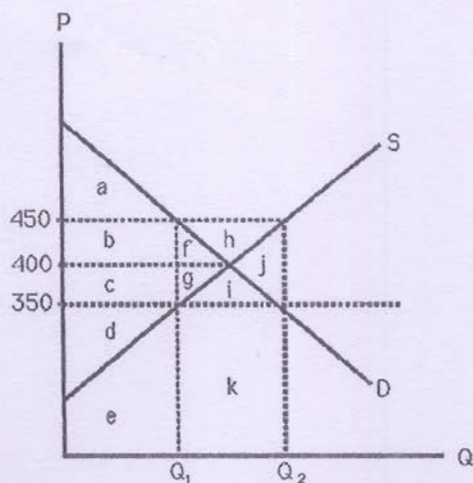


第一部份 單選題，答對每題3分，答錯倒扣1分，未答不倒扣。

- Suppose a graph is drawn to show a consumer's preferences for football tickets and basketball tickets. The quantity of football tickets is measured on the horizontal axis. If the price-consumption curve is horizontal when the price of football tickets changes, then
  - football tickets are an inferior good.
  - the demand for football tickets is perfectly elastic.
  - the demand for football tickets is unit elastic.
  - the demand curve for football tickets will be horizontal.
- Sarah and David both have linear demand curves for lemonade. Sarah's demand curve for lemonade intersects David's demand curve at a price of 50 cents per glass. Sarah's demand curve is more inelastic than David's. A change in the price of lemonade from 50 cents to 25 cents per glass will
  - decrease Sarah's consumer surplus more than David's.
  - decrease David's consumer surplus more than Sarah's.
  - increase Sarah's consumer surplus more than David's.
  - increase David's consumer surplus more than Sarah's.
- A small business owner earns \$5,000 in revenue annually. The explicit annual costs equal \$3,000. The owner could work for someone else and earn \$2,500 annually. The owner's business profit is \_\_\_\_\_ and the economic profit is \_\_\_\_\_.
  - \$2,000, \$500
  - \$2,000, -\$500
  - \$2,500, -\$500
  - \$4,500, -\$500
- The below figure shows supply and demand curves for apartment units in a large city. If the city government passes a law that establishes \$350 per month as the legal maximum rent, the consumer's net gain in surplus equals
  - c - f
  - b - f
  - d - f
  - b - g



- If the utility function ( $U$ ) between food ( $F$ ) and clothing ( $C$ ) can be represented as  $U = F \times C$ , the marginal rate of substitution of clothing for food equals
  - $-C/F$
  - $-F/C$
  - $-C/F$
  - $-F/C$



6. Suppose the production possibilities for two countries, producing either food or clothing, are shown in the below figure. They can each produce any linear combination as well. Measuring food on the horizontal axis, the joint production possibility frontier
- A) will have a slope of  $-3/4$  over the entire frontier.
  - B) will have a slope of  $-2$  when less than 20 units of food are produced.
  - C) will have a slope of  $-1$  when less than 20 units of food are produced.
  - D) will have a slope of  $-1/2$  when less than 20 units of food are produced.

Total Potential Output in Each Country  
Using All Resources in One Industry

	USA	Canada
Food	20	10
Clothing	10	10

7. Which of the following total cost functions suggests the presence of a natural monopoly?
- A)  $TC = 2Q$
  - B)  $TC = 100 + 2Q$
  - C)  $TC = 100 + 2Q^2$
  - D) All of the above.
8. A perfect-price-discriminating monopoly's marginal revenue curve
- A) lies below the demand curve.
  - B) is the demand curve.
  - C) varies for each consumer.
  - D) is the same as the monopolist's marginal revenue curve.
9. A multimarket price discriminator sells its product in Florida for three times the price it sets in New York. Assuming the firm faces the same constant marginal cost in each market and the price elasticity of demand in New York is  $-2.0$ , the demand in Florida
- A) has an elasticity of  $-6.0$ .
  - B) is more price elastic than the demand in New York.
  - C) has an elasticity of  $-1.2$ .
  - D) has an elasticity of  $-0.67$ .
10. The demand for a monopoly's output is  $p = 100 - Q$ . The firm's production function is  $Q = 2L$ . Which of the following is the firm's demand for labor?
- A)  $w = 200 - 8L$
  - B)  $w = 200 - 4L$
  - C)  $w = 100 - L$
  - D)  $w = 2L$
11. Bob invests \$50 in an investment that has a 50% chance of being worth \$100 and a 50% chance of being worth \$0. From this information we can conclude that Bob is NOT
- A) risk loving
  - B) risk neutral
  - C) risk averse
  - D) rational



12. A tax on a previously untaxed monopoly-produced good will necessarily lower total welfare if
- the demand curve is relatively inelastic.
  - the demand curve is relatively elastic.
  - less than the socially optimum is produced before the tax.
  - more than the socially optimum is produced before the tax.
13. If the Fed adopted an anticipated rule to slow the inflation rate, then the
- long-run Phillips Curve shifts leftward.
  - long-run Phillips Curve shifts rightward.
  - short-run Phillips Curve shifts downward.
  - short-run Phillips Curve shifts upward.
14. The traditional monetarist prescription for a permanent decrease in aggregate demand is a
- fixed rule that calls for budget deficits and increasing the growth rate of the quantity of money.
  - feedback rule that calls for budget deficits and increasing the growth rate of the quantity of money.
  - feedback rule that calls for budget surpluses and decreasing the growth rate of the quantity of money.
  - fixed rule that keeps constant taxes, government purchases and the growth rate of the quantity of money.
15. Which of the following is NOT considered to be in the labor force?
- A student who works part-time.
  - A person who is not working but who has tried to find a job in the past week.
  - A person who is waiting to start a new job in the next 30 days.
  - A person who is not working and who has not tried to find a job.
16. Which of the following will decrease the unemployment rate?
- Discouraged workers leave the labor force.
  - More women enter the labor force and seek jobs.
  - Young people graduate from college and start to look for their first full-time job.
  - None of the above because they all increase or do not change the unemployment rate.
17. Andrew just lost his job as a corkscrew operator since his company has found a machine to perform his work tasks. Andrew did not have the skills needed to operate the machine. Andrew has searched for a new job for 6 months and continues to search. Therefore, Andrew is considered to be
- frictionally unemployed.
  - a discouraged worker.
  - cyclically unemployed.
  - structurally unemployed.
18. Full employment occurs when the
- unemployment rate equals the natural rate of unemployment.
  - structural unemployment rate equals the frictional unemployment rate.
  - natural unemployment rate equals the frictional unemployment rate.
  - cyclical unemployment rate equals the natural rate of unemployment.



19. Which of the following is (are) TRUE regarding the demand for labor?
- I. The quantity of labor demanded depends on the real wage rate.
  - II. If the money wage rate increases and the price level remains the same, the quantity of labor demanded decreases.
  - III. If the money wage rate and the price level increase in the same proportion, the quantity of labor demanded decreases.
- A) I.            B) I and II.            C) II and III.            D) I, II, and III.
20. Suppose the equilibrium real wage is \$35 per hour and the current real wage rises to \$40 per hour while the equilibrium real wage remains \$35 per hour. Which of the following will occur?
- I. Job search will increase.
  - II. The unemployment rate will be greater than the natural rate of unemployment.
  - III. Labor productivity will increase.
- A) I only.            B) I and II.            C) I and III.            D) I, II and III.
21. From the data in the below table, GDP equals
- A) \$1,120            B) \$1,280            C) \$1,290            D) \$1,360

Government purchases of goods and services	\$240
Depreciation	240
Gross private domestic investment	400
Personal income taxes	140
Net taxes	120
Net exports of goods and services	80
Personal consumption expenditures	640
Net interest	100

22. If the Federal Reserve wanted to increase the quantity of money, it would
- A) convince the federal government to run a budget deficit.
  - B) sell government securities in the open market.
  - C) purchase government securities in the open market.
  - D) tell the banks to lower interest rates.
23. Banks hold no excess reserves and the public holds no currency. Suppose that the required reserve ratio is lowered from 20 percent to 10 percent. The effect of lowering the required reserve ratio is to
- A) decrease the deposit multiplier from 0.2 to 0.1
  - B) increase the deposit multiplier from 5 to 10
  - C) increase the deposit multiplier from 6 to 10
  - D) decrease the deposit multiplier from 0.16 to 0.1



24. In the below table,  $C$  is consumption expenditure,  $I$  is investment,  $G$  is government purchases,  $X$  is exports, and  $M$  is imports. All entries are in dollars. What is the equilibrium expenditure?

- A) \$200      B) \$500      C) \$700      D) \$1,000

Real GDP	$C$	$I$	$G$	$X$	$M$
100	75	25	95	10	1
200	150	25	95	10	2
300	225	25	95	10	3
400	300	25	95	10	4
500	375	25	95	10	5
600	450	25	95	10	6
700	525	25	95	10	7
800	600	25	95	10	8
900	675	25	95	10	9
1000	750	25	95	10	10

25. When the real interest rate rises, which of the following is true?
- A) Consumption and planned investment spending rise.  
 B) Consumption and planned investment spending fall.  
 C) Consumption spending rises while planned investment spending falls.  
 D) Consumption spending falls while planned investment spending rises.

第二部份 計算分析題，每小題5分，共25分。請盡可能描述你的經濟邏輯與計算過程。

1. Suppose NSYSU Car Motors has the following demand for its automobiles:  $P = 20,000 - Q$ . The downstream division's cost of assembling cars is  $C_A(Q) = 8000Q$ . The upstream division's cost of producing engines is  $C_E(Q_E) = 2Q_E^2$ .
- (1) Suppose there is no outside market for the engines. How many engines and cars should the firm produce? What should be the transfer price for engines?
- (2) Suppose that engines can be bought or sold for \$6,000 in an outside competitive market. How many engines and cars should the firm produce? What should be the transfer price for engines?
- (3) Suppose NSYSU Car Motors is the only producer of those engines but can sell them in an outside market. Demand in the outside market is  $P_{E,M} = 10,000 - Q_E$ . How many engines and cars should the firm produce? What should be the transfer price for engines?
2. The demand for money in a country is given by  $M^d = 10,000 - 10,000r + Y$ , where  $M^d$  is money demand in dollars,  $r$  is the interest rate (a 10 percent interest rate means  $r = 0.1$ ), and  $Y$  is national income. Assume  $Y$  is initially 5,000, and the money supply ( $M^s$ ) is set by the Central Bank at \$10,000.
- (1) Suppose income rises from  $Y = 5,000$  to  $Y = 7,500$ . What happens to the equilibrium interest rate if the Central Bank does not change the supply of money?
- (2) If the Central Bank wants to keep the equilibrium interest rate at the same value as it was in  $Y = 5,000$ , by how much should it increase or decrease the supply of money, given the new level of national income?



## 第一部份，選擇題，共 15 題，每題 2 分，合計 30 分。

請將正確答案填寫在答案卷第一頁上，切勿在此作答

- ( ) 1. 中華棒球隊搶得進軍奧運八強的最後資格，可以說是「置之死地而後生」的另一個成功案例。「置之死地而後生」的巨大激勵效果可以使用下述那一個激勵理論來解釋？(A)期望理論(B)歸因理論(C)需求層次理論(D)以上都無法充分解釋。
- ( ) 2. 創業家在創業過程的各個階段要做的事都不一樣。在最開始的階段要做的事是(A)評估新創事業的可行性(B)界定機會(C)辨識如何建立競爭優勢(D)探索環境中的經濟、變遷、規範、走向等創業的脈絡。
- ( ) 3. 大型組織若想要鼓勵內部創業精神，會遭遇很多的不利，請從下列選項中選擇一個你認為最大的不利之處：(A)內部創業者必須向老闆報告(B)所有的風險由母公司承擔(C)需受母公司訂定的規則和政策所規範(D)財務無法獨立。
- ( ) 4. 組織企圖採取成長策略時，你認為下列哪一種作法比較容易持續成功？(A)擴大規模，挖角、合併、收購(B)採取市場觀點，擴大市佔率(C)從內部著手，強化組織(D)投資、研發、策略聯盟。
- ( ) 5. 面臨全球暖化、環境污染、能源緊張、物價飆高、網際網路、資金流竄等危機所造成的空前變局，你認為企業最好的應變策略為何？(A)密切注意市場的風吹草動(B)積極尋求合作對象，進行策略聯盟(C)強化核心能力和打造競爭優勢(D)採取穩定策略，度過危機。
- ( ) 6. 管理者對於一個過去的決策不斷投注更多的資源，以維持原先的決策方向，這種決策現象是屬於(A)非理性決策(irrational decision)(B)加倍投注(escalation of commitment)(C)程序化決策(programmed decision)(D)權變決策(contingency decision)。
- ( ) 7. 下列什麼觀點認為規劃、組織、領導、控制等功能具有循環與連續的特性？(A)程序觀點(B)系統觀點(C)權變觀點(D)古典觀點。
- ( ) 8. 環境的不確定性越增加，越會促進哪一種觀點的盛行？(A)程序觀點(B)系統觀點(C)權變觀點(D)人力資源觀點。
- ( ) 9. 前 GE 公司總裁的名言：「多用領導，少用管理」比較接近什麼觀點？(A)程序觀點(B)系統觀點(C)權變觀點(D)人力資源觀點。
- ( ) 10. 在總教練洪一中的帶領下，中華隊出人意料之外，奪得北京奧運的參賽權，有人歸因於洪一中是捕手出身，所以能夠綜覽全局。這種看法比較接近哪一種觀點？(A)系統觀點(B)權變觀點(C)人力資源觀點(D)以上都有。
- ( ) 11. 每個員工都像是一座寶藏，富含個人的生命歷程，管理者只有將其中的內容挖掘出來，才能充分發揮激勵員工的效果。請問挖掘出來的主要內容應該是什麼？(A)成功的經歷(B)失敗的教訓(C)潛藏的能力(D)希望的源泉。



- ( )12. 管理者爲了衡量員工的工作績效，每每設計一些指標例如每天處理文件數、每位推銷員拜訪顧客數等，這種觀點是控制的觀點，比較欠缺激勵性。你認爲下列哪種衡量指標比較能夠融合控制和激勵兩種觀點在一起？(A) 每月業績(B) 良率(C) 每月業績成長率(D) 既設目標的達成率。
- ( )13. 從組織成員技術依賴性(technological interdependency)的角度來看，棒球、籃球、足球三種運動球隊的組織成員技術依賴性高低順序如何？(A) 籃球< 棒球< 足球(B) 棒球> 籃球> 足球(C) 籃球> 足球> 棒球(D) 足球> 籃球> 棒球。
- ( )14. Chandler 說：「結構追隨策略」。所以，哪種組織結構比較有廣闊的策略選項空間？(A) 層級式組織(B) 有機式組織(C) 網絡式組織(D) 流程化組織。
- ( )15. Chandler 說：「結構追隨策略」。所以，台塑、中鋼等大型製造業比較適合什麼策略選項？(A) 併購策略(B) 藍海策略(C) 穩定策略(D) 多角化策略。

**第二部份，填空題，共 10 題，每題 2 分，合計 20 分。**

- ( ) 期望透過單一軟體架構，以及時控制所有主要的企業流程。
- ( ) 生產模式的核心觀念在於強調消除浪費——時間和空間的浪費。
- ( ) 是最早提出目標管理的學者。
- 彼得杜拉克強調企業唯一的目的是在於( )。
- ( ) 反映在組織成員企圖以最高效率達成既定目標的一連串行爲。
- ( ) 乃是一套將組織成員結合起來的共享的價值、行事假定、信仰規範體系。
- ( ) 是將行爲科學的知識應用於計畫性的發展及策略、人員、文化、流程與科技的強化，以改進組織的願景、信念、價值、賦能授權、學習與解決問題的過程以及組織的效能。
- ( ) 是指當規模擴大時，企業同時也面臨內部管理複雜性增加及協調困難程度增加，成本因而升高。
- ( ) 爲專注於特定的顧客群、產品線或地區市場，而利用低成本或差異化優勢創造高於整體產業平均的利潤。
- ( ) 認爲沒有一套絕對的組織原則，任何原則只有在某種情況下才有其效用，否則便無效。

請將正確答案填寫在答案卷上，切勿在此作答

# 國立中山大學 97 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】

共 3 頁 第 3 頁

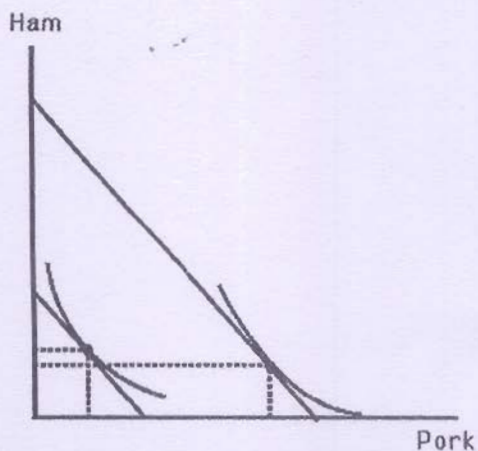
第三部分：簡答題：佔總分 50%，配分方式見各題題後標示，請扼要切題且簡短的回答，切忌長篇大論不知所云。

1. Peter Senge 提出五項的修練，此五項修練對於學習型組織缺一不可，請問是哪五項？(15 分)
2. Mintzberg & Westley 從組織內部的觀點提出三種不同形式的組織變革：procedural planning change, visionary leadership change 及 inductive learning change, 試解釋此三種變革的意思。(15 分)
3. 法國興業銀行一位交易員柯維爾利用公司內部的缺失，從 2006 年初到 2008 年 1 月爆發 50 億歐元的鉅額虧損，並引發全球股市自 911 恐怖攻擊以來最嚴重的股災。從管理控制系統及內部控制的角度來看，如何分析此一現象？(20 分)



第一部份 單選題，答對每題3分，答錯倒扣1分，未答不倒扣。

1. If the price of one good increases while the price of the other good and the consumer's income remain unchanged, what will happen to the budget line?
  - A) The budget line shifts inward without a change in slope.
  - B) The budget line rotates outward from the intercept on the axis of the good that did not change in price.
  - C) The budget line rotates inward from the intercept on the axis of the good that did not change in price.
  - D) The budget line shifts outward without a change in slope.
  
2. A perfect price discriminating equilibrium maximizes
  - A) consumer surplus.
  - B) the associated deadweight loss.
  - C) the market inefficiency.
  - D) total welfare.
  
3. Clifford lives by the motto "Eat, drink and be merry today, for tomorrow doesn't matter." If today's consumption is measured on the horizontal axis and tomorrow's consumption is measured on the vertical axis, Clifford's indifference curves
  - A) are horizontal straight lines.
  - B) are vertical straight lines.
  - C) show decreasing utility as one moves upward.
  - D) cannot be determined from the information given.
  
4. The below figure shows Larry's indifference map and budget lines for ham and pork. Which of the following statements is TRUE?
  - A) Larry's Engel curve for pork will be upward sloping.
  - B) Larry's Engel curve for pork will be downward sloping.
  - C) Larry's Engel curve for pork will be backward bending.
  - D) Larry's Engel curve for pork cannot be derived from the information provided.





5. At an output level of 100 a monopolist faces  $MC=15$  and  $MR=17$ . At output level  $q=101$  the monopolists  $MC=16$  and  $MR=15$ . To maximize profits the firm
- A) should produce 100 units.      B) should produce 101 units.  
C) cannot maximize profits.      D) is not a monopoly.
6. If the inverse demand curve a monopoly faces is  $p = 100 - 2Q$ , and  $MC$  is constant at 16, then the deadweight loss from monopoly equals
- A) \$21      B) \$1,764      C) \$882      D) \$441
7. If consumers are identical, then
- A) price discrimination is impossible.  
B) price discrimination can occur if each consumer has a downward-sloping demand curve for the product.  
C) perfect price discrimination is the only form of price discrimination that can increase a monopoly's profit.  
D) tie-in sales cannot increase a monopoly's profit.
8. Quantity discrimination makes sense if
- A) buyers of smaller quantities are more price sensitive than buyers of larger quantities.  
B) buyers of smaller quantities are less price sensitive than buyers of larger quantities.  
C) demand for the good is perfectly elastic.  
D) the lower price for larger quantities encourages all consumers to purchase the larger quantity.
9. Perfect competition and monopolistic competition are similar in that firms in both types of market structure will
- A) act as price takers.  
B) produce a level of output where price equals marginal cost.  
C) earn zero profit in the long run.  
D) act as price setters.
10. The concept of Nash equilibrium states that
- A) no firm can improve their outcome holding the other firm's actions constant  
B) all firms are earning the highest possible profit  
C) firms make alternating output decisions  
D) none of the above
11. A lottery game pays \$500 with .001 probability and \$0 otherwise. The variance of the payout is
- A) 15.8      B) 249.50      C) 249.75      D) 499
12. Suppose two Cournot duopolist firms operate at zero marginal cost. The market demand is  $p = a - bQ$ ,  $Q = q_1 + q_2$ ,  $q_1$  and  $q_2$  are firm 1 and firm 2's quantity respectively. Firm 1's best-response function is
- A)  $q_1 = (2a - bq_2) / 2b$       B)  $q_1 = (a - 2bq_2) / b$   
C)  $q_1 = (a - bq_2) / 2b$       D)  $q_1 = (aq_2) / 2b$



13. If fair insurance is offered to a risk-averse person, she will
- A) not buy any insurance since the marginal utility of the amount of the payment is positive.
  - B) not buy any insurance because it is overpriced.
  - C) buy enough insurance to eliminate all risk.
  - D) buy enough insurance to cover about half of the possible loss.
14. According to Keynesian theory, when real GDP is
- A) either above or below potential GDP, prices and wages change rapidly, and return the economy to full employment.
  - B) above potential GDP, prices and wages rise very slowly, and return the economy to full employment.
  - C) below potential GDP, prices and wages rise very slowly, and return the economy to full employment.
  - D) None of the above answers are correct.
15. Which of the following people is NOT considered unemployed in the Current Population Survey?
- A) The person has just finished school and has entered the labor force to look for work.
  - B) The person has been laid off and is looking for a new job.
  - C) The person is looking for work after not doing so for a time.
  - D) The person is discouraged about finding a job and so does not search for work.
16. If national saving ( $S$ ) is \$100,000, net taxes ( $T$ ) equal \$100,000 and government purchases of goods and services ( $G$ ) are \$25,000, how much are households and businesses saving?
- A) \$25,000
  - B) \$225,000
  - C) -\$25,000
  - D) None of the above.
17. Which of the following is a **stock** variable?
- A) Income
  - B) Depreciation
  - C) Investment
  - D) Capital
18. Structural unemployment is the result of
- A) technological change or foreign competition.
  - B) normal labor market turnover.
  - C) a slowdown in the rate of economic expansion.
  - D) irresponsible workers with poor work habits.
19. Which of the following does NOT shift the aggregate demand curve?
- A) A decrease in the money supply.
  - B) An increase in the price level.
  - C) An increase in investment.
  - D) A decrease in taxes.
20. All of the following contribute to raising real wages over time EXCEPT
- A) technological progress.
  - B) rising labor force participation.
  - C) physical capital accumulation.
  - D) human capital accumulation



21. All of the following are included in gross private domestic investment expenditure EXCEPT a
- A) business's purchase of a fleet of cars.
  - B) household's purchase of a new house.
  - C) a retail store's purchase of shoes to add to its inventory.
  - D) business's purchase of another company's stock.
22. Read the two statements below and indicate if they are true or false.
- I. Autonomous expenditures change when GDP changes.
  - II. Aggregate planned expenditure is the sum of planned consumption expenditure, investment, government purchases, and net exports.
- A) I and II are both true.      B) I and II are both false.
  - C) I is false and II is true.      D) I is true and II is false
23. In the below table,  $C$  is consumption expenditure,  $I$  is investment,  $G$  is government purchases,  $X$  is exports, and  $M$  is imports. All entries are in dollars. If investment were to increase by \$26 to a level of \$51 then equilibrium expenditure will
- A) increase by \$25      B) increase by \$100
  - C) decrease by \$50      D) decrease by \$100.

Real GDP	$C$	$I$	$G$	$X$	$M$
100	75	25	95	10	1
200	150	25	95	10	2
300	225	25	95	10	3
400	300	25	95	10	4
500	375	25	95	10	5
600	450	25	95	10	6
700	525	25	95	10	7
800	600	25	95	10	8
900	675	25	95	10	9
1000	750	25	95	10	10

24. Which of the following changes would reduce the value of the deposit multiplier?
- A) The public decides to hold less currency and more deposits.
  - B) The public decides to hold more currency and fewer deposits.
  - C) Banks decide to hold lower excess reserves.
  - D) The required reserve ratio falls.
25. To raise the interest rate, the FED should do which of the following?
- A) Buy government bonds from public
  - B) Raise the discount rate
  - C) Reduce reserve requirements
  - D) None of above



# 國立中山大學 97 學年度碩士班招生考試試題

科目：經濟學乙【企管系碩士班甲班乙組】

共 5 頁 第 5 頁

第二部份 計算分析題，共25分。請盡可能描述你的經濟邏輯與計算過程。

1. 目前國際油價格飆漲，影響油價主要有兩個因素：新興國家對於原油需求的增加，以及 OPEC 的以量制價。請以一簡單模型來說明新興國家對原油價格的影響以及 OPEC 如何控制油價。(10 分)
2. 關於貨幣市場，請回答底下問題。(共 15 分)
  - (1)請畫出貨幣市場的供需模型，尤其需標明 x 軸與 y 軸所代表的意義。(3 分)
  - (2)請說明為何在某一利率水準下，當貨幣需求量大於供給量時，利率會有上升的壓力。(6 分)
  - (3)試以貨幣供需模型說明下列事件對於均衡利率的影響。(每小題 2 分)
    - (a)物價上漲
    - (b)國民所得增加
    - (c)央行調高法定準備率



## 第一部份，選擇題，共 15 題，每題 2 分，合計 30 分。

請將正確答案填寫在答案卷第一頁上，切勿在此作答

- ( ) 1. 中華棒球隊搶得進軍奧運八強的最後資格，可以說是「置之死地而後生」的另一個成功案例。「置之死地而後生」的巨大激勵效果可以使用下述那一個激勵理論來解釋？(A)期望理論(B)歸因理論(C)需求層次理論(D)以上都無法充分解釋。
- ( ) 2. 在總教練洪一中的帶領下，中華隊出人意料之外，奪得北京奧運的參賽權，有人歸因於洪一中是捕手出身，所以能夠綜覽全局、靈活調動、不論輩份唯才是用。這些看法比較接近哪一種管理觀點？(A)系統觀點(B)權變觀點(C)人力資源觀點(D)以上都有。
- ( ) 3. 從組織成員技術依賴性(technological interdependency)的角度來看，棒球、籃球、足球三種運動球隊的組織成員技術依賴性高低順序如何？(A)籃球<棒球<足球(B)棒球>籃球>足球(C)籃球>足球>棒球(D)足球>籃球>棒球。
- ( ) 4. 創業家在創業過程的各個階段要做的事都不一樣。在最開始的階段要做的事是(A)評估新創事業的可行性(B)界定機會(C)辨識如何建立競爭優勢(D)探索環境中的經濟、變遷、規範、走向等創業的脈絡。
- ( ) 5. 大型組織若想要鼓勵內部創業精神，會遭遇很多的不利，請從下列選項中選擇一個你認為最大的不利之處：(A)內部創業者必須向老闆報告(B)所有的風險由母公司承擔(C)需受母公司訂定的規則和政策所規範(D)財務無法獨立。
- ( ) 6. 組織企圖採取成長策略時，你認為下列哪一種作法比較容易持續成功？(A)擴大規模，挖角、合併、收購(B)採取市場觀點，擴大市佔率(C)從內部著手，強化組織(D)投資、研發、策略聯盟。
- ( ) 7. 面臨全球暖化、環境污染、能源緊張、物價飆高、網際網路、資金流竄等危機所造成的空前變局，你認為企業最好的應變策略為何？(A)密切注意市場的風吹草動(B)積極尋求合作對象，進行策略聯盟(C)強化核心能力和打造競爭優勢(D)採取穩定策略，度過危機。
- ( ) 8. 管理者對於一個過去的決策不斷投注更多的資源，以維持原先的決策方向，這種決策現象是屬於(A)非理性決策(irrational decision)(B)加倍投注(escalation of commitment)(C)程序化決策(programmed decision)(D)權變決策(contingency decision)。
- ( ) 9. 下列什麼觀點認為規劃、組織、領導、控制等功能具有循環與連續的特性？(A)程序觀點(B)系統觀點(C)權變觀點(D)古典觀點。
- ( ) 10. 前 GE 公司總裁的名言：「多用領導，少用管理」比較接近什麼觀點？(A)程序觀點(B)系統觀點(C)權變觀點(D)人力資源觀點。
- ( ) 11. 如果要運用期望理論(expectancy theory)來激勵最不被看好的員工時，下列哪一種方法最有效？(A)增加他們的薪資(B)多用真誠來讚美他們(C)多給



他們機會，幫助他們快速成長(D)提供多樣化和完整性的訓練。

- ( )12.每個員工都像是一座寶藏，富含個人的生命歷程，管理者只有將其中的內容挖掘出來，才能充分發揮激勵員工的效果。請問挖掘出來的主要內容應該是什麼？(A)成功的經歷(B)失敗的教訓(C)潛藏的能力(D)希望的源泉。
- ( )13.管理者爲了衡量員工的工作績效，每每設計一些指標例如每天處理文件數、每位推銷員拜訪顧客數等，這種觀點是控制的觀點，比較欠缺激勵性。你認爲下列哪種衡量指標比較能夠融合控制和激勵兩種觀點在一起？(A)每月業績(B)良率(C)每月業績成長率(D)既設目標的達成率。
- ( )14.Chandler 說：「結構追隨策略」。所以，哪種組織結構比較有廣闊的策略選項空間？(A)層級式組織(B)有機式組織(C)網絡式組織(D)流程化組織。
- ( )15.Chandler 說：「結構追隨策略」。所以，台塑、中鋼等大型製造業比較適合什麼策略選項？(A)併購策略(B)藍海策略(C)穩定策略(D)多角化策略。

## 第二部份，填空題，共 10 題，每題 2 分，合計 20 分。

- ( )是將行爲科學的知識應用於計畫性的發展及策略、人員、文化、流程與科技的強化，以改進組織的願景、信念、價值、賦能授權、學習與解決問題的過程以及組織的效能。
- ( )是最早提出目標管理的學者。
- ( )主張個人的工作動機來自於維持人際間的公平性，應避免不公平關係的產生。
- ( )反映在組織成員企圖以最高效率達成既定目標的一連串行爲。
- ( )乃是一套將組織成員結合起來的共享的價值、行事假定、信仰規範體系。
- ( )爲專注於特定的顧客群、產品線或地區市場，而利用低成本或差異化優勢創造高於整體產業平均的利潤。
- ( )生產模式的核心觀念在於強調消除浪費——時間和空間的浪費。
- 彼得杜拉克強調企業唯一的目的是在於( )。
- ( )是指當規模擴大時，企業同時也面臨內部管理複雜性增加及協調困難程度增加，成本因而升高。
- ( )認爲沒有一套絕對的組織原則，任何原則只有在某種情況下才有其效用，否則便無效。

請將正確答案填寫在答案卷上，切勿在此作答



第三部分：簡答題：佔總分 50%，配分方式見各題題後標示，請扼要切題且簡短的回答，切忌長篇大論不知所云。

1. Peter Senge 提出五項的修練，此五項修練對於學習型組織缺一不可，請問是哪五項？(15 分)
2. Mintzberg & Westley 從組織內部的觀點提出三種不同形式的組織變革：procedural planning change, visionary leadership change 及 inductive learning change, 試解釋此三種變革的意思。(15 分)
3. 高鐵將從今年三月卅一日起，周一至周四自由座打七二折、標準艙八折、商務艙六四折，北高自由座下殺至 1,070 元，價格已逼近台鐵自強號，預計優惠至六月底。至於周五、六、日，自由座仍為九折、標準艙恢復原價、商務艙八折...假如你是台鐵公司的策略長，請問，你如何從 Porter 的三種一般策略角度來對抗競爭對手的這波攻勢？(20 分)

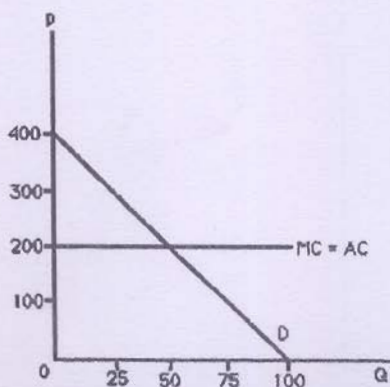


第一部份 單選題，答對每題3分，答錯倒扣1分，未答不倒扣。

- Richard receives government transfer payments and currently consumes five guns and six goose livers. Assume the price of guns decreases by 10% and the price of goose liver increases by 20%. The government raises Richard's transfer payments so he can still afford five guns and six goose livers. Does this constitute a true cost-of-living adjustment?
  - Yes. The payment just achieves the right level of compensation.
  - Not enough information.
  - No. Richard is overcompensated.
  - No. Richard is undercompensated.
- Consider the following two situations.
  - You purchase a \$10 movie ticket in advance over the Internet, but when arriving at the theater, you realize that you lost the ticket. The only way to see the movie is to purchase a new ticket.
  - On the way to seeing a movie, you drop a \$10 bill. You still can afford the movie, but you have lost the \$10.

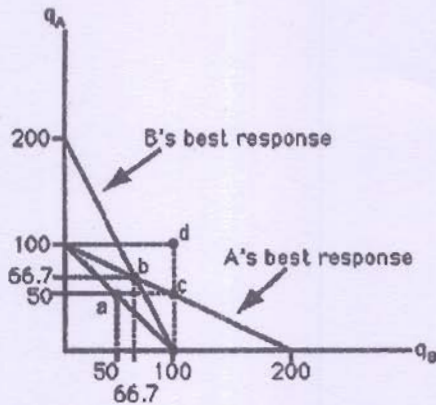
How should you, rational person, respond to the two situations?

  - You should still see the movie in both situations
  - In each situation, you should not see the movie.
  - In the first situation, you should skip the movie; in the second, you should still see the movie.
  - You should respond the same way to each situation, whether it is to see the movie or not
- A small business owner earns \$5,000 in revenue annually. The explicit annual costs equal \$3,000. The owner could work for someone else and earn \$2,500 annually. The owner's business profit is \_\_\_\_\_ and the economic profit is \_\_\_\_\_.
  - \$2,000, \$500
  - \$2,000, -\$500
  - \$2,500, -\$500
  - \$4,500, -\$500
- If the utility function (U) between food (F) and clothing (C) can be represented as  $U = F \times C$ , the marginal rate of substitution of clothing for food equals
  - C/F
  - F/C
  - C/F
  - F/C
- The below figure shows the demand and cost curves facing a monopoly. If the firm is a profit maximizer, its Lerner Index will equal
  - 1/3
  - 1
  - 1.5
  - 3





6. The below figure shows the reaction functions for two pizza shops in a small isolated down. The Stackelberg leader will produce
- A) 25 pizzas      B) 50 pizzas      C) 66.7 pizzas      D) 100 pizzas



7. Which of the following total cost functions suggests the presence of a natural monopoly?
- A)  $TC = 2Q$       B)  $TC = 100 + 2Q$   
 C)  $TC = 100 + 2Q^2$       D) All of the above.
8. A perfect-price-discriminating monopoly's marginal revenue curve
- A) lies below the demand curve.  
 B) is the demand curve.  
 C) varies for each consumer.  
 D) is the same as the monopolist's marginal revenue curve.
9. A multimarket price discriminator sells its product in Florida for three times the price it sets in New York. Assuming the firm faces the same constant marginal cost in each market and the price elasticity of demand in New York is -2.0, the demand in Florida
- A) has an elasticity of -6.0.  
 B) is more price elastic than the demand in New York.  
 C) has an elasticity of -1.2.  
 D) has an elasticity of -0.67.
10. The demand for a monopoly's output is  $p = 100 - Q$ . The firm's production function is  $Q = 2L$ . Which of the following is the firm's demand for labor?
- A)  $w = 200 - 8L$       B)  $w = 200 - 4L$       C)  $w = 100 - L$       D)  $w = 2L$
11. Bob invests \$50 in an investment that has a 50% chance of being worth \$100 and a 50% chance of being worth \$0. From this information we can conclude that Bob is NOT
- A) risk loving      B) risk neutral      C) risk averse      D) rational
12. In the automobile insurance market, adverse selection occurs when
- A) drivers with greater risks buy a policy with large deductibles.  
 B) uninsured drivers drive recklessly.  
 C) drivers with greater risks buy a policy with no deductibles.  
 D) insured drivers drive recklessly.



13. The Keynesian activist prescription for a permanent decrease in aggregate demand is a
- A) fixed rule that calls for budget deficits and increasing the growth rate of the quantity of money.
  - B) feedback rule that calls for budget surpluses and decreasing the growth rate of the quantity of money.
  - C) feedback rule that calls for budget deficits and increasing the growth rate of the quantity of money.
  - D) fixed rule that keeps constant taxes, government purchases and the growth rate of the quantity of money.
14. Which of the following is a flow variable?
- A) Capital.
  - B) The money in your pocket.
  - C) Wealth.
  - D) Gross domestic product.
15. Which of the following is NOT considered to be in the labor force?
- A) A student who works part-time.
  - B) A person who is not working but who has tried to find a job in the past week.
  - C) A person who is waiting to start a new job in the next 30 days.
  - D) A person who is not working and who has not tried to find a job.
16. Which of the following will decrease the unemployment rate?
- A) Discouraged workers leave the labor force.
  - B) More women enter the labor force and seek jobs.
  - C) Young people graduate from college and start to look for their first full-time job.
  - D) None of the above because they all increase or do not change the unemployment rate.
17. Andrew just lost his job as a corkscrew operator since his company has found a machine to perform his work tasks. Andrew did not have the skills needed to operate the machine. Andrew has searched for a new job for 6 months and continues to search. Therefore, Andrew is considered to be
- A) frictionally unemployed.
  - B) a discouraged worker.
  - C) cyclically unemployed.
  - D) structurally unemployed.
18. The below table shows answers given by people interviewed in a government survey of households. Which individuals are considered unemployed?
- A) 1, 2, and 3
  - B) 2, 3, and 4
  - C) 1, 3, and 4.
  - D) 3 and 4.

Person 1	Now that the kids are in school for a full day, this person is looking for work and has interviewed for three jobs during the past two weeks.
Person 2	This person has been laid off from a job but expects to be called back as soon as the economy improves.
Person 3	This person has just graduated from college and will start a new job in three weeks. In the meantime this person will tour the great American beaches.
Person 4	This person was laid off last year when new equipment was installed at the plant, reducing the number of workers needed. Shortly after being laid off, this person looked for a new job, was unable to find one, and then stopped looking for work.



19. Full employment occurs when the
- A) structural unemployment rate equals the frictional unemployment rate.
  - B) unemployment rate equals the natural rate of unemployment.
  - C) natural unemployment rate equals the frictional unemployment rate.
  - D) cyclical unemployment rate equals the natural rate of unemployment.
20. Which of the following is (are) TRUE regarding the demand for labor?
- I. The quantity of labor demanded depends on the real wage rate.
  - II. If the money wage rate increases and the price level remains the same, the quantity of labor demanded decreases.
  - III. If the money wage rate and the price level increase in the same proportion, the quantity of labor demanded decreases.
- A) I.            B) I and II.            C) II and III.            D) I, II, and III.
21. If the Federal Reserve wanted to increase the quantity of money, it would
- A) convince the federal government to run a budget deficit.
  - B) sell government securities in the open market.
  - C) tell the banks to lower interest rates.
  - D) purchase government securities in the open market.
22. The quantity of money people want to hold increases if
- A) the price level falls.
  - B) the interest rate rises.
  - C) real GDP increases.
  - D) All of the above answers are correct.
23. Banks hold no excess reserves and the public holds no currency. Suppose that the required reserve ratio is lowered from 20 percent to 10 percent. The effect of lowering the required reserve ratio is to
- A) decrease the deposit multiplier from 0.2 to 0.1
  - B) increase the deposit multiplier from 5 to 10
  - C) increase the deposit multiplier from 6 to 10
  - D) decrease the deposit multiplier from 0.16 to 0.1
24. A decrease in government purchases due to Congressional budget cuts will cause
- A) AD curve shifts right
  - B) AD curve shifts left
  - C) AS curve shifts right
  - D) AS curve shifts left
25. Suppose the equilibrium real wage is \$35 per hour and the current real wage rises to \$40 per hour while the equilibrium real wage remains \$35 per hour. Which of the following will occur?
- I. Job search will increase.
  - II. The unemployment rate will be greater than the natural rate of unemployment.
  - III. Labor productivity will increase.
- A) I only.            B) I and II.            C) I and III.            D) I, II and III.



第二部份 計算分析題，每小題5分，共25分。請盡可能描述你的經濟邏輯與計算過程。

1. Suppose in PC market, there are 10 consumers and 5 producers. Every consumer has the same individual demand curve:  $q_d = 1 - 0.2p$ , and every producer has the same supply curve:  $q_s = 0.4 + 0.4p$ . Please answer the following questions.

- (1) Derive the market demand and supply curve.
- (2) In equilibrium, what is the market price and quantity demanded? Calculate the total consumer surplus.

2. An economy is described by the following equations and assumptions.

Consumption function  $C = 3,000 + 0.8(Y - T) - 20,000r$ ,  $r$  is real interest rate, expressed as a decimal.

Planned investment function:  $I^p = 2,000 - 20,000r$

Government purchase(G)  $G = 2,100$

Export(EX)  $EX = 200$

Import(IM)  $IM = 500$

Tax  $T = 3,500$

Current inflation rate  $\pi = 0.05$

Desired reserve-deposit ratio = 0.25

Money demand function  $M^d = 4,000 - 2,000i$ ,  $i$  is nominal interest rate, expressed as a decimal.

Assume people hold money in the form of deposit.

Current bank reserves = 500

Potential output  $Y^* = 8,500$

According to the above data, answer the following questions.

- (1) Find the short-run equilibrium output; show it in a Keynesian cross diagram. Does there exist any recessionary gap or expansionary gap? How much is the gap?
- (2) How can the government adjust (i)  $G$  and (ii)  $T$  (fiscal policy) to eliminate the output gap? If the government wants to (iii) balance its budget while eliminating the output gap, how can it do?
- (3) If the nation's central bank wants to eliminate the output gap, it can (i) use open market operation; (ii) adjust desired reserve-deposit ratio, how can it do to eliminate the output gap.



## 第一部份，選擇題，共 15 題，每題 2 分，合計 30 分。

請將正確答案填寫在答案卷第一頁上，切勿在此作答

- ( ) 1. 「我們都是利益相關者(stakeholder)」是一個正在壯大中的管理新典範。在這個新典範之下，什麼樣的組織概念應運而生？(A)有機式組織(B)學習型組織(C)扁平式組織(D)組織生命週期。
- ( ) 2. 大型組織若想要鼓勵內部創業精神，會遭遇很多的不利，請從下列選項中選擇一個你認為最大的不利之處：(A)內部創業者必須向老闆報告(B)所有的風險由母公司承擔(C)需受母公司訂定的規則和政策所規範(D)財務無法獨立。
- ( ) 3. 管理者對於一個過去的決策不斷投注更多的資源，以維持原先的決策方向，這種決策現象是屬於(A)非理性決策(irrational decision)(B)加倍投注(escalation of commitment)(C)程序化決策(programmed decision)(D)權變決策(contingency decision)。
- ( ) 4. 下列什麼觀點認為規劃、組織、領導、控制等功能具有循環與連續的特性？(A)程序觀點(B)系統觀點(C)權變觀點(D)古典觀點。
- ( ) 5. 中華棒球隊搶得進軍奧運八強的最後資格，可以說是「置之死地而後生」的另一個成功案例。「置之死地而後生」的巨大激勵效果可以使用下述那一個激勵理論來解釋？(A)期望理論(B)歸因理論(C)需求層次理論(D)以上都無法充分解釋。
- ( ) 6. 在總教練洪一中的帶領下，中華隊出人意料之外，奪得北京奧運的參賽權，有人歸因於洪一中是捕手出身，所以能夠綜覽全局、靈活調動、不論輩份唯才是用。這些看法比較接近哪一種管理觀點？(A)系統觀點(B)權變觀點(C)人力資源觀點(D)以上都有。
- ( ) 7. 從組織成員技術依賴性(technological interdependency)的角度來看，棒球、籃球、足球三種運動球隊的組織成員技術依賴性高低順序如何？(A)籃球<棒球<足球(B)棒球>籃球>足球(C)籃球>足球>棒球(D)足球>籃球>棒球。
- ( ) 8. 創業家在創業過程的各個階段要做的事都不一樣。在最開始的階段要做的事是(A)評估新創事業的可行性(B)界定機會(C)辨識如何建立競爭優勢(D)探索環境中的經濟、變遷、規範、走向等創業的脈絡。
- ( ) 9. 前 GE 公司總裁的名言：「多用領導，少用管理」比較接近什麼觀點？(A)程序觀點(B)系統觀點(C)權變觀點(D)人力資源觀點。
- ( ) 10. 如果要運用期望理論(expectancy theory)來激勵最不被看好的員工時，下列哪一種方法最有效？(A)增加他們的薪資(B)多用真誠來讚美他們(C)多給他們機會，幫助他們快速成長(D)提供多樣化和完整性的訓練。
- ( ) 11. 每個員工都像是一座寶藏，富含個人的生命歷程，管理者只有將其中的內容挖掘出來，才能充分發揮激勵員工的效果。請問挖掘出來的主要內容應該是什麼？(A)成功的經歷(B)失敗的教訓(C)潛藏的能力(D)希望的源泉。



- ( )12. 管理者爲了衡量員工的工作績效，每每設計一些指標例如每天處理文件數、每位推銷員拜訪顧客數等，這種觀點是控制的觀點，比較欠缺激勵性。你認爲下列哪種衡量指標比較能夠融合控制和激勵兩種觀點在一起？(A) 每月業績(B) 良率(C) 每月業績成長率(D) 既設目標的達成率。
- ( )13. Chandler 說：「結構追隨策略」。所以，哪種組織結構比較有廣闊的策略選項空間？(A) 層級式組織(B) 有機式組織(C) 網絡式組織(D) 流程化組織。
- ( )14. Chandler 說：「結構追隨策略」。所以，台塑、中鋼等大型製造業比較適合什麼策略選項？(A) 併購策略(B) 藍海策略(C) 穩定策略(D) 多角化策略。
- ( )15. 組織企圖採取成長策略時，你認爲下列哪一種作法比較容易持續成功？(A) 擴大規模，挖角、合併、收購(B) 採取市場觀點，擴大市佔率(C) 從內部著手，強化組織(D) 投資、研發、策略聯盟。

### 第二部份，填充題，共 10 題，每題 2 分，合計 20 分。

- ( ) 是無固定結構的組織，具有專門化低、缺少正式化的溝通途徑及分權等特性。
- ( ) 是將行爲科學的知識應用於計畫性的發展及策略、人員、文化、流程與科技的強化，以改進組織的願景、信念、價值、賦能授權、學習與解決問題的過程以及組織的效能。
- ( ) 乃是一套將組織成員結合起來的共享的價值、行事假定、信仰規範體系。
- ( ) 爲專注於特定的顧客群、產品線或地區市場，而利用低成本或差異化優勢創造高於整體產業平均的利潤。
- ( ) 生產模式的核心觀念在於強調消除浪費——時間和空間的浪費。
- ( ) 主張個人的工作動機來自於維持人際間的公平性，應避免不公平關係的產生。
- ( ) 反映在組織成員企圖以最高效率達成既定目標的一連串行爲。
- 彼得杜拉克強調企業唯一的目的是在於( )。
- ( ) 是指當規模擴大時，企業同時也面臨內部管理複雜性增加及協調困難程度增加，成本因而升高。
- ( ) 認爲沒有一套絕對的組織原則，任何原則只有在某種情況下才有其效用，否則便無效。

請將正確答案填寫在答案卷上，切勿在此作答



第三部分：簡答題：佔總分 50%，配分方式見各題題後標示，請扼要切題且簡短的回答，切忌長篇大論不知所云。

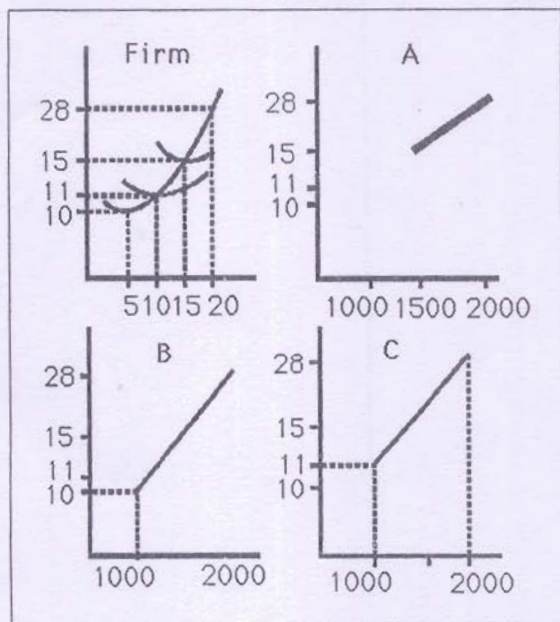
1. 試解釋企業社會責任 (Corporate social responsibility, CSR)與公司治理的相關性。(15 分)
2. 何謂月暈 (halo effects) 效果，試舉一簡例說明。(15 分)
3. 星巴克咖啡公司(Starbucks coffee company)創立於 1971 年，從早期的小型頂級咖啡門專營店到今日全球擁有 6,294 個連鎖咖啡分店的規模，是全球咖啡店數目最多的企業，台灣也有 200 家左右。2004 年 85 度 C 咖啡在台灣崛起，短短的時間也衝上了 320 家分店規模，嚴正威脅星巴克的咖啡王國，請以 RBV 的角度分析兩家的策略。(20 分)



第一部份 單選題，答對每題3分，答錯倒扣1分，未答不倒扣。

1. The below figure shows the cost curves for a typical firm in a market and three possible market supply curves. If there are 100 identical firms, the market supply curve is best represented by

- A) curve A.                      B) curve B.  
C) curve C.                      D) either curve A or B, but definitely not C.



2. A monopoly incurs a marginal cost of \$1 for each unit produced. If the price elasticity of demand equals -2.0, the monopoly maximizes profit by charging a price of

- A) \$1      B) \$1.50      C) \$3      D) \$2

3. If the price of one good increases while the price of the other good and the consumer's income remain unchanged, what will happen to the budget line?

- A) The budget line rotates outward from the intercept on the axis of the good that did not change in price.  
B) The budget line rotates inward from the intercept on the axis of the good that did not change in price.  
C) The budget line shifts inward without a change in slope.  
D) The budget line shifts outward without a change in slope.

4. The Compensating Variation for an increase in the price of a good is

- A) the minimum amount of money a consumer would accept to voluntarily accept the price increase  
B) the maximum amount of money a consumer would pay to avoid the price increase  
C) the change in consumer surplus resulting from a price increase  
D) the change in utility resulting from the increase in price

5. At an output level of 100 a monopolist faces  $MC=15$  and  $MR=17$ . At output level  $q=101$  the monopolists  $MC=16$  and  $MR=15$ . To maximize profits the firm

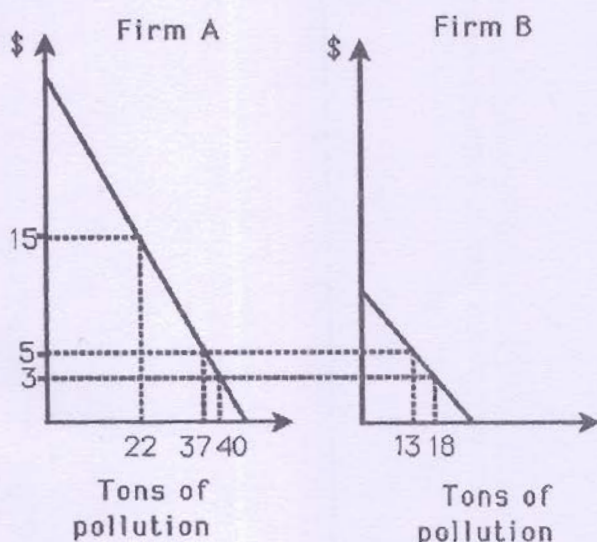
- A) should produce 100 units.      B) should produce 101 units.  
C) cannot maximize profits.      D) is not a monopoly.



6. A perfect price discriminating equilibrium maximizes
- A) consumer surplus.
  - B) the associated deadweight loss.
  - C) the market inefficiency.
  - D) total welfare.
7. If the inverse demand curve a monopoly faces is  $p = 100 - 2Q$ , and MC is constant at 16, then the deadweight loss from monopoly equals
- A) \$21      B) \$441      C) \$882      D) \$1,764
8. If consumers are identical, then
- A) price discrimination is impossible.
  - B) price discrimination can occur if each consumer has a downward-sloping demand curve for the product.
  - C) perfect price discrimination is the only form of price discrimination that can increase a monopoly's profit.
  - D) tie-in sales cannot increase a monopoly's profit.
9. Perfect competition and monopolistic competition are similar in that firms in both types of market structure will
- A) act as price takers.
  - B) produce a level of output where price equals marginal cost.
  - C) earn zero profit in the long run.
  - D) act as price setters.
10. The concept of Nash equilibrium for firms' competition states that
- A) no firm can improve their outcome holding the other firm's actions constant
  - B) all firms are earning the highest possible profit
  - C) firms make alternating output decisions
  - D) none of the above
11. In the short run, a competitive firm has a marginal product of labor,  $MP_L = 5L^{-0.5}$ . The output price is \$10 per unit and the wage is \$7 per hour. The short-run labor demand curve for the firm is
- A)  $5L^{-0.5}$       B)  $5L^{0.5}$       C)  $50L^{-0.5}$       D)  $35L^{-0.5}$
12. Quantity discrimination makes sense if
- A) buyers of smaller quantities are more price sensitive than buyers of larger quantities.
  - B) demand for the good is perfectly elastic.
  - C) buyers of smaller quantities are less price sensitive than buyers of larger quantities.
  - D) the lower price for larger quantities encourages all consumers to purchase the larger quantity.



13. The below figure shows the marginal benefit from pollution for two firms. If each firm receives a marketable permit to produce 25 units of pollution, which one of the following is most likely to happen?
- A) Firm A will produce all 50 units of pollution.
  - B) Firm A will sell some pollution rights to firm B.
  - C) Firm B will sell some pollution rights to firm A.
  - D) Both firms will produce 25 units of pollution.



14. Which of the following people is NOT considered unemployed in the Current Population Survey?
- A) The person has just finished school and has entered the labor force to look for work.
  - B) The person has been laid off and is looking for a new job.
  - C) The person is looking for work after not doing so for a time.
  - D) The person is discouraged about finding a job and so does not search for work.
15. Which of the following is a **stock** variable?
- A) Income
  - B) Depreciation
  - C) Investment
  - D) Capital
16. If national saving ( $S$ ) is \$100,000, net taxes ( $T$ ) equal \$100,000 and government purchases of goods and services ( $G$ ) are \$25,000, how much are households and businesses saving?
- A) \$25,000
  - B) \$225,000
  - C) -\$25,000
  - D) None of the above.
17. Read the two statements below and indicate if they are true or false.
- I. Autonomous expenditures change when GDP changes.
  - II. Aggregate planned expenditure is the sum of planned consumption expenditure, investment, government purchases, and net exports.
- A) I and II are both true.
  - B) I and II are both false.
  - C) I is true and II is false
  - D) I is false and II is true.
18. Which of the following does NOT shift the aggregate demand curve?
- A) An increase in the price level.
  - B) An increase in investment.
  - C) A decrease in the money supply.
  - D) A decrease in taxes.



19. There is a permanent decrease in aggregate demand. A monetarist would
- A) increase the quantity of money in order to decrease the interest rate and offset the decrease in aggregate demand.
  - B) maintain constant growth of the quantity of money and wait for the money wage rate to fall, and the short-run aggregate supply curve to shift rightward.
  - C) maintain constant growth of the quantity of money but at a higher level than previously in order to offset the decrease in aggregate demand.
  - D) maintain constant growth of the quantity of money and call on Congress to cut the tax rate and increase government spending on goods and services.
20. Which of the following most likely would decrease frictional unemployment?
- A) An increase in the number of high school and college graduates.
  - B) Effective Internet-based employment services and job registries.
  - C) An expansion of unemployment compensation benefits.
  - D) All of the above would decrease frictional unemployment.
21. The below table shows answers given by people interviewed in a government survey of households. Which individuals are considered to be a part of the labor force?
- A) 3 and 4      B) 2, 3, and 4      C) 1, 3, and 4      D) 1, 2, and 3

Person 1	Now that the kids are in school for a full day, this person is looking for work and has interviewed for three jobs during the past two weeks.
Person 2	This person has been laid off from a job but expects to be called back as soon as the economy improves.
Person 3	This person has just graduated from college and will start a new job in three weeks. In the meantime this person will tour the great American beaches.
Person 4	This person was laid off last year when new equipment was installed at the plant, reducing the number of workers needed. Shortly after being laid off, this person looked for a new job, was unable to find one, and then stopped looking for work.

22. Which of the following changes would reduce the value of the deposit multiplier?
- A) The public decides to hold less currency and more deposits.
  - B) Banks decide to hold lower excess reserves.
  - C) The public decides to hold more currency and fewer deposits.
  - D) The required reserve ratio falls.
23. All of the following contribute to raising real wages over time EXCEPT
- A) technological progress.
  - B) rising labor force participation.
  - C) physical capital accumulation.
  - D) human capital accumulation



24. All of the following are included in gross private domestic investment expenditure EXCEPT a
- A) business's purchase of a fleet of cars.
  - B) business's purchase of another company's stock.
  - C) household's purchase of a new house.
  - D) a retail store's purchase of shoes to add to its inventory.
25. Suppose the money market has an equilibrium interest rate of 10 percent. If the actual interest were 8 percent, the quantity of money demanded would be greater than the quantity of money supplied. Which of the following would bring the money market back to equilibrium?
- A) People buy bonds, the price of bonds rises and the interest rate rises.
  - B) People sell bonds, the price of bonds falls and the interest rate rises.
  - C) People sell bonds, the price of bonds rises and the interest rate rises.
  - D) People buy bonds, the price of bonds falls and the interest rate rises.

第二部份 計算分析題，每小題5分，共25分。請盡可能描述你的經濟邏輯與計算過程。

1. A lemon-growing cartel consists of 4 orchards. Their total cost functions are

$$TC_1 = 20 + 5Q_1^2$$

$$TC_2 = 25 + 3Q_2^2$$

$$TC_3 = 15 + 4Q_3^2$$

$$TC_4 = 20 + 6Q_4^2$$

$TC$  is in hundreds of dollars, and  $Q$  is in cartons per month picked and shipped.

- (1) If the cartel decided to ship 10 cartons per month and set a price of \$25 per carton, how should output be allocated among the firms?
  - (2) At this shipping level, which firm has the most incentive to cheat? Why?
2. Assume that in 2008, the following prevails in the Republic of Nurd:
- $Y = \$200$ ,  $C = \$160$ ,  $S = \$40$ ,  $I(\text{planned}) = \$40$ ,  $G = \$20$ ,  $T = \$0$
- Assume that households consume 80 percent of their income, they save 20 percent of their income, they save 20 percent of their income,  $MPC = 0.8$ , and  $MPS = 0.2$ . That is,  $C = 0.8Y_d$  and  $S = 0.2Y_d$ .
- (1) If \$200 is the "full-employment" level of  $Y$ , what fiscal policy might the government follow if its goal is full employment?
  - (2) Now suppose the government starts spending \$50 ( $G = \$50$ ) each year with no taxation and continue to spend \$50 every period. If  $I$  remains constant, what will happen to the equilibrium level of Nurd's domestic product ( $Y$ )? what will the new levels of  $C$  and  $S$  be?
  - (3) Now suppose the government starts taxing the population \$30 each year with spending \$20 ( $G = \$20$ ) and continues to tax at that rate every period. If  $I$  remains constant, what will happen to the equilibrium level of Nurd's domestic product ( $Y$ )? What will be the new levels of  $C$  and  $S$ ?



## 第一部份，選擇題，共 15 題，每題 2 分，合計 30 分。

請將正確答案填寫在答案卷第一頁上，切勿在此作答

- ( ) 1. 下列什麼觀點認為規劃、組織、領導、控制等功能具有循環與連續的特性？(A)程序觀點(B)系統觀點(C)權變觀點(D)古典觀點。
- ( ) 2. 環境的不確定性越增加，越會促進哪一種觀點的盛行？(A)程序觀點(B)系統觀點(C)權變觀點(D)人力資源觀點。
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- ( ) 9. 面臨全球暖化、環境污染、能源緊張、物價飆高、網際網路、資金流竄等危機所造成的空前變局，你認為企業最好的應變策略為何？(A)密切注意市場的風吹草動(B)積極尋求合作對象，進行策略聯盟(C)強化核心能力和打造競爭優勢(D)採取穩定策略，度過危機。
- ( ) 10. 管理者對於一個過去的決策不斷投注更多的資源，以維持原先的決策方向，這種決策現象是屬於(A)非理性決策(irrational decision)(B)加倍投注(escalation of commitment)(C)程序化決策(programmed decision)(D)權變決策(contingency decision)。
- ( ) 11. 每個員工都像是一座寶藏，富含個人的生命歷程，管理者只有將其中的內容挖掘出來，才能充分發揮激勵員工的效果。請問挖掘出來的主要內容應該是什麼？(A)成功的經歷(B)失敗的教訓(C)潛藏的能力(D)希望的源泉。



- ( ) 12. 管理者爲了衡量員工的工作績效，每每設計一些指標例如每天處理文件數、每位推銷員拜訪顧客數等，這種觀點是控制的觀點，比較欠缺激勵性。你認爲下列哪種衡量指標比較能夠融合控制和激勵兩種觀點在一起？(A) 每月業績(B) 良率(C) 每月業績成長率(D) 既設目標的達成率。
- ( ) 13. 從組織成員技術依賴性(technological interdependency)的角度來看，棒球、籃球、足球三種運動球隊的組織成員技術依賴性高低順序如何？(A) 籃球 < 棒球 < 足球(B) 棒球 > 籃球 > 足球(C) 籃球 > 足球 > 棒球(D) 足球 > 籃球 > 棒球。
- ( ) 14. Chandler 說：「結構追隨策略」。所以，哪種組織結構比較有廣闊的策略選項空間？(A) 層級式組織(B) 有機式組織(C) 網絡式組織(D) 流程化組織。
- ( ) 15. Chandler 說：「結構追隨策略」。所以，台塑、中鋼等大型製造業比較適合什麼策略選項？(A) 併購策略(B) 藍海策略(C) 穩定策略(D) 多角化策略。

### 第二部份，填空題，共 10 題，每題 2 分，合計 20 分。

請將正確答案填寫在答案卷上，切勿在此作答

1. ( ) 爲專注於特定的顧客群、產品線或地區市場，而利用低成本或差異化優勢創造高於整體產業平均的利潤。
2. ( ) 認爲沒有一套絕對的組織原則，任何原則只有在某種情況下才有其效用，否則便無效。
3. ( ) 是將行爲科學的知識應用於計畫性的發展及策略、人員、文化、流程與科技的強化，以改進組織的願景、信念、價值、賦能授權、學習與解決問題的過程以及組織的效能。
4. ( ) 是指當規模擴大時，企業同時也面臨內部管理複雜性增加及協調困難程度增加，成本因而升高。
5. ( ) 期望透過單一軟體架構，以及時控制所有主要的企業流程。
6. ( ) 生產模式的核心觀念在於強調消除浪費——時間和空間的浪費。
7. ( ) 是最早提出目標管理的學者。
8. 彼得杜拉克強調企業唯一的目的是在於( )。
9. ( ) 反映在組織成員企圖以最高效率達成既定目標的一連串行爲。
10. ( ) 乃是一套將組織成員結合起來的共享的價值、行事假定、信仰規範體系。



# 國立中山大學 97 學年度碩士班招生考試試題

科目：管理學丁【企管系碩士班甲班丁組】

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第三部分：簡答題：佔總分 50%，配分方式見各題題後標示，請扼要切題且簡短的回答，切忌長篇大論不知所云。

1. 試以一簡例解釋 SOP, KPI 與 KSF 間的關係？ (15 分)
2. 試解釋 TQC 與 TQM 間的關係？ (15 分)
3. 鴻海集團郭台銘於 96/6/8 股東會上宣布集團預計跨足醫療器材產業，並已開始拜訪客戶，準備進入醫療器材產業，並指出，像雷射刀，集合了機、光、電和軟體的整合，而機光電正式鴻海的長項技術。請問，對鴻海集團而言，這是什麼類型的策略？此類策略的優缺點為何？ (20 分)