  - a. independent center.
  - b. responsibility center.
  - c. analysis center.
  - d. control center.
  - e. budgeting center.
16. Juanita is an area manager at Home Theater, Inc. She anticipates her area's needs and formulates a proposed budget every quarter. She then sends this proposal to her manager. This is an example of
  - a. top-down budgeting.
  - b. strategic budgeting.
  - c. revenue budgeting.
  - d. bottom-up budgeting.
  - e. none of the above.
17. \_\_\_\_ control is implemented through the organization's administrative system
  - a. Clan
  - b. Bureaucratic
  - c. Organizational
  - d. Administrative
  - e. Decentralized
18. Which of these is NOT an e-business strategy for integrating bricks and clicks?
  - a. Strategic partnership
  - b. In-house internet division
  - c. Cost-leadership
  - d. Spin-off
  - e. All of these are e-business strategies for integrating bricks and clicks.

19. Which of the following is the use of a huge database that combines all of a company's data and allows users to access the data directly, create reports, and obtain answers to what if questions?
- Data warehousing
  - Networking
  - Knowledge management
  - Data mining
  - None of the above
20. \_\_\_\_\_ is the activities required to physically move materials into the company's operations facility and to move finished products to customers.
- Procurement management
  - Facilities management
  - Supply chain management
  - Logistics
  - Organizational displacement

第二部分：問答題（佔總分 40%，配分方式見各題題後標示，請精準扼要的回答，切忌長篇大論不知所云。）

- 一、隨者微利時代的來臨，微利產業的概念因應而生。所謂微利，即是該產業內因激烈的競爭致使大多數該產業內的企業只能獲取微薄的利潤，甚至一不小心就會虧損。做為一個管理者，如果從資源本位觀點的基礎 (resource-based view, RBV)，針對此一微利現象可以提出哪些因應的作法？（20%）
- 二、2000 年 6 月聯電、聯誠、聯嘉、聯瑞、合泰合併為一家公司，以聯電為存續公司，此即外界所稱之聯電五合一。試以「策略與結構」的互動關係來解釋聯電的作法。（20%）（可參考：Chandler, 1962; Hall and Saias, 1980 的論點）

第三部分：解釋名詞（佔總分 20%）

解釋名詞（每題 4 分，每題限 100 字以內）

- Eco-efficiency
- BOBOs
- offshoring
- hygiene factor
- Word-of-mouth

〈請務必將答案書寫於試卷(答案紙)之上, 否則不予計分。〉

第一部份：選擇題 ( 每小題 3 分，共 51 分，答錯不倒扣，答案為單一，單選題)

1. Assume an income tax system is introduced to an economy represented by the traditional Keynesian model. The introduction of this income tax system will cause:

- a. the aggregate expenditures schedule to become flatter
- b. the MPC to increase
- c. the MPC to fall
- d. the aggregate expenditures schedule to become steeper

2. Which of the following best represents the transactions motive for holding money?

- a. the incentive to hold money for use as a medium of exchange
  - b. the desire to hold money in the event of a need to make unplanned transactions
  - c. the need to hold money that arises from the interplay between interest rates and the prices of financial assets
- < Please Choose one of three. >*

3. An increase in the current interest rate causes individuals to:

- a. expect future capital gains from holding bonds
- b. expect future capital losses from holding bonds
- c. increase their holdings of money
- d. reduce their precautionary demand for money

4. Which of the following actions can be used to balance to the private payments?

- a. increase in the money supply
- b. a reduction in government spending
- c. a reduction in taxes
- d. all of the above

5. Suppose the domestic economy experiences an increase in GDP. This increase in domestic income, all else fixed, will cause:

- a. a private payments surplus
- b. a private payments deficit
- c. the BP schedule to shift up
- d. the BP schedule to shift down

6. Assume the domestic economy experiences a reduction in the interest rate. This reduction in the domestic interest rate, all else fixed, will cause:

- a. a private payments surplus
- b. a private payments deficit
- c. the BP schedule to shift up
- d. the BP schedule to shift down

7. The effects of a change in the price level on equilibrium income best explain which of the following schedules?

- a. the IS schedule
- b. the LM schedule
- c. the AS schedule
- d. the AD schedule

8. Suppose there is an increase in the price level (P). In terms of the IS-LM framework, this increase in P will cause:

- a. an increase in output and an increase in the interest rate
- b. a reduction in output and an increase in the interest rate
- c. an increase in output and a reduction in the interest rate
- d. a reduction in output and a reduction in the interest rate

9. Which of the following is NOT consistent with the rational expectations hypothesis?

- a. individuals use past information when forming expectations
- b. individuals use current information when forming expectations
- c. individuals understand what factors affect macroeconomic variables
- d. individuals can perfectly predict future values of macroeconomic variables

10. Which of the following represents the basis of the new classical theory?
- a. individuals are motivated by self-interest
  - b. wages are perfectly flexible
  - c. prices are perfectly flexible
  - d. all of the above
11. Nominal wage contracts tend to exist because:
- a. firms would not prefer to pay lower nominal wages if consumers demand fewer of the goods and services the firm produces
  - b. workers would not prefer to earn higher nominal wages if the demand for their skills increases
  - c. contracts can minimize the labor-market transaction costs associated with an auction market for labor skills
  - d. all of the above
12. Assume workers and firms correctly anticipate the price level and that wages are set based on the modern Keynesian theory of contracts. In this case employment will be:
- a. greater than the full-information value of employment
  - b. less than the full-information value of employment
  - c. equal to the market clearing value of employment
  - d. less than the level of employment that occurs in the classical labor auction market
13. The Great Depression remains an event of considerable interest to economists. Which of the following represents the great puzzle posed by the Great Depression?
- a. the short-run effects of the drop in aggregate demand on output
  - b. the short-run effects of the drop in aggregate demand on the price level
  - c. the effects of the drop in the nominal money stock on aggregate demand
  - d. none of the above
14. Price inertia refers to:
- a. the effects of the nominal money stock on the price level
  - b. the rigidity of the real wage
  - c. the persistence of any drop in output
  - d. the sluggishness of price adjustments
15. Which of the following can be used to hedge against foreign exchange risk?
- a. forward currency contracts
  - b. interest rate forward contracts
  - c. interest rate swaps
  - d. all of the above
16. Under pure competition, we would expect that:
- a. a sufficiently large number of buyers and sellers of a good or service exists so that no one buyer or seller can affect the price
  - b. each buyer is a price taker
  - c. each seller is a price taker
  - d. all of the above
17. Which of the following variables can change in the short run?
- a. capital
  - b. land
  - c. technology
  - d. labor

第二部份：計算分析題（1. (a) 小題 4 分，其餘每小題 5 分，共 49 分）

- Consider the Cobb-Douglas production function  $Q(L, K) = AL^\alpha K^\beta$ , Where  $A, \alpha, \beta$  are all constants. Assume the price of input  $L$  is  $w$ , the price of input  $K$  is  $r$ .
  - Calculate the elasticity of substitute  $\sigma$ .
  - Dose it exhibit increasing, decreasing, or constant returns to scale? (*Hint*: it may be depend on  $\alpha$  and  $\beta$ .)
  - Find the labor demand curve and calculate its price elasticity.
  - Given  $w = r = 1$ , find the cost function  $C(Q), AC(Q), MC(Q)$ , respectively.
  - Given  $w = r = 1$ , In the short run,  $k$  is fixed at 10, find  $AC, AVC, AFC$ , and  $MC$ .
- Assume that your firm produces two products, the demands for which are independent. You face four groups of consumers with the following reservation prices:

| Consumer | Good 1 (\$) | Good 2 (\$) |
|----------|-------------|-------------|
| A        | 70          | 30          |
| B        | 55          | 40          |
| C        | 40          | 55          |
| D        | 30          | 70          |

Assume that there are 50 consumers in each group.

- Consider three alternative pricing strategies: (i) selling the goods separately; (ii) pure bundling; (iii) mixed bundling. If both products are produced at zero marginal cost, determine the optimal prices and the resulting profits under the best strategy.
  - Now suppose that the production of each good entails a marginal cost of \$35. How does this information changes your answer to (a).
- Assume there are two firms which produce homogeneous goods in a market. The market demand is given by  $P = 100 - Q$ ,  $Q = q_1 + q_2$ , where  $q_1$  and  $q_2$  present the quantity produced by firm 1 and firm 2, respectively. The cost functions of the two firms are  $C_1(q_1) = 10 q_1$ ,  $C_2(q_2) = 12 q_2$ , respectively.
    - If the two firm choose their price simultaneously (Bertrand competition), what is the market equilibrium price and the resulting profits of the two firms.
    - If the two firm choose their quantity simultaneously (Cournot competition), how many quantities will the two firms produce in equilibrium and the resulting profits of the two firms.
    - If the two firm choice their quantity sequentially (Stackelberg game): firm 1 chooses its quantity first, and then firm 2 make its quantity decision after knowing  $q_1$ . How many quantities will the two firms produce in equilibrium and the resulting profits of the two firms.

一、請扼要說明以下各名詞：(每題 5 分，共計 40 分)

- A. 規模不經濟(scale diseconomics)
- B. 綜效式購併(synergistic merger & acquisition)
- C. Fiedler 的「認知資源理論」(cognitive resource theory)
- D. 杜拉克式問句
- E. Kaplan 與 Norton 的平衡計分卡(balanced scorecard)
- F. 組織變革(organization change)
- G. Eliyahu Goldratt 的「限制理論」(Theory of Constraints, TOC)
- H. ABC 庫存規劃(ABC inventory planning)

二、在企業的行銷評估與控制活動〈Marketing Evaluation and Control〉中，請討論哪些工具可協助公司監視與改善其行銷活動？並請舉實例討論之。(15 分)

三、如何針對企業的推廣活動提昇執行的技巧〈Implementation Skills〉以滿足顧客的需要與慾望及達成公司既定的銷售目標？請以實例說明。(15 分)

四、品質管理的趨勢裡，90 年代 TQM 曾大放異彩，廣受企業界的認可，90 年代末期，六標準差隨著美國奇異公司的高成長，亦備受全球企業關注，試闡述 TQM 或六標準差何者較適用於我國的企業。(15 分)

五、在過去的三年時間裡，蘋果公司賣出去一千萬部以上 iPod，讓蘋果重新回到主流市場，並實現了獲利。2005 年於中國人最傳統的春節之前，蘋果推出 iPod Shuffle，既沒有 LCD 顯示幕，不能顯示歌曲名稱，也沒有 FM 收音功能，只有隨機播放模式。當幾乎所有音樂播放器恨不能將全部功能『一網打盡』的時候，蘋果如此反潮流的產品設計，讓創新公司 CEO 沈望傅直言，iPod Shuffle 比現有市場上的 MP3 播放器都要差。試評估 iPod Shuffle 的前景。(15 分)

第一大題：(50分) 每題10分

- 1 What are agency costs, and who bears them?
- 2 Life insurance companies have to pay administrative costs and sales representatives' commissions, hence, the expected rate of return on insurance premiums is generally low, or even negative. Use the portfolio concept to explain why people buy life insurance in spite of negative expected returns.
- 3 What is the difference between a fixed exchange rate system and a floating rate system? What are the pros and cons of each system?
- 4 Why is a reputation for honesty and fair business practice important to the value of the corporation? Use the NPV concept to answer.
- 5 Please define the following terms.
  - 5.1 *dominant strategy*
  - 5.2 *opportunity cost*

第二大題：(50分，每小題10分)

Questions 1 to 3 are True/False questions. Decide whether each statement is true or false and justify your answer with a short argument. Answers without justification receive zero points.

1. Improvements in health that increase the elderly population tend to increase the unemployment rate.
2. A monetary contraction cannot affect the public budget since it is not a fiscal policy.
3. Even when an industry fails to meet all of the requirements for pure competition, consumers will be well served if low barriers make it easy for additional firms to enter the industry.
4. Suppose that the economy is in equilibrium at potential GDP and that policymakers increase aggregate demand (perhaps because they do not recognize that the economy is operating at potential). Discuss the short-run and long-run impact of this change.
5. Milton Friedman suggests that although it makes sense to subsidize a general education in the liberal arts, it makes much less sense to subsidize purely vocational training. What do you suppose the logic behind that distinction?



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1. Which of these is not a management competency?
  - a. Leadership
  - b. Resources
  - c. Relationships
  - d. Design
  - e. Focus
2. Which of these is a major criticism of scientific management?
  - a. It ignored the social context of work.
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  - a. structure
  - b. values
  - c. budget
  - d. socialization process
  - e. selection process
11. In which of the following ways do service organizations differ from manufacturing organizations?
  - a. In manufacturing organizations, the customer is directly involved in the production process.
  - b. In service organizations, employees are generally more satisfied.
  - c. In manufacturing organizations, the manufactured product cannot be placed in inventory.
  - d. In service organizations, the customer is directly involved in the production process.
  - e. In service organizations, the final product can be stored in inventory.
12. \_\_\_\_ is the best way to control operations.
  - a. Strategic planning
  - b. Bureaucratic control
  - c. Clan control
  - d. Rules and regulations
  - e. All of the above
13. \_\_\_\_ is the term for managing the sequence of suppliers and purchasers, covering all stages of processing from obtaining raw materials to distributing finished goods to final consumers.
  - a. Procurement management
  - b. Supply chain management
  - c. Customer satisfaction
  - d. Logistics
  - e. Competitive advantage
14. A small or medium-sized automated production line that can be adapted to produce more than one product line is referred to as a
  - a. materials requirement planning.
  - b. reliable production system.
  - c. flexible manufacturing system.
  - d. dependent demand system.
  - e. MRPII.
15. Why do companies try to keep inventory low?
  - a. It keeps production stable.
  - b. Money that is not tied up with inventory can be used for other purposes.
  - c. The lower the inventory, the more flexibility the company has.
  - d. It keeps the employment in check.
  - e. It keeps the raw materials market balanced.
16. \_\_\_\_ is one popular technique designed to minimize the total holding costs and ordering costs for inventory items.
  - a. Dependent demand inventory
  - b. Economic order quantity
  - c. Materials requirement planning
  - d. Manufacturing resource planning
  - e. Independent order quantity
17. Which of the following is the use of a huge database that combines all of a company's data and allows users to access the data directly, create reports, and obtain answers to what if questions?
  - a. Data warehousing
  - b. Networking
  - c. Knowledge management
  - d. Data mining
  - e. None of the above
18. You get \_\_\_\_ when an organization's output of goods and services is divided by its inputs.
  - a. equity
  - b. productivity
  - c. current ratio
  - d. profit
  - e. economic order quantity
19. When managers do a better job of running a business, it is called
  - a. worker productivity.
  - b. production.
  - c. managerial productivity.
  - d. outsourcing.
  - e. technological productivity.

20. Arbor Tree Corporation has a detailed set of organizational goals and management information system that delivers timely and accurate information. Arbor Tree still has control problems, however, because its managers refuse to act on the information they receive. Arbor Tree's control process has flaws in which of the following areas?
- Its performance standards
  - Its management information systems
  - Its ability to take corrective action when necessary
  - Its measurement systems
  - None of the above

第二部分：問答題（佔總分 30%）

2005 年 1 月 17 日英特爾公司大幅調整了其組織架構，將業務重心分成：行動、數位企業、數位家庭、數位醫療及通路等五大事業群，並將虧損的通訊產品收掉。咸認這個改組的目的是要將英特爾由科技導向轉型為市場導向的經營模式。上述該公司的例子與組織變革（organization change）有關，任何組織的變革，要想成功均非易事，組織變革的成功關鍵要素有哪些，試扼要回答之。

三. 第三部份(30%)

(一) 解釋名詞(每題 4 分，每題限 100 字以內)

- Eco-efficiency
- BOBOs
- offshoring
- hygiene factor
- empowerment

(二) 高科技中的生技產業，自 1990 年起，就被人描繪成未來產業和明日之星，但這些年來，生技產業除在金融商品尚有利可圖外，其餘都在艱苦經營，請問為什麼？(10%)

〈請務必將答案書寫於試卷(答案紙)之上, 否則不予計分。〉

第一部份：選擇題 ( 每小題 3 分，共 51 分，答錯不倒扣) 單一選擇，單選題。

1. Which of the following statements about U.S. inflation is false?
  - a. Low inflation was viewed as a triumph of President Carter's economic policy.
  - b. There were long periods in the nineteenth century during which prices fell.
  - c. The U.S. public has viewed inflation of even 7 percent as a major economic problem.
  - d. The U. S. inflation rate has varied over time, but international data shows even more variation.
2. In the open-economy macroeconomic model, the supply of loanable funds comes from
  - a. national saving.
  - b. private saving.
  - c. domestic investment.
  - d. the sum of domestic investment and net capital outflow.
3. Which of the following typically rises during a recession?
  - a. unemployment
  - b. garbage collection
  - c. corporate profits
  - d. automobile sales
4. Which of the following reasons for the downward slope of the aggregate demand curve would likely be more important for a small economy than for the United States?
  - a. the wealth effect
  - b. the exchange-rate effect
  - c. the interest-rate effect
  - d. the real-wage effect
5. Those who desire that policymakers stabilize the economy would advocate which of the following when aggregate demand is insufficient to ensure full employment?
  - a. decrease the money supply
  - b. decrease taxes
  - c. decrease government expenditures
  - d. None of the above is correct.
6. If a country allows trade and the domestic price of a good is higher than the world price,
  - a. the country will become an exporter of the good.
  - b. the country will become an importer of the good.
  - c. the country will neither export nor import the good.
  - d. additional information about demand is needed to determine whether the country will export or import the good.

7. Policymakers choose to enact price controls in a market because
- they believe that the market system is inefficient and their actions will improve efficiency.
  - enacting price controls will directly increase tax revenues.
  - they are required by law to improve market conditions.
  - they believe the market's outcome to be unfair.
8. Cyclical unemployment refers to
- the relation between the probability of unemployment and a worker's changing level of experience.
  - year-to-year fluctuations of unemployment around its natural rate.
  - how often a worker is likely to be employed during her lifetime
  - long-term trends in unemployment.
9. Barter
- requires a double-coincidence of wants.
  - is less efficient than money.
  - is the trading of goods for goods.
  - All of the above are correct.
10. Which of the following best illustrates the medium of exchange function of money?
- You keep some money hidden in your shoe.
  - You keep track of the value of your assets in terms of currency.
  - You save your money in a bank.
  - You pay for your double Latte using currency.
11. Nominal wage contracts tend to exist because:
- firms would not prefer to pay lower nominal wages if consumers demand fewer of the goods and services the firm produces
  - workers would not prefer to earn higher nominal wages if the demand for their skills increases
  - contracts can minimize the labor-market transaction costs associated with an auction market for labor skills
  - all of the above
12. Assume workers and firms correctly anticipate the price level and that wages are set based on the modern Keynesian theory of contracts. In this case employment will be:
- greater than the full-information value of employment
  - less than the full-information value of employment
  - equal to the market clearing value of employment
  - less than the level of employment that occurs in the classical labor auction market
13. The Great Depression remains an event of considerable interest to economists. Which of the following represents the great puzzle posed by the Great Depression?
- the short-run effects of the drop in aggregate demand on output
  - the short-run effects of the drop in aggregate demand on the price level
  - the effects of the drop in the nominal money stock on aggregate demand
  - none of the above

14. Price inertia refers to:
- the effects of the nominal money stock on the price level
  - the rigidity of the real wage
  - the persistence of any drop in output
  - the sluggishness of price adjustments
15. Which of the following can be used to hedge against foreign exchange risk?
- forward currency contracts
  - interest rate forward contracts
  - interest rate swaps
  - all of the above
16. Under pure competition, we would expect that:
- a sufficiently large number of buyers and sellers of a good or service exists so that no one buyer or seller can affect the price
  - each buyer is a price taker
  - each seller is a price taker
  - all of the above
17. Which of the following variables can change in the short run?
- capital
  - land
  - technology
  - labor

第二部份：計算分析題（1.(c) 小題4分，其餘每小題5分，共49分）

1. If a consumer has preferences between two goods,  $x$  and  $y$ . His preferences over the two goods can be presented by the Cobb-Douglas utility function  $u(x, y) = rx^a y^b$ , where  $r, a, b$  are all constants. Assume the price of  $x$  is  $p_x$ , the price of  $y$  is  $p_y$ , and the consumer's income is  $I$ .
- Derive the optimal choice  $(x^*, y^*)$  and the indirect utility function  $V(p_x, p_y, I)$ .
  - Derive the consumer's individual demand curve for the good  $x$ . If there are 10 consumers in the market with the same preference described above, find the market demand curve.
  - Derive the Engel curve of the consumer.
  - Assume  $r = a = b = 1$ ,  $p_x = 9$ ,  $p_y = 1$ ,  $I = 72$ , use Hicksian decomposition to calculate the numerical values of the income and substitution effects when  $p_x$  falls to 4.
  - If  $r = 1$ ,  $a = b = \frac{1}{2}$ ,  $I = 100$ ,  $p_x = p_y = 1$ , calculate the numerical values of  $\Delta CS$  (the change of consumer surplus), compensating variation (C.V.), and equivalent variation (E.V.) when  $p_x$  raises to 2.

2. Assume that you are an executive for Super Computer, Inc. (SC), which rents out super computers. SC receives a fixed rental payment per times period in exchange for the right to unlimited computing at a rate of  $P$  cents per second (this is so-called two-part tariff). SC has two types of potential consumers of equal number – 100 businesses and 100 academic institutions. Each business consumer has the demand function  $Q_b = 30 - 1.5P$ , where  $Q$  is in millions of seconds per month; each academic institution has the demand  $Q_a = 40 - 2P$ . The marginal cost to SC of additional computing is 6 cents per second, regardless of volume.
  - (a) Suppose you could separate business and academic consumers. What rental fee and usage fee would you charge each group? What are your profits?
  - (b) Suppose you could not tell business and academic consumers. You set up one two-part tariff. What usage and rental fee will you set? What are your profit?
3. Assume there are two firms which produce homogeneous goods in a market. The market demand is given by  $P = 100 - Q$ ,  $Q = q_1 + q_2$ , where  $q_1$  and  $q_2$  present the quantity produced by firm 1 and firm 2, respectively. The cost functions of the two firms are  $C_1(q_1) = 10 q_1$ ,  $C_2(q_2) = 12 q_2$ , respectively.
  - (a) If the two firm choose their price simultaneously (Bertrand competition), what is the market equilibrium price and the resulting profits of the two firms.
  - (b) If the two firm choose their quantity simultaneously (Cournot competition), how many quantities will the two firms produce in equilibrium and the resulting profits of the two firms.
  - (c) If the two firm choice their quantity sequentially (Stackelberg game): firm 1 chooses its quantity first, and then firm 2 make its quantity decision after knowing  $q_1$ . How many quantities will the two firms produce in equilibrium and the resulting profits of the two firms.

一、請扼要說明以下各名詞：(每題 5 分，共計 40 分)

- A. 規模不經濟(scale diseconomies)
- B. 綜效式購併(synergistic merger & acquisition)
- C. Fiedler 的「認知資源理論」(cognitive resource theory)
- D. 杜拉克式問句
- E. Kaplan 與 Norton 的平衡計分卡(balanced scorecard)
- F. 組織變革(organization change)
- G. Eliyahu Goldratt 的「限制理論」(Theory of Constraints, TOC)
- H. ABC 庫存規劃(ABC inventory planning)

二、在企業的行銷評估與控制活動〈Marketing Evaluation and Control〉中，請討論哪些工具可協助公司監視與改善其行銷活動？並請舉實例討論之。(15 分)

三、如何針對企業的推廣活動提昇執行的技巧〈Implementation Skills〉以滿足顧客的需要與慾望及達成公司既定的銷售目標？請以實例說明。(15 分)

四、品質管理的趨勢裡，90 年代 TQM 曾大放異彩，廣受企業界的認可，90 年代末期，六標準差隨著美國奇異公司的高成長，亦備受全球企業關注，試闡述 TQM 或六標準差何者較適用於我國的企業。(15 分)

五、在過去的三年時間裡，蘋果公司賣出去一千萬部以上 iPod，讓蘋果重新回到主流市場，並實現了獲利。2005 年於中國人最傳統的春節之前，蘋果推出 iPod Shuffle，既沒有 LCD 顯示幕，不能顯示歌曲名稱，也沒有 FM 收音功能，只有隨機播放模式。當幾乎所有音樂播放器恨不能將全部功能『一網打盡』的時候，蘋果如此反潮流的產品設計，讓創新公司 CEO 沈望傳直言，iPod Shuffle 比現有市場上的 MP3 播放器都要差。試評估 iPod Shuffle 的前景。(15 分)



第一大題：(50分) 每題10分

- 1 What is the law of one price? How can one offset foreign exchange risk through a transaction in the forward markets?
- 2 What are agency costs, and who bears them?
- 3 Life insurance companies have to pay administrative costs and sales representatives' commissions, hence, the expected rate of return on insurance premiums is generally low, or even negative. Use the portfolio concept to explain why people buy life insurance in spite of negative expected returns.
- 4 Explain why sunk costs should not be included in a capital budgeting analysis, but opportunity costs and externalities should be included.
- 5 Please define the following terms.
  - 5.1 *moral hazard*
  - 5.2 *information asymmetry*

第二大題：(50分，每小題10分)

Questions 1 to 3 are True/False questions. Decide whether each statement is true or false and justify your answer with a short argument. Answers without justification receive zero points.

1. Improvements in health that increase the elderly population tend to increase the unemployment rate.
2. A monetary contraction cannot affect the public budget since it is not a fiscal policy.
3. Even when an industry fails to meet all of the requirements for pure competition, consumers will be well served if low barriers make it easy for additional firms to enter the industry.
4. Suppose that government spending in support of education was increased. Would this action shift the aggregate demand curve, the aggregate supply curve, or both curves? What would happen to the price level and real GDP?
5. If we force firms to stop polluting, the result will probably be higher product prices. Is that good or bad? Why?