

科目：經濟學甲【企管系甲班碩士班甲組】 ✓

第一部分：總體經濟學

單選題：共48分，答對每題3分，答錯不倒扣。

1. 依一般凱因斯模型 $Y=C+I+G+X-M$, $C=C_0+c(Y-T_0-tY)$, $X=X_0+aY^*$, $M=M_0+mY$, Y^* 為國外所得，為何政府支出擴大會降低貿易餘額？A) 所得上升導致進口增加 B) 政府會採購進口商品 C) 政府支出增加導致稅收提高，進口關稅也提高，致進口金額增加 D) 政府支出增加導致排擠效果，致民間投資衰退，出口減少
2. 設 IS 線為 $Y=C+I+G+X-M$, $C=C_0+c(Y-T_0-tY)$, $I=I_0-\beta r$, $X=X_0+\alpha Y^*$, $M=M_0+mY$, Y^* 為國外所得。另有一般 LM 線。假定各係數皆為一般合理值。設此 IS 及 LM 線共同構成總需求線，則下列何者不是導致總需求線右移的因素？A) 自發性消費增加 B) 出口增加 C) 自發性進口減少 D) 政府支出增加 E) 本國所得增加
3. 如果物價意外下跌，下列何者正確？A) 有淨負債者受損 B) 拿固定薪水者受損 C) 持有銀行存款者受損 D) 企業股東獲益
4. 下列何者不會使台灣當年 GNP 增加？A) 聘用外勞幫忙照顧老人 B) 海角七號大受歡迎，電影院加映午夜場 C) 舊車商買賣舊車數量增加導致盈餘增加 D) 美國戴爾電腦公司委託陽明海運公司運送一批電腦 E) 戶政事務所提供臨時工作讓失業的人在戶政事務所幫忙
5. 財政赤字的副作用不包括 A) 若以發公債為財源，導致實質利率提高，排擠民間投資 B) 若央行發行貨幣買入新發債券，則本國貨幣供給增加，導致通膨 C) 若以增稅為財源，導致人民消費減少 D) 若以發公債為財源，未來利息支出增加，排擠其他政府支出項目
6. 下列有關台灣央行在外匯市場的操作何者有誤？A) 央行若未買賣外匯，則國際收支平衡 B) 央行若買入美元，則外匯存底增加 C) 銀行每日買賣外匯有供需不平衡之時皆由央行彌補 D) 央行買入外匯有擴張國內貨幣的效果
7. 依一般 IS-LM 模型，若貨幣市場經常維持均衡狀態，貨物市場則可能存在不均衡的狀態，當實際所得超過均衡所得，則下列何者錯誤？A) 計畫中的支出低於所得 B) 實際消費高於均衡所得的消費 C) 企業的存貨增加 D) 實際利率高於均衡所得的利率
8. 假設稅收皆為定額稅， $\Delta Y = \frac{\Delta G}{1-c}$ 考慮政府政策對提高所得的效果大小。A) 政府支出增加 > 發消費券 > 減稅 B) 政府支出增加 > 減稅 > 發消費券 C) 發消費券 > 政府支出增加 > 減稅 D) 政府支出增加 > 發消費券 = 減稅
9. 有關凱因斯學派，古典學派，新興古典學派，下列何者錯誤？A) 其中兩者假設物價可以自由變動 B) 其中之一認為勞方能確知實際物價水準 C) 三者皆認為財政政策優於貨幣政策 D) 其中兩者不贊成政府調節經濟
10. 下列何者不是台幣對美元貶值的影響？A) 造成台灣物價上漲 B) 企業美元負債以台幣計算負擔提高 C) 進口商以台幣計算進貨成本提高 D) 出口商商品美元報價提高

科目：經濟學甲【企管系甲班碩士班甲組】

11. 有如下典型僵固名目工資的經濟模型

$$Y = f(L), dY/dL > 0, d^2Y/dL^2 < 0$$

$$Y = C(Y) + I(r) + G$$

$$M/P = L_0 + \alpha Y - \beta r$$

$$\bar{W}/P = dY/dL$$

依新興古典學派理論，若預知將有一貨幣供給擴張，下列何者正確？A)貨幣供給增加完全被物價上漲抵銷 B)就業不變 C)總供給線會左移 D)總需求線會右移

12. 某甲去年薪資所得 100 萬，購台灣生產消費品 40 萬，國外生產消費品 20 萬，又購當年新建房屋一棟 300 萬，依國民所得帳方式分析某甲的支出，下列何者正確？A)C=60, S=-260, I=300, M=20 B)C=60, S=40, I=300, M=20 C)C=340, S=-240, M=20 D)C=40, I=300, S=60, M=20

13. 設一國只有單一銀行，放款至極限，有如下資料：準備金 400 億，放款 4500 億，存款 4000 億，則 A)法定準備率<10% B)中央銀行發行貨幣 900 億 C)銀行資產負債表中負債總額為 4000 億 D)銀行產生虧損

14. 台灣消費者物價指數 A)依商品批發價 B)不含服務業價格 C)含實體商品及服務業價格 D)包括股票價格 E)包括平均薪資水準

15. 所謂東協加一的一是指 A)韓國 B)越南 C)日本 D)中國 E)美國

16. 若某國只生產食物及衣服，其價格及數量如下表：

| | 食物 | | 衣服 | |
|------|----|-----|----|-----|
| | 價格 | 數量 | 價格 | 數量 |
| 2000 | 10 | 200 | 20 | 300 |
| 2001 | 12 | 220 | 22 | 250 |

以 2000 年為基期，則 2001 年經濟成長率 g A) $0 < g < 5\%$ B) $5\% < g$ C) $-5\% < g < 0$ D) $-5\% > g$

第二部分：個體經濟學

單選題：共42分，答對每題3分，答錯不倒扣。

1. Which of the following would cause an unambiguous increase in the equilibrium price in a market?
- A) An increase in supply and an increase in demand.
 B) An increase in supply and a decrease in demand.
 C) A decrease in supply and an increase in demand.
 D) A decrease in supply and a decrease in demand.

科目：經濟學甲【企管系甲班碩士班甲組】

2. Consider the following three market baskets.

| Basket | Good x | Good y |
|--------|----------|----------|
| A | 2 | 6 |
| B | 6 | 4 |
| C | 4 | 5 |

If Basket A and Basket B are on the same indifference curve, preferences satisfy the usual assumptions, and the indifference curves have a diminishing marginal rate of substitution,

- A) Basket C is preferred to Basket A
B) Basket A is preferred to Basket C
C) The consumer is indifferent between Basket A and Basket C
D) There is not enough information to determine how the consumer would rank Basket A relative to Basket C.
3. Suppose the price of A is \$4, the price of B is \$2, and that the consumer is currently spending all available income. At the consumer's current consumption basket the marginal utility of A is 5 and the marginal utility of B is 3.
- A) The consumer is currently maximizing utility.
B) The consumer could increase utility by consuming more of good A and less of good B .
C) The consumer could increase utility by consuming more of good B and less of good A .
D) Nothing can be said about the consumer's utility because we do not know the consumer's income or utility function.
4. Suppose John is planning to join a book club. Membership in the club will allow John to purchase books for half price. Normally books cost \$10. If John has an income of \$200, the club membership fee is \$50, and we plot the number of books purchased on the horizontal axis and a composite "other goods" which have a price of \$1 on the vertical axis, the slope of John's budget line after joining the club will be
- A) -10 B) -5 C) -2 D) -1
5. The production function $Q = KL$ exhibits
- A) increasing returns to scale.
B) constant returns to scale.
C) decreasing returns to scale.
D) undefined returns to scale.
6. Suppose every automobile requires exactly one engine (E) and four tires (T). The production function for this process is
- A) $Q = E + 4T$
B) $Q = 4E + T$
C) $Q = \min(E, 0.25T)$
D) $Q = \min(4E, T)$

科目：經濟學甲【企管系甲班碩士班甲組】

7. Suppose that a consumer considers coffee(C) and tea (T) to be perfect substitutes, but he requires two cups of tea to give up one cup of coffee. This consumer's budget constraint can be written as $2.5C + T = 10$. What should the consumer buy?
- A) 2 cups of tea and no coffee.
B) 10 cups of tea and no coffee
C) 2.5 cups of coffee and no tea.
D) 4 cups of coffee and no tea.

8. Compensating variation is
- A) the change in income necessary to hold the consumer at the final level of utility as price changes.
B) always the area under the demand curve and above the price paid.
C) the change in income necessary to restore the consumer to the initial level of utility.
D) the difference in the consumer's income between the purchase of the original basket and the new basket at the old prices.

Use the following information for problems 9 and 10. Suppose that a firm's production function is given by $Q = K^2L$. Further suppose that $w = \$10$ and $r = \$20$.

9. Suppose the firm wants to produce 27,000 units of output. What is the most efficient combination of labor and capital (L, K) ?
- A) (120, 15) B) (30, 30) C) (7.5, 60) D) (50, 40)
10. Suppose that the firm wants to spend exactly \$1,200. What is the most efficient combination of labor and capital (L, K) ?
- A) (20, 50) B) (25, 47.5) C) (30, 45) D) (40, 40)

11. Suppose for a particular production function, the cost-minimizing levels of labor and capital are

$$L = \frac{Q}{10} \sqrt{\frac{r}{w}} \quad K = \frac{Q}{10} \sqrt{\frac{w}{r}}$$

If $r = 5$ and $w = 20$, what is the equation for long-run total cost?

- A) $\frac{2Q}{5}$ B) $\frac{2Q}{10}$ C) $2Q$ D) $4Q$
12. Suppose that a market is initially in equilibrium. The initial demand curve is $P = 90 - Q^d$. The initial supply curve is $P = 2Q^s$. Suppose that the government imposes a \$3 tax on this market. What is the dead-weight loss due to the tax?
- A) \$3. B) \$2. C) \$1.50. D) \$1.00.

13. Moral hazard in auto insurance might refer to
- A) an auto owner failing to maintain the car, increasing the likelihood of an accident.
B) an applicant withholding information from the insurance company about the likelihood of having an accident.
C) an applicant lying on their application form.
D) an applicant having more cars than they announce when they complete their application.

科目：經濟學甲【企管系甲班碩士班甲組】

14. Suppose that your local internet provider, USA-line, is congested around 8 p.m. on Thursday nights, which is when many students download Friday's homework assignments from their professors' home pages. Thursday nights represent the peak volume time for USA-line. USA-line's supply curve can be represented as $P = 2 + 2Q$. The cost of the congestion during peak times can be represented as $P = Q$. The marginal benefit during peak times can be represented as $P = 18 - Q$. If USA-line does consider the social cost of the congestion at peak volume times, what price will they charge for their (monthly) service?
- A) \$4. B) \$5.33. C) \$12.67. D) \$14.

計算分析題：10分，請盡可能描述你的經濟邏輯與計算過程。

The following table shows output per day for Mexico and Canada, two countries that produce beer and T-shirts. Assume that their workers work 6 days per week.

| | Output per day | |
|-----------------------------|----------------|--------|
| | Mexico | Canada |
| Beer (thousands of bottles) | 5 | 10 |
| T-shirts (thousands) | 10 | 12 |

- (1) Who has a comparative advantage in producing beer? How can you tell? (4%)
- (2) Show that specialization can benefit both countries. (6%) (證明給定任何一種非合作生產方式，一定可以找到一組合作生產方式，使得 Beer 與 T-shirt 的每週總產量都增加。)

科目：企業管理【企管系甲班碩士班甲組】 √

企管系甲班碩士甲組【企業管理】（注意：本考卷共四頁；分數合計100%）

第一部份：英文題（佔總分40%，配分方式見各題題後標示）

一、Multiple Choice Questions（每題佔3%，共計30%）（單選題）

Please select one most appropriate answer in the following questions.

1. The first computers for home use were only sold in kit form to technical enthusiasts who did their own assembly. Demand was high and so were prices. At that time, the firm offering these kits would likely have been using the _____ concept.
 - A. Production
 - B. Market
 - C. Technological
 - D. Product
 - E. Selling

2. Which of the following statements best represents the societal marketing concept?
 - A. We have developed a new, more convenient package.
 - B. We use only recycled paper in our packaging.
 - C. This product saves much more time for the consumer.
 - D. Give the customers what they want.
 - E. Sell at the lowest price.

3. At Hampton Inns, any employee, including janitors and maids, has the authority to provide a dissatisfied customer with a refund. This employee empowerment is consistent with which new economy belief?
 - A. Remarketing
 - B. Demarketing
 - C. Centralization
 - D. Outsourcing
 - E. Relationship marketing

4. Which of the following is an example of a good mission statement?
 - A. GCC will provide superior products at a fair price to our customers, while supporting our local community and providing our employees and stockholders with the opportunity to achieve their personal objectives.

科目：企業管理【企管系甲班碩士班甲組】

- B. ABC Corporation will produce the highest quality products with the best service and the most affordable prices in the industry.
- C. Rosita's will provide the world's best pizza to its customers.
- D. Operation ethically, XYZ Corporation will dominate its industry with low cost products. We will seek to operate in only a limited number of industries. However, in those industries we will undercut the prices and provide better service than our competitors.
- E. All of the above are examples of good mission statements.
5. The market for cake mixes was not growing. Procter & Gamble owned Duncan Hines, a cake mix brand with a low market share. According to the Boston Consulting Group matrix, the Duncan Hines brand was categorized as a _____ by Procter & Gamble before it sold the brand to Aurora Foods.
- A. Dog.
- B. Question mark
- C. Exclamation point
- D. Cash cow
- E. Problem child
6. The work of _____ sought to explain why people are driven by a particular need and why one person spends time and energy seeking to meet a particular need while another spends time on an entirely different need.
- A. Abraham Maslow
- B. Sigmund Freud
- C. Max Weber
- D. Frederick Herzberg
- E. Frederick Taylor
7. 7-Up beverage is using an irreverent advertising campaign that pokes fun at other campaigns that appeal to Generation X members who are cynical about advertising. 7-Up is using _____ to segment its market.
- A. Demographics
- B. Social class
- C. Lifestyle
- D. Usage rate
- E. Loyalty status

(注意：下頁仍有題目！)

科目：企業管理【企管系甲班碩士班甲組】

8. In Tokyo, Disneyland is owned and operated by Oriental Land Company and pays Walt Disney Company 10 percent of all admissions and 5 percent of all food and merchandise sales. This is an example of a _____ agreement.
- A. Contract manufacturing
 - B. Joint venture
 - C. Cooperative organization
 - D. Direct investment
 - E. Licensing
9. When Starbucks Corp, the U.S.-based specialty coffee chain, opened a dozen outlets in Vienna, Austria, the coffeehouses had the feel of a comfortable living room. In a Starbucks decided to sell the same products it sells elsewhere and to maintain its no-smoking policy in a city where the majority of the people smoke. Starbucks uses a _____ marketing mix.
- A. Standardized
 - B. Extended
 - C. Centralized
 - D. Adaptive
 - E. Domestic
10. Since regulations on sales promotion vary from country to country, multinational companies generally:
- A. avoid sales promotion together
 - B. take the attitude that should ask for a government's forgiveness rather than its permission when pursuing sales promotion strategies
 - C. create a centralized department at the home office to conduct all sales promoting activities
 - D. make sales promotion a responsibility of local management
 - E. assume what works in one country will work in a similar country (e.g., Norway and Sweden)

二、Essay Question (佔 10%)

Identify the weaknesses of the product life-cycle concept that you should keep in mind as an aspiring marketing manager.

(注意：下頁仍有題目！)

科目：企業管理【企管系甲班碩士班甲組】

第二部分：簡論題（佔總分 30%，配分方式見各題題後標示）

注意事項：答案內容切忌長篇大論，必須要切合題意。字體請工整，潦草難以辨認者會影響計分。

一、 「華碩大改組，施崇崇重批戰袍：業務版圖三分天下，重新聚焦手持裝置、電腦及零組件主力產品」(98/3/12，工商時報)，從新聞的標題可以看出華碩嘗試調整組織以增加競爭力。試以 Lewin 的組織變革模式說明華碩的組織調整需要注意哪些事項？(18%)

二、 由於全球性的不景氣引發了今年年初各界對今年一月一日實施的財務會計準則第十號存貨公報的多起討論（見各大報在今年一月到二月的報導）。請以企業經營的角度扼要分析企業應以何種方式來因應該公報的要求？(12%)

第三部分：應用題（佔總分 30%，配分方式見各題題後標示）：

所謂的「投資環境等級評分法」，是從接受投資的東道國政府對外國直接投資者的限制和鼓勵政策兩者檢驗，注重政治、經濟、社會、文化等軟體環境的研究，具體分析了影響投資環境的微觀因素。這些因素分為如下八個方面：1、資本外調；2、允許外國所有權比例；3、外國企業與本國企業之間的差別待遇與控制；4、幣值穩定程度；5、政治穩定程度；6、給予關稅保護的態度；7、當地資本的供應能力；8、年通貨膨脹率。

請問：

- (一) 當一家台商公司運用此一國際投資環境的評價方法時，請列舉四項應注意的運用原則，以提醒即將投資的企業（每一項佔 5%；共 20%）。
- (二) 2009 年二月以來引發爭議的 CECA（兩岸綜合性經濟合作協定），被政府定調為「兩岸經濟合作架構協議」（ECFA）。其中，台北有一經濟研究院也估計，東協加三後，台灣會失掉十一萬四千個工作機會，而國內生產毛額會下降近一個百分點。請分析：前列「投資環境等級評分法」的八個因素裡，有哪些是明顯的影響項目，為什麼呢？(10%)

（以下無考題；敬祝考試順利！）

科目：經濟學乙【企管系甲班碩士班乙組】 ✓

第一部分：總體經濟學

單選題：共48分，答對每題3分，答錯不倒扣。

1. 大學生畢業後尋職期間歸類於何種失業？A)結構性失業 B)摩擦性失業 C)季節性失業 D)循環性失業 E)初次尋職不列入失業統計
2. 向富人增加徵稅，同時減窮人的稅，則 A)APC 會提高 B)APS 會提高 C)財政赤字提高 D)依凱因斯模型會導致經濟衰退
3. 有關歐元區各國，下列敘述何者錯誤？A)使用一種貨幣 B)有統一的貨幣政策 C)有統一的財政政策 D)有關稅同盟的性質
4. 依一般凱因斯模型 $Y=C+I+G+X-M$, $C=C_0+c(Y-T_0-tY)$, $X=X_0+aY^*$, $M=M_0+mY$, Y^* 為國外所得，為何政府支出擴大會降低貿易餘額？A)所得上升導致進口增加 B)政府會採購進口商品 C)政府支出增加導致稅收提高，進口關稅也提高，致進口金額增加 D)政府支出增加導致排擠效果，致民間投資衰退，出口減少
5. 如果物價意外下跌，下列何者正確？A)有淨負債者受損 B)拿固定薪水者受損 C)持有銀行存款者受損 D)企業盈餘增加
6. 下列何者不會使台灣當年 GNP 增加？A)聘用外勞幫忙照顧老人 B)海角七號大受歡迎，電影院加映午夜場 C)舊車商買賣舊車數量增加導致盈餘增加 D)美國戴爾電腦公司委託陽明海運公司運送一批電腦 E)戶政事務所提供臨時工作讓失業的人在戶政事務所幫忙
7. 財政赤字的副作用不包括 A)若以發公債為財源，導致實質利率提高，排擠民間投資 B)若央行發行貨幣買入新發債券，則本國貨幣供給增加，導致通膨 C)若以增稅為財源，導致人民消費減少 D)若以發公債為財源，未來利息支出增加，排擠其他政府支出項目
8. 下列有關台灣央行在外匯市場的操作何者有誤？A)央行若未買賣外匯，則國際收支平衡 B)央行若買入美元，則外匯存底增加 C)銀行每日買賣外匯有供需不平衡之時皆由央行彌補 D)央行買入外匯有擴張國內貨幣的效果
9. 假設稅收皆為定額稅， $\Delta Y = \frac{\Delta G}{1 - c}$ 考慮政府政策對提高所得的效果大小。A)政府支出增加 > 發消費券 > 減稅 B)政府支出增加 > 減稅 > 發消費券 C)發消費券 > 政府支出增加 > 減稅 D)政府支出增加 > 發消費券 = 減稅
10. 在簡單凱因斯模型中 A)MPS 小於一 B)消費不可能超過所得 C)MPC 隨所得變動 D)儲蓄與所得無關
11. 下列何者不是台幣對美元貶值的影響？A)造成台灣物價上漲 B)企業美元負債以台幣計算負擔提高 C)進口商以台幣計算進貨成本提高 D)出口商商品美元報價提高
12. 根據官方對失業的定義，下列何者為失業？A)退休老人 B)辭去舊職，正尋找新職中 C)就學青年 D)無意願外出工作的家庭主婦
13. 設一國只有單一銀行，放款至極限，有如下資料：準備金 400 億，放款 4500 億，存款 4000 億，則 A)法定準備率 < 10% B)中央銀行發行貨幣 900 億 C)銀行資產負債表中負債總額為 4400 億 D)銀行產生虧損
14. 台灣消費者物價指數 A)依商品批發價 B)不含服務業價格 C)含實體商品及服務業價格 D)包括股票價格 E)包括平均薪資水準

科目：經濟學乙【企管系甲班碩士班乙組】

15. 所謂東協加一的一是指 A)韓國 B)越南 C)日本 D)中國 E)美國
 16. 若某國只生產食物及衣服，其價格及數量如下表：

| | 食物 | | 衣服 | |
|------|----|-----|----|-----|
| | 價格 | 數量 | 價格 | 數量 |
| 2000 | 10 | 200 | 20 | 300 |
| 2001 | 12 | 220 | 22 | 250 |

以2000年為基期，則2001年經濟成長率 g A) $0 < g < 5\%$ B) $5\% < g$ C) $-5\% < g < 0$ D) $-5\% > g$

第二部分：個體經濟學

單選題：共42分，答對每題3分，答錯不倒扣。

- Suppose that the market for bicycles is initially in equilibrium. Further suppose that there is an increase in the price of bicycle helmets. Which of the following accurately describes the new equilibrium?
 - The equilibrium price will rise; the equilibrium quantity will fall.
 - The equilibrium price will rise; the equilibrium quantity will rise.
 - The equilibrium price will fall; the equilibrium quantity will fall.
 - The equilibrium price will fall; the equilibrium quantity will rise.
- Suppose that a consumer has the utility function $U = 3A + 4B$. The $MRS_{B,A}$ is
 - 1.25
 - 0.75
 - 1.00
 - cannot be determined since the values of A and B are unknown
- Suppose John is planning to join a book club. Membership in the club will allow John to purchase books for half price. Normally books cost \$10. If John has an income of \$200, the club membership fee is \$50, and we plot the number of books purchased on the horizontal axis and a composite "other goods" which have a price of \$1 on the vertical axis, the slope of John's budget line after joining the club will be

A) -10 B) -2 C) -5 D) -1
- Suppose that a consumer considers coffee(C) and tea (T) to be perfect substitutes, but he requires two cups of tea to give up one cup of coffee. This consumer's budget constraint can be written as $2.5C + T = 10$. What should the consumer buy?
 - 2 cups of tea and no coffee.
 - 10 cups of tea and no coffee
 - 2.5 cups of coffee and no tea.
 - 4 cups of coffee and no tea.

科目：經濟學乙【企管系甲班碩士班乙組】

5. Suppose the consumer's utility function is given by $U(x, y) = \sqrt{xy}$. The equation for this consumer's demand curve for x is

A) $x = \frac{I}{2P_x}$ B) $x = I$ C) $x = 2P_x$ D) $x = \frac{I}{4P_x}$

Where I is the consumer's budget and P_x is the price of x .

6. Suppose every automobile requires exactly one engine (E) and four tires (T). The production function for this process is

A) $Q = E + 4T$
B) $Q = 4E + T$
C) $Q = \min(E, 0.25T)$
D) $Q = \min(4E, T)$

Use the following information for problems 7 and 8. Suppose that a firm's production function is given by $Q = K^2L$. Further suppose that $w = \$10$ and $r = \$20$.

7. Suppose the firm wants to produce 27,000 units of output. What is the most efficient combination of labor and capital (L, K)?

A) (120, 15) B) (30, 30) C) (7.5, 60) D) (50, 40)

8. Suppose that the firm wants to spend exactly \$1,200. What is the most efficient combination of labor and capital (L, K)?

A) (20, 50) B) (25, 47.5) C) (40, 40) D) (30, 45)

9. The market for sweet potatoes consists of 1,000 identical firms. The market demand curve is given by $Q^d = 402 - P$. Each firm has a short-run total cost curve of $STC = 0.5 + 100Q^2$. Each firm has a short-run marginal cost curve of $SMC = 200Q$. Each firm has an average variable cost curve of $AVC = 100Q$. What is the individual firm's supply curve?

A) $s(P) = 200P$. B) $s(P) = \frac{1}{200}P$. C) $s(P) = 100P$. D) $s(P) = \frac{1}{100}P$.

10. Which of the following is NOT a real-world example of second-degree price discrimination?

A) A pizza parlor sells large and small pizzas. Although the large pizzas are twice as big as the small pizzas, they cost less than double the price of a small pizza.

B) An electric company sells "blocks" of power at different prices. Specifically, any customer who buys more than Q_1 units of electricity can purchase additional units at a lower block price.

C) Sam's Club® warehouses sell bulk quantities of macaroni and cheese for a cheaper per unit price than a grocery store, but the boxes are packaged together so that the customer must buy six boxes at a time.

D) A movie theater charges senior citizens a cheaper price for movie tickets than it charges non-senior citizens for the same movie ticket.

科目：經濟學乙【企管系甲班碩士班乙組】

11. Suppose that a market is initially in equilibrium. The initial demand curve is $P = 90 - Q^d$. The initial supply curve is $P = 2Q^s$. Suppose that the government imposes a \$3 tax on this market. What is the dead-weight loss due to the tax?
A) \$3. B) \$2. C) \$1.50. D) \$1.00.
12. Identify the truthfulness of the following statements.
I. A firm decides to rent a computer for \$300 per month. This is an example of a fixed cost but not a sunk cost.
II. A firm decides to purchase a computer for \$1,500. This is an example of a fixed cost and a sunk cost.
A) I is true; II is false.
B) I is false; II is true.
C) Both I and II are true.
D) Both I and II are false.
13. An environmental economic consulting firm is hired to measure the production schedule for a coal-burning electric generating plant in such a way as to incorporate the negative externalities associated with the pollution from the plant. The marginal social cost of this plant's production can be expressed as $MSC = 3Q$. Prior to the consulting firm's report, the consultants asked the plant's manager for data to generate the firm's supply schedule. The consultants calculate that the marginal private cost of the plant's production can be expressed as $MPC = Q$. The firm's demand curve can be expressed as $P = 60 - 2Q$. If the consultants have accurately measured the impact of the pollution externality, the plant is _____ by _____ units.
A) over-producing; 8
B) under-producing; 8
C) under-producing; 16
D) over-producing; 16
14. Suppose that the marginal private benefit of a new vaccine could be measured as $MPB = 10 - Q$. Suppose that the marginal social benefit could be measured as $MSB = 12 - Q$. Suppose that the private marginal cost curve could be measured as $MPC = Q$. What amount of a per-unit subsidy would encourage the optimal societal consumption of the vaccine?
A) \$1. B) \$6. C) \$4. D) \$2.

科目：經濟學乙【企管系甲班碩士班乙組】

計算分析題：10分，請盡可能描述你的經濟邏輯與計算過程。

假設企碩一甲有 50 位同學，想要辦活動來增進彼此的感情。下表為活動的總成本預估與活動為每位同學帶來的邊際利益。

| 活動次數 | 總成本(\$) | 邊際利益/每人(\$) |
|------|---------|-------------|
| 1 | 300 | 20 |
| 2 | 600 | 8 |
| 3 | 900 | 4 |
| 4 | 1,200 | 2 |

- (1) 為什麼我們可以說辦活動對於企碩一甲學生來說是一種公共財？(4 分)
- (2) 如果你是班上活動組，你認為一個學期應該辦幾次班上活動才具有效率？請解釋你的答案。(6 分)

科目：管理學乙【企管系甲班碩士班乙組】 ✓

第一部份：選擇題，每題 2 分，共 50 分。

- () 1. 六個標準差的統計意義是每百萬個產品中最多只有多少個不良品？
(A)3.3 個(B)3.4 個(C)3.2 個(D)3.6 個。
- () 2. 哈佛大學 Kotter 教授所提出的組織變革八大步驟中的第一步驟是(A)成立領導團隊(B)提出願景與策略(C)授權(D)建立危機意識。
- () 3. 《孫子兵法》：「故善用兵者，屈人之兵非戰也，拔人之城非攻也，毀人之國非久也，必以全爭於天下，故兵不頓而利可全，此謀攻之法也。」這段文字比較接近於(A)系統觀點(B)學習觀點(C)混沌觀點(D)權變觀點。
- () 4. Jack Welch 要求奇異公司的經理人要「多用領導，少用管理。」這句話比較接近於(A)資源基礎觀點(B)權力觀點(C)創新觀點(D)學習觀點。
- () 5. 根據領導者——部屬交換理論，領導者對待每位部屬的方式並不相同，領導者與部屬間會建立不同的交換關係。以上這句話會演繹出下列何種結論？(A)領導者和部屬會發展出沒有差異化的關係(B)領導行為是不必要的，某些情境可以取代領導功能(C)領導者會將部屬區分為內團體或外團體(D)領導者和部屬的角色可以交換。
- () 6. 根據實證研究的結果顯現，多角化程度與企業價值會呈現什麼型的關係？(A)U 字型(B)V 字型(C)倒 U 字型(D)倒 V 字型。
- () 7. P&G 在進入咖啡業及製藥業時，先取得現有業者的品牌、產品線及生產技術，結合 P&G 的行銷能力及掌握通路資源，以形成高度互補，給競爭者很大壓力。根據上述，P&G 採取什麼進入策略？(A)取得授權/技術移轉(B)合資(C)非股權式策略聯盟(D)綜效式購併。
- () 8. Herbert Simon 提出決策的兩個基本命題，因而認為純理性決策和追求最佳效果的決策是不存在的。請問這兩個命題是(A)公平和效率的不共性(B)有限理性和啟發原則(C)複雜理論和混沌準則(D)有限理性和滿意準則。
- () 9. 學者 Mary Follett 指出，管理者應該靠自己的經驗和知識來領導部屬，而非全然靠職位權力。因此，管理者和員工的關係應該從上對下的命令關係，改變為(A)夥伴關係(B)師生關係(C)朋友關係(D)教練和球員關係。
- () 10. 許文龍曾說，奇美實業的文化是「找對，不找責任；找答案，不找檢討。」這樣的領導者是以什麼來帶領部屬(A)權力(B)關係(C)管理(D)解決能力。
- () 11. Jim Collins 在「從 A 到 A+」一書中指出，許多卓越企業都是先找對的人，再來才決定要做什麼事。這是因為(A)事比人重要，所以，事要放在後面做(B)形勢比人強，所以，要先找人(C)找對的人，才不會固執於某一方向，較能體恤同事，建立共識(D)人力成本最高，所以要先解決

科目：管理學乙【企管系甲班碩士班乙組】

人力的問題。

- ()12.統一企業爲了因應現代社會休閒購物的便利需求，擬定擴大服務店及服務層面，故於1986年成立自販總部，這是因爲什麼？(A)策略追隨結構(B)結構追隨策略(C)硬體追隨軟體(D)組織依賴型態。
- ()13.一個組織中的功能結構的優點是經濟效率而且高度穩定，但其缺點是個人很難瞭解自己的工作和組織整體的關聯。因此，須要採取何種機制來加以互補？(A)委員會(B)焦點會議(C)任務小組(D)網路機制。
- ()14.「爲提高對外溝通效率，本公司統一由公關部門處理對外發言，其他單位或個人不得擅自對外發表言論。」這是哪一種組織溝通？(A)目標與策略(B)工作指示及說明(C)教導(D)政策及程序。
- ()15.下列何種工作動機理論是屬於內容理論？(A)三需求理論(B)期望理論(C)公平理論(D)歸因理論。
- ()16.將工作垂直式地擴張，亦即讓員工有更多的責任與自主權。這個觀念是(A)工作擴大化(B)工作豐富化(C)工作有機化(D)工作輪調化。
- ()17.策略定位的第一項任務是找出(A)目標客戶群(B)產品的範疇(C)提供給顧客的價值(D)競爭優勢。
- ()18.下列何者有利於下游購買者的議價能力？(A)供應商具有向下整合的能力(B)購買者的轉換成本高(C)購買者對於產品的價格很敏感(D)供應商所提供的產品很有獨特性。
- ()19.如果組織的目標是要透過標準化控制成本，而組織文化卻是強調自我和創意，那麼，這個組織的文化顯然在哪些面向上有問題？(A)強度(B)態度(C)方向(D)普遍性。
- ()20.下列哪一個部門的員工工作相依型態最接近於交互相依？(A)研發部門(B)財務部門(C)生產線(D)人資部門。
- ()21.企業同時經營不同產品線或市場時，所獲得的利益會超過分開經營這些產品線或市場所獲得利益的總和，這種現象是(A)範疇經濟(B)規模經濟(C)綜效(D)多角化。
- ()22.企業利用一個事業部所發展出來的資產或技能移轉到新的事業部，因所需再投入的資源比重新創設一個新事業部要節省得多，這種現象是(A)範疇經濟(B)規模經濟(C)綜效(D)多角化。
- ()23.醫院裡各專業部門必須相互支援，才能發揮最好的醫療效果。請問，醫院的部門之間的相互依賴是何種型態？(A)聯合式(B)系列式(C)互惠式(D)全面式
- ()24.棒球隊員彼此之間的技術相依型態最接近於哪一種？(A)聚合相依(B)順序相依(C)交互相依(D)全面相依。
- ()25.奧地利學派的經濟學家熊彼得(Schumpeterian)強調什麼是產業演進最重要的動力？(A)破壞(B)低階破壞(C)高階破壞(D)創新。

科目：管理學乙【企管系甲班碩士班乙組】

第二部份：問答題，每題 25 分，共 50 分。

請扼要切題的回答，切忌長篇大論不知所云。

1. 何謂 Entrepreneurship？彼得·杜拉克(Drucker)所指的創新機會的七個來源為何？
2. 品牌管理一直是管理學界及業界相當關心的課題。何謂品牌(Brand)？何謂品牌權益(Brand Equity)？高品牌權益對企業的經營有何策略意涵？企業如何提昇品牌權益？

科目：經濟學丙【企管系甲班碩士班丙組】

第一部分：總體經濟學

單選題：共48分，答對每題3分，答錯不倒扣。

1. 有關一國國際收支平衡表中金融帳，下列何者錯誤？ A)金融帳順差表示流入該國資金大於自該國流出資金 B)流入該國資金用於購買該國各項金融或實質資產 C)流入該國資金用於購買各種商品 D)國人購買國外基金屬資金流出
2. 下列何者不屬中央銀行的資產負債表中的資產？ A)央行發行之台幣 B)央行在外匯市場買入之美元 C)央行出借給商業銀行的資金 D)央行公開市場操作買入之債券
3. 經濟成長率是 A)實質 GDP 成長率 B)名目 GDP 成長率 C)國民所得成長率 D)可支配所得成長率 E)平均每人國民所得成長率
4. 所謂東協加一的一國是 A)韓國 B)越南 C)日本 D)中國 E)美國
5. 假設稅收皆為定額稅，考慮政府政策對提高所得的效果大小。A)政府支出增加 > 發消費券 > 減稅 B)政府支出增加 > 減稅 > 發消費券 C)發消費券 > 政府支出增加 > 減稅 D)政府支出增加 > 發消費券 = 減稅
6. 如果物價意外下跌，下列何者正確？ A)有淨負債者受損 B)拿固定薪水者受損 C)持有銀行存款者受損 D)企業盈餘增加
7. 大學生畢業後尋職期間歸類於何種失業？ A)結構性失業 B)摩擦性失業 C)季節性失業 D)循環性失業 E)初次尋職不列入失業統計
8. 向富人增加徵稅，同時減窮人的稅，則 A)APC 會提高 B)APS 會提高 C)財政赤字提高 D)依凱因斯模型會導致經濟衰退
9. 有關歐元區各國，下列敘述何者錯誤？ A)使用一種貨幣 B)有統一的貨幣政策 C)有統一的財政政策 D)有關稅同盟的性質
10. 依一般凱因斯模型 $Y=C+I+G+X-M$, $C=C_0+c(Y-T_0-tY)$, $X=X_0+aY^*$, $M=M_0+mY$, Y^* 為國外所得，為何政府支出擴大會降低貿易餘額？ A)所得上升導致進口增加 B)政府會採購進口商品 C)政府支出增加導致稅收提高，進口關稅也提高，致進口金額增加 D)政府支出增加導致排擠效果，致民間投資衰退，出口減少
11. 下列何者不會使台灣當年 GNP 增加？ A)聘用外勞幫忙照顧老人 B)海角七號大受歡迎，電影院加映午夜場 C)舊車商買賣舊車數量增加導致盈餘增加 D)美國戴爾電腦公司委託陽明海運公司運送一批電腦 E)戶政事務所提供臨時工作讓失業的人在戶政事務所幫忙
12. 下列有關台灣央行在外匯市場的操作何者有誤？ A)央行若未買賣外匯，則國際收支平衡 B)央行若買入美元，則外匯存底增加 C)銀行每日買賣外匯有供需不平衡之時皆由央行彌補 D)央行買入外匯有擴張國內貨幣的效果
13. 在簡單凱因斯模型中 A)MPS 小於一 B)消費不可能超過所得 C)MPC 隨所得變動 D)儲蓄與所得無關
14. 下列何者不是台幣對美元貶值的影響？ A)造成台灣物價上漲 B)企業美元負債以台幣計算負擔提高 C)進口商以台幣計算進貨成本提高 D)出口商商品美元報價提高
15. 台灣消費者物價指數 A)依商品批發價 B)不含服務業價格 C)含實體商品及服務業價格 D)包括股票價格 E)包括平均薪資水準

科目：經濟學丙【企管系甲班碩士班丙組】

16. 若某國只生產食物及衣服，其價格及數量如下表：

| | 食物 | | 衣服 | |
|------|----|-----|----|-----|
| | 價格 | 數量 | 價格 | 數量 |
| 2000 | 10 | 200 | 20 | 300 |
| 2001 | 12 | 220 | 22 | 250 |

以 2000 年為基期，則 2001 年經濟成長率 g A) $0 < g < 5\%$ B) $5\% < g$ C) $-5\% < g < 0$ D) $-5\% > g$

第二部分：個體經濟學

單選題：共42分，答對每題3分，答錯不倒扣。

- Suppose in a market with $Q^d = 200 - 10P$ and $Q^s = 10P$ the government imposes a price floor of \$15. If the government is required to purchase any surplus at the price floor, how much will the government have to pay to purchase the surplus in this market?
A) Nothing; there is no surplus B) \$1,000 C) \$1,500 D) \$750
- Suppose the price of A is \$20, the price of B is \$8, and that the consumer is currently spending all available income. At the consumer's current consumption basket the marginal utility of A is 5 and the marginal utility of B is 2.
A) The consumer is currently maximizing utility.
B) The consumer could increase utility by consuming more of good A and less of good B .
C) The consumer could increase utility by consuming more of good B and less of good A .
D) Nothing can be said about the consumer's utility because we do not know the consumer's income or utility function.
- Suppose that a consumer will only drink one cup of coffee (C) with one shot of vanilla syrup (V). This consumer's budget constraint can be written as $3C + V = 12$. What should the consumer buy?
A) 4 cups of coffee and no vanilla syrup.
B) 12 shots of vanilla syrup and no coffee.
C) 3 cups of coffee and 3 shots of vanilla syrup.
D) 4 cups of coffee and 12 shots of vanilla syrup.
- Suppose $MRS_{x,y} = 3$.
A) The consumer is willing to substitute 3 units of x for 1 unit of y to leave utility unchanged.
B) The consumer is willing to substitute 3 units of y for 1 unit of x to leave utility unchanged.
C) Regardless of prices, the consumer will consume only y .
D) Regardless of prices, the consumer will consume only x .

科目：經濟學丙【企管系甲班碩士班丙組】

5. Suppose a consumer buys two goods, x and y and has income of \$28. Initially $P_x = 2$ and $P_y = 3$ and the consumer chooses basket A with $x = 2$ and $y = 8$. The prices change to $P_x = 1$ and $P_y = 5$ and the consumer chooses basket B with $x = 3$ and $y = 5$.
- A) These choices are consistent with utility maximization.
 - B) These choices are not consistent with utility maximization.
 - C) With this information it is not possible to determine if these choices are consistent with utility maximization.
 - D) Basket B must be strictly preferred to basket A .
6. The substitution effect is
- A) the change in the amount of the good consumed holding the level of income constant.
 - B) the change in the amount of the good consumed as the price of the good changes holding income constant.
 - C) the change in the amount of the good consumed as the price of the good changes holding utility constant.
 - D) the change in the amount of the good consumed holding relative prices constant and changing the level of income.
7. When a production function can be expressed as $Q = \min\{aK, bL\}$, the relationship between capital and labor in the production function is that
- A) capital and labor are perfect substitutes, and the isoquants are linear.
 - B) capital and labor must be combined in fixed proportions, and the isoquants are L-shaped.
 - C) capital and labor are easily substituted, and the isoquants are convex to the origin.
 - D) capital and labor are perfect substitutes, and the isoquants are L-shaped.
8. The production function of $Q = 2K + 3L$ exhibits
- A) increasing returns to scale.
 - B) decreasing returns to scale.
 - C) constant returns to scale.
 - D) undefined returns to scale.

Use the following information for problems 10 and 11. Suppose that a firm's production function is given by $Q = K^2L$. Further suppose that $w = \$10$ and $r = \$20$.

9. Suppose that the firm wants to produce 27,000 units of output in the most efficient way possible. How much does the firm spend?
- A) \$600 B) \$900 C) \$1,500 D) \$2,100
10. Suppose that the firm spends exactly \$1200 in the most efficient way possible. How much output can the firm produce?
- A) 50,000 B) 56,406.25 C) 60,750 D) 64,000

科目：經濟學丙【企管系甲班碩士班丙組】

11. Which of the following is a real-world example of a negative externality?
- A) You are craving a Diet Coke® for lunch. However, the customer ahead of you in line at the hot dog stand buys the last can of Diet Coke.®
 - B) National defense is available even for people who do not pay income taxes.
 - C) A person seated in a non-smoking section of a restaurant decides to sneak a few puffs of a cigarette.
 - D) A child receives a vaccination to prevent the spread of measles.
12. Consider the Cobb-Douglas production function $Q = 25K\sqrt{L}$. The average cost function associated with this production technology will exhibit
- A) indeterminate scale economies since the level of output and the prices of the inputs are unknown.
 - B) diseconomies of scale.
 - C) economies of scale
 - D) neither economies nor diseconomies of scale.
13. Suppose that your local internet provider, USA-line, is congested around 8 p.m. on Thursday nights, which is when many students download Friday's homework assignments from their professors' home pages. Thursday nights represent the peak volume time for USA-line. USA-line's supply curve can be represented as $P = 2 + 2Q$. The cost of the congestion during peak times can be represented as $P = Q$. The marginal benefit during peak times can be represented as $P = 18 - Q$. If USA-line is unaware of the externality effects of the congestion during peak on-line times, what is the value of the deadweight loss?
- A) \$2.66. B) \$5.32. C) \$8. D) \$14.21.
14. Suppose that a market is initially in equilibrium. The initial demand curve is $P = 90 - Q^d$. The initial supply curve is $P = 2Q^s$. Suppose that the government imposes a \$3 tax on this market. How much of this \$3 is paid for by producers?
- A) \$0. B) \$1. C) \$1.50. D) \$2.

計算分析題：10分，請盡可能描述你的經濟邏輯與計算過程。

何謂「規模經濟(economies of scale)」？何謂「規模報酬(return to scale)」？請問兩者的關係為何？試證明之。

科目：管理學丙【企管系甲班碩士班丙組】 ✓

第一部份：選擇題，每題2分，共50分。

- () 1. Jim Collins 在「從 A 到 A+」一書中指出，許多卓越企業都是先找對的人，再來才決定要做什麼事。這是因為(A)事比人重要，所以，事要放在後面做(B)形勢比人強，所以，要先找人(C)找對的人，才不會固執於某一方向，較能體恤同事，建立共識(D)人力成本最高，所以要先解決人力的問題。
- () 2. 統一企業為了因應現代社會休閒購物的便利需求，擬定擴大服務店及服務層面，故於 1986 年成立自販總部，這是因為什麼？(A)策略追隨結構(B)結構追隨策略(C)硬體追隨軟體(D)組織依賴型態。
- () 3. 一個組織中的功能結構的優點是經濟效率而且高度穩定，但其缺點是個人很難瞭解自己的工作和組織整體的關聯。因此，須要採取何種機制來加以互補？(A)委員會(B)焦點會議(C)任務小組(D)網路機制。
- () 4. 「為提高對外溝通效率，本公司統一由公關部門處理對外發言，其他單位或個人不得擅自對外發表言論。」這是哪一種組織溝通？(A)目標與策略(B)工作指示及說明(C)教導(D)政策及程序。
- () 5. 下列何種工作動機理論是屬於內容理論？(A)三需求理論(B)期望理論(C)公平理論(D)歸因理論。
- () 6. 企業同時經營不同產品線或市場時，所獲得的利益會超過分開經營這些產品線或市場所獲得利益的總和，這種現象是(A)範疇經濟(B)規模經濟(C)綜效(D)多角化。
- () 7. 企業利用一個事業部所發展出來的資產或技能移轉到新的事業部，因所需再投入的資源比重新創設一個新事業部要節省得多，這種現象是(A)範疇經濟(B)規模經濟(C)綜效(D)多角化。
- () 8. 醫院裡各專業部門必須相互支援，才能發揮最好的醫療效果。請問，醫院的部門之間的相互依賴是何種型態？(A)聯合式(B)系列式(C)互惠式(D)全面式
- () 9. 棒球隊員彼此之間的技術相依型態最接近於哪一種？(A)聚合相依(B)順序相依(C)交互相依(D)全面相依。
- () 10. 奧地利學派的經濟學家熊彼得(Schumpeterian)強調什麼是產業演進最重要的動力？(A)破壞(B)低階破壞(C)高階破壞(D)創新。
- () 11. 根據實證研究的結果顯現，多角化程度與企業價值會呈現什麼型的關係？(A)U 字型(B)V 字型(C)倒 U 字型(D)倒 V 字型。
- () 12. P&G 在進入咖啡業及製藥業時，先取得現有業者的品牌、產品線及生產技術，結合 P&G 的行銷能力及掌握通路資源，以形成高度互補，給競爭者很大壓力。根據上述，P&G 採取什麼進入策略？(A)取得授權/技術移轉(B)合資(C)非股權式策略聯盟(D)綜效式購併。

科目：管理學丙【企管系甲班碩士班丙組】

- ()13. Herbert Simon 提出決策的兩個基本命題，因而認為純理性決策和追求最佳效果的決策是不存在的。請問這兩個命題是(A)公平和效率的不共性(B)有限理性和啓發原則(C)複雜理論和混沌準則(D)有限理性和滿意準則。
- ()14. 學者 Mary Follett 指出，管理者應該靠自己的經驗和知識來領導部屬，而非全然靠職位權力。因此，管理者和員工的關係應該從上對下的命令關係，改變為(A)夥伴關係(B)師生關係(C)朋友關係(D)教練和球員關係。
- ()15. 許文龍曾說，奇美實業的文化是「找對，不找責任；找答案，不找檢討。」這樣的領導者是以什麼來帶領部屬(A)權力(B)關係(C)管理(D)解決能力。
- ()16. 六個標準差的統計意義是每百萬個產品中最多只有多少個不良品？(A)3.3 個(B)3.4 個(C)3.2 個(D)3.6 個。
- ()17. 哈佛大學 Kotter 教授所提出的組織變革八大步驟中的第一步驟是(A)成立領導團隊(B)提出願景與策略(C)授權(D)建立危機意識。
- ()18. 《孫子兵法》：「故善用兵者，屈人之兵非戰也，拔人之城非攻也，毀人之國非久也，必以全爭於天下，故兵不頓而利可全，此謀攻之法也。」這段文字比較接近於(A)系統觀點(B)學習觀點(C)混沌觀點(D)權變觀點。
- ()19. Jack Welch 要求奇異公司的經理人要「多用領導，少用管理。」這句話比較接近於(A)資源基礎觀點(B)權力觀點(C)創新觀點(D)學習觀點。
- ()20. 根據領導者——部屬交換理論，領導者對待每位部屬的方式並不相同，領導者與部屬間會建立不同的交換關係。以上這句話會演繹出下列何種結論？(A)領導者和部屬會發展出沒有差異化的關係(B)領導行為是不必要的，某些情境可以取代領導功能(C)領導者會將部屬區分為內團體或外團體(D)領導者和部屬的角色可以交換。
- ()21. 將工作垂直式地擴張，亦即讓員工有更多的責任與自主權。這個觀念是(A)工作擴大化(B)工作豐富化(C)工作有機化(D)工作輪調化。
- ()22. 策略定位的第一項任務是找出(A)目標客戶群(B)產品的範疇(C)提供給顧客的價值(D)競爭優勢。
- ()23. 下列何者有利於下游購買者的議價能力？(A)供應商具有向下整合的能力(B)購買者的轉換成本高(C)購買者對於產品的價格很敏感(D)供應商所提供的產品很有獨特性。
- ()24. 如果組織的目標是要透過標準化控制成本，而組織文化卻是強調自我和創意，那麼，這個組織的文化顯然在哪些面向上有問題？(A)強度(B)態度(C)方向(D)普遍性。
- ()25. 下列哪一個部門的員工工作相依型態最接近於交互相依？(A)研發部門(B)財務部門(C)生產線(D)人資部門。

科目：管理學丙【企管系甲班碩士班丙組】

第二部份：問答題，每題 25 分，共 50 分。

請扼要切題的回答，切忌長篇大論不知所云。

1. 企業進入一個新領域，可採資源本位觀點(Resource-Based View)，以市場資源及產品/技術資源兩個構面來分析，根據在兩個構面的關聯性高低，可將新事業分為哪三大領域？針對此三大領域，企業應採取何種進入策略(Entry Strategy)才會有較大的成功機會？
2. 針對創業與創新的機會來源，Peter Drucker 認為有七種機會來源，請說明之。

科目：經濟學丁【企管系甲班碩士班丁組】✓

第一部分：總體經濟學

單選題：共48分，答對每題3分，答錯不倒扣。

1. 下列何者不是央行貨幣政策的目標 A)充分就業 B)經濟成長 C)物價穩定 D)財政收支平衡
2. 假設稅收皆為定額稅，考慮政府政策對提高所得的效果大小。A)政府支出增加 > 發消費券 > 減稅 B)政府支出增加 > 減稅 > 發消費券 C)發消費券 > 政府支出增加 > 減稅 D)政府支出增加 > 發消費券 = 減稅
3. 如果物價意外下跌，下列何者正確？A)有淨負債者受損 B)拿固定薪水者受損 C)持有銀行存款者受損 D)企業盈餘增加
4. 向富人增加徵稅，同時減窮人的稅，則 A)APC 會提高 B)APS 會提高 C)財政赤字提高 D)依凱因斯模型會導致經濟衰退
5. 有關歐元區各國，下列敘述何者錯誤？A)使用一種貨幣 B)有統一的貨幣政策 C)有統一的財政政策 D)有關稅同盟的性質
6. 依一般凱因斯模型 $Y=C+I+G+X-M$, $C=C_0+c(Y-T_0-tY)$, $X=X_0+aY^*$, $M=M_0+mY$, Y^* 為國外所得，為何政府支出擴大會降低貿易餘額？A)所得上升導致進口增加 B)政府會採購進口商品 C)政府支出增加導致稅收提高，進口關稅也提高，致進口金額增加 D)政府支出增加導致排擠效果，致民間投資衰退，出口減少
7. 下列何者不會使台灣當年 GNP 增加？A)聘用外勞幫忙照顧老人 B)海角七號大受歡迎，電影院加映午夜場 C)舊車商買賣舊車數量增加導致盈餘增加 D)美國戴爾電腦公司委託陽明海運公司運送一批電腦 E)戶政事務所提供臨時工作讓失業的人在戶政事務所幫忙
8. 下列有關台灣央行在外匯市場的操作何者有誤？A)央行若未買賣外匯，則國際收支平衡 B)央行若買入美元，則外匯存底增加 C)銀行每日買賣外匯有供需不平衡之時皆由央行彌補 D)央行買入外匯有擴張國內貨幣的效果
9. 在簡單凱因斯模型中 A)MPS 小於一 B)消費不可能超過所得 C)MPC 隨所得變動 D)儲蓄與所得無關
10. 下列何者不是台幣對美元貶值的影響？A)造成台灣物價上漲 B)企業美元負債以台幣計算負擔提高 C)進口商以台幣計算進貨成本提高 D)出口商商品美元報價提高
11. 台灣消費者物價指數 A)依商品批發價 B)不含服務業價格 C)含實體商品及服務業價格 D)包括股票價格 E)包括平均薪資水準
12. 有關一國國際收支平衡表中金融帳，下列何者錯誤？A)金融帳順差表示流入該國資金大於自該國流出資金 B)流入該國資金用於購買該國各項金融或實質資產 C)流入該國資金用於購買各種商品 D)國人購買國外基金屬資金流出
13. 下列何者不屬中央銀行的資產負債表中的資產？A)央行發行之台幣 B)央行在外匯市場買入之美元 C)央行出借給商業銀行的資金 D)央行公開市場操作買入之債券
14. 經濟成長率是 A)實質 GDP 成長率 B)名目 GDP 成長率 C)國民所得成長率 D)可支配所得成長率 E)平均每人國民所得成長率
15. 所謂東協加一的一國是 A)韓國 B)越南 C)日本 D)中國 E)美國

科目：經濟學丁【企管系甲班碩士班丁組】

16. 若某國只生產食物及衣服，其價格及數量如下表：

| | 食物 | | 衣服 | |
|------|----|-----|----|-----|
| | 價格 | 數量 | 價格 | 數量 |
| 2000 | 10 | 200 | 20 | 300 |
| 2001 | 12 | 220 | 22 | 250 |

以2000年為基期，則2001年經濟成長率 g A) $0 < g < 5\%$ B) $5\% < g$ C) $-5\% < g < 0$ D) $-5\% > g$

第二部分：個體經濟學

單選題：共42分，答對每題3分，答錯不倒扣。

- Identify the truthfulness of the following statements.
 - Demand tends to be more price inelastic when few substitutes for a product exist.
 - Demand tends to be more price elastic when a consumer's expenditure on the product is small.
 - Both I and II are true.
 - Both I and II are false.
 - I is true; II is false.
 - I is false; II is true.
- Suppose a consumer buys two goods, x and y and has income of \$28. Initially $P_x = 2$ and $P_y = 3$ and the consumer chooses basket A with $x = 2$ and $y = 8$. The prices change to $P_x = 1$ and $P_y = 5$ and the consumer chooses basket B with $x = 3$ and $y = 5$.
 - These choices are consistent with utility maximization.
 - These choices are not consistent with utility maximization.
 - With this information it is not possible to determine if these choices are consistent with utility maximization.
 - Basket B must be strictly preferred to basket A .
- Which of the following utility functions is an example of preferences for perfect substitutes?
 - $U(x, y) = xy$
 - $U(x, y) = \min\{2x, y\}$
 - $U(x, y) = 3x + 5y$
 - $U(x, y) = 2x^2 + 4y$
- Suppose that a consumer will only drink one cup of coffee (C) with one shot of vanilla syrup (V). This consumer's budget constraint can be written as $3C + V = 12$. What should the consumer buy?
 - 4 cups of coffee and no vanilla syrup.
 - 3 cups of coffee and 3 shots of vanilla syrup.
 - 12 shots of vanilla syrup and no coffee.
 - 4 cups of coffee and 12 shots of vanilla syrup.

科目：經濟學丁【企管系甲班碩士班丁組】

5. In order to identify a consumer's demand curve from an optimal choice diagram we
- A) change the price of one good, holding income and the price of the other good constant, and identify the baskets the consumer chooses with each price level.
 - B) change the consumer's income, holding the prices of both goods constant, and identify the baskets the consumer chooses with each income level.
 - C) change the price's of both goods, holding income constant, and identify the baskets the consumer chooses with each price level.
 - D) change the price of one good and then change the income level so that the consumer achieves the same level of utility as before the price change and then identify the optimal consumption baskets at each price level.
6. If marginal product is greater than average product
- A) marginal product must be decreasing.
 - B) marginal product must be increasing.
 - C) average product must be increasing.
 - D) average product may be increasing or decreasing.
7. The production function of $Q = 2K + 3L$ exhibits
- A) increasing returns to scale.
 - B) constant returns to scale.
 - C) decreasing returns to scale.
 - D) undefined returns to scale.

Use the following information for problems 8 and 9. Suppose that a firm's production function is given by $Q = K^2L$. Further suppose that $w = \$10$ and $r = \$20$.

8. Suppose that the firm wants to produce 27,000 units of output in the most efficient way possible. How much does the firm spend?
- A) \$600 B) \$1,500 C) \$900 D) \$2,100
9. Suppose that the firm spends exactly \$1200 in the most efficient way possible. How much output can the firm produce?
- A) 50,000 B) 64,000 C) 60,750 D) 56,406.25
10. Suppose Joe starts his own business. In the first year the business earns \$100,000 in revenue and incurs \$75,000 in explicit costs. In addition, Joe has a standing offer to come work for his brother for \$50,000 per year. Joe's accounting profit is _____ and Joe's economic profit is _____.
- A) \$25,000 and \$50,000
 - B) \$-25,000 and \$25,000
 - C) \$50,000 and \$25,000
 - D) \$25,000 and \$-25,000

科目：經濟學丁【企管系甲班碩士班丁組】

11. Suppose that a market is initially in equilibrium. The initial demand curve is $P = 90 - Q^d$. The initial supply curve is $P = 2Q^s$. Suppose that the government imposes a \$3 tax on this market. How much of this \$3 is paid for by producers?
A) \$0. B) \$1. C) \$2. D) \$1.50.
12. Suppose that Bill, George, and Al constitute the entire market for consumers of national defense. Each man has an identical demand curve for national defense, which can be expressed as $P = 50 - Q$. Suppose that the marginal cost for national defense can be expressed as $MC = \$30$. What is the optimal quantity of national defense?
A) 150 units. B) 60 units C) 40 units. D) 20 units.
13. An environmental economic consulting firm is hired to measure the production schedule for a coal-burning electric generating plant in such a way as to incorporate the negative externalities associated with the pollution from the plant. The marginal social cost of this plant's production can be expressed as $MSC = 3Q + 10$. Prior to the consulting firm's report, the consultants asked the plant's manager for data to generate the firm's supply schedule. The consultants calculate that the marginal private cost of the plant's production can be expressed as $MPC = Q + 10$. The firm's demand curve can be expressed as $P = 60 - Q$. If the consultants have accurately measured the impact of the pollution externality, the cost of the externality is
A) greater than \$572.
B) between \$573 and \$468.
C) between \$468 and \$312.
D) less than \$312.
14. Which of the following is NOT a real-world example of third-degree price discrimination?
A) A railroad charges more to haul 100 tons of coal than it does to haul 100 tons of grain.
B) An airline charges a lower price for a coach ticket purchased four weeks in advance than for the same type of ticket purchased three days in advance.
C) A movie theater charges senior citizens a cheaper price for movie tickets than it charges non-senior citizens for the same movie ticket.
D) Sam's Club® warehouses sell bulk quantities of macaroni and cheese for a cheaper per unit price than a grocery store, but the boxes are packaged together so that the customer must buy six boxes at a time.

計算分析題：10分，請盡可能描述你的經濟邏輯與計算過程。

試分別繪圖分析壟斷性競爭結構下(monopolistic competition)，個別廠商的長短期均衡。

科目：管理學丁【企管系甲班碩士班丁組】 ✓

第一部份：選擇題，每題 2 分，共 50 分。

- () 1. 企業利用一個事業部所發展出來的資產或技能移轉到新的事業部，因所需再投入的資源比重新創設一個新事業部要節省得多，這種現象是(A)範疇經濟(B)規模經濟(C)綜效(D)多角化。
- () 2. 醫院裡各專業部門必須相互支援，才能發揮最好的醫療效果。請問，醫院的部門之間的相互依賴是何種型態？(A)聯合式(B)系列式(C)互惠式(D)全面式
- () 3. 棒球隊員彼此之間的技術相依型態最接近於哪一種？(A)聚合相依(B)順序相依(C)交互相依(D)全面相依。
- () 4. 根據領導者——部屬交換理論，領導者對待每位部屬的方式並不相同，領導者與部屬間會建立不同的交換關係。以上這句話會演繹出下列何種結論？(A)領導者和部屬會發展出沒有差異化的關係(B)領導行為是不必要的，某些情境可以取代領導功能(C)領導者會將部屬區分為內團體或外團體(D)領導者和部屬的角色可以交換。
- () 5. 將工作垂直式地擴張，亦即讓員工有更多的責任與自主權。這個觀念是(A)工作擴大化(B)工作豐富化(C)工作有機化(D)工作輪調化。
- () 6. 許文龍曾說，奇美實業的文化是「找對，不找責任；找答案，不找檢討。」這樣的領導者是以什麼來帶領部屬(A)權力(B)關係(C)管理(D)解決能力。
- () 7. 六個標準差的統計意義是每百萬個產品中最多只有多少個不良品？(A)3.3 個(B)3.4 個(C)3.2 個(D)3.6 個。
- () 8. 策略定位的第一項任務是找出(A)目標客戶群(B)產品的範疇(C)提供給顧客的價值(D)競爭優勢。
- () 9. 奧地利學派的經濟學家熊彼得(Schumpeterian)強調什麼是產業演進最重要的動力？(A)破壞(B)低階破壞(C)高階破壞(D)創新。
- () 10. 根據實證研究的結果顯現，多角化程度與企業價值會呈現什麼型的關係？(A)U 字型(B)V 字型(C)倒 U 字型(D)倒 V 字型。
- () 11. Jim Collins 在「從 A 到 A+」一書中指出，許多卓越企業都是先找對的人，再來才決定要做什麼事。這是因為(A)事比人重要，所以，事要放在後面做(B)形勢比人強，所以，要先找人(C)找對的人，才不會固執於某一方向，較能體恤同事，建立共識(D)人力成本最高，所以要先解決人力的問題。
- () 12. 統一企業為了因應現代社會休閒購物的便利需求，擬定擴大服務店及服務層面，故於 1986 年成立自販總部，這是因為什麼？(A)策略追隨結構(B)結構追隨策略(C)硬體追隨軟體(D)組織依賴型態。
- () 13. 哈佛大學 Kotter 教授所提出的組織變革八大步驟中的第一步驟是(A)成

科目：管理學丁【企管系甲班碩士班丁組】

立領導團隊(B)提出願景與策略(C)授權(D)建立危機意識。

- () 14.《孫子兵法》：「故善用兵者，屈人之兵非戰也，拔人之城非攻也，毀人之國非久也，必以全爭於天下，故兵不頓而利可全，此謀攻之法也。」這段文字比較接近於(A)系統觀點(B)學習觀點(C)混沌觀點(D)權變觀點。
- () 15. Jack Welch 要求奇異公司的經理人要「多用領導，少用管理。」這句話比較接近於(A)資源基礎觀點(B)權力觀點(C)創新觀點(D)學習觀點。
- () 16. 一個組織中的功能結構的優點是經濟效率而且高度穩定，但其缺點是個人很難瞭解自己的工作和組織整體的關聯。因此，須要採取何種機制來加以互補？(A)委員會(B)焦點會議(C)任務小組(D)網路機制。
- () 17. 「為提高對外溝通效率，本公司統一由公關部門處理對外發言，其他單位或個人不得擅自對外發表言論。」這是哪一種組織溝通？(A)目標與策略(B)工作指示及說明(C)教導(D)政策及程序。
- () 18. Herbert Simon 提出決策的兩個基本命題，因而認為純理性決策和追求最佳效果的決策是不存在的。請問這兩個命題是(A)公平和效率的不共性(B)有限理性和啟發原則(C)複雜理論和混沌準則(D)有限理性和滿意準則。
- () 19. 學者 Mary Follett 指出，管理者應該靠自己的經驗和知識來領導部屬，而非全然靠職位權力。因此，管理者和員工的關係應該從上對下的命令關係，改變為(A)夥伴關係(B)師生關係(C)朋友關係(D)教練和球員關係。
- () 20. 下列何者有利於下游購買者的議價能力？(A)供應商具有向下整合的能力(B)購買者的轉換成本高(C)購買者對於產品的價格很敏感(D)供應商所提供的產品很有獨特性。
- () 21. 如果組織的目標是要透過標準化控制成本，而組織文化卻是強調自我和創意，那麼，這個組織的文化顯然在哪些面向上有問題？(A)強度(B)態度(C)方向(D)普遍性。
- () 22. 下列哪一個部門的員工工作相依型態最接近於交互相依？(A)研發部門(B)財務部門(C)生產線(D)人資部門。
- () 23. 下列何種工作動機理論是屬於內容理論？(A)三需求理論(B)期望理論(C)公平理論(D)歸因理論。
- () 24. 企業同時經營不同產品線或市場時，所獲得的利益會超過分開經營這些產品線或市場所獲得利益的總和，這種現象是(A)範疇經濟(B)規模經濟(C)綜效(D)多角化。
- () 25. P&G 在進入咖啡業及製藥業時，先取得現有業者的品牌、產品線及生產技術，結合 P&G 的行銷能力及掌握通路資源，以形成高度互補，給競爭者很大壓力。根據上述，P&G 採取什麼進入策略？(A)取得授權/技術移轉(B)合資(C)非股權式策略聯盟(D)綜效式購併。

科目：管理學丁【企管系甲班碩士班丁組】

第二部份：問答題，每題 25 分，共 50 分。

請扼要切題的回答，切忌長篇大論不知所云。

1. 請說明彼得·杜拉克(Peter Drucker)所提出的七個創新機會的來源。
2. 何謂 Green Value Chain? 舉一企業實例說明 Green Value Chain 的經營方式及具體實踐。