

國立中山大學九十二學年度碩士班招生考試試題

科目：經濟學(甲) (企業管理碩士班甲組)

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一、美伊大戰再度引起世人對於石油價格的緊張，試回答下列問題：

- (1) 整個石油市場的供給來源有二：OPEC 與競爭市場 (non-OPEC)，其中 OPEC 由於占有舉足輕重的地位，可以影響整個世界石油的價格，甚至可以做到想要石油價格是多少就多少的地步。請利用你所學的個經理論，解釋 OPEC 如何操作世界石油市場價格。(5分)
- (2) 假設西元 2002 年世界石油的價格是 18 美元/桶，世界石油的年需求量與年供給量為 2 千 3 百萬桶，其中 OPEC 供給量為 1 千萬桶，non-OPEC 供給量為 1 千 3 百萬桶。下表為石油供給與需求的價格彈性(點彈性)估計：

	短期	長期
世界需求	-0.05	-0.4
競爭市場供給	0.1	0.4

- (2a) 由表中我們可看出石油的供給與需求價格彈性呈現長期彈性大於短期彈性的現象，請提供解釋。(3分)
- (2b) 求 2002 年世界石油的長短期需求曲線及長短期供給曲線。(4分)
- (2c) 假設美伊大戰爆發後，沙烏地阿拉伯(OPEC 成員之一)為報復美英，採取石油減產措施，共減產 3 百萬桶石油，請問此舉對於世界石油價格短期及長期的影響為何。(3分)

二、如果你經營一家網咖，收費方式是先收取入場費 E ，而後再以每小時為單位，每小時收費為 P 元(此即所謂 two-part tariff)。你有兩群目標顧客：學生與上班族，人數各為 100 人。經過調查，每個學生使用網咖的需求函數皆為： $Q=8-P$ ；每位上班族的需求函數皆為： $Q=10-P$ ，其中 Q 表示使用小時數。假設你經營網咖每小時的變動成本是 2 元，在不考慮固定成本的情況下，試回答下列問題：

- (1) 假設你可以清楚區分兩群顧客(例如檢查學生證)，則你對每群顧客的最適訂價策略(E 與 P) 各為何？此時利潤大小為何？(5分)
- (2) 假設你不能區分兩群顧客，只能採取單一訂價(仍為 two-part tariff)，則此時你的最適訂價 E 與 P 各為何？利潤大小為何？(5分)

三、假設光陽機車在高雄地區機車市場為獨占市場，透過一獨立經銷商銷售機車。整個高雄地區的市場需求函數為： $Q=10-P$ ，光陽機車的生產成本函數為： $TC=8+2Q$ ，請問光陽機車在利潤極大化的考量下如何決定其批發價格？又此時市場價格為何？(5分)

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- 四、假設你開了一家 VCD 出租店，最近有兩部片子即將發行：「誰與爭鋒」以及「我的希臘婚禮」。經過調查，潛在消費者可以分為四群：A、B、C、D，每群消費都有 100 人，對於兩部電影的最高願付價格如下表所示：

消費群	誰與爭鋒	我的希臘婚禮
A	30	90
B	40	60
C	60	40
D	90	30

- (1) 若兩部電影者邊際成本均為 0，你可以採取一般訂價或是組合商品訂價法 (bundling)，請問如何訂價可以使你利潤達到最大？(5 分)
- (2) 承上題，若兩部電影者邊際成本均為 35 元，則最適訂價又為何？(5 分)

- 五、假設你是筆記型電腦銷售員，你向某公司買斷了一批筆記型電腦 (多於 11 部)，想要到中山大學企管系碩一班上來推銷筆記型電腦。班上同學共有 11 個人，對於你所推銷的筆記型電腦的最高願付價格分別為 1 萬、2 萬、3 萬、...、11 萬。假設每人最多購買一台筆記型電腦，而你到中山大學的交通成本是 5000 元/次。

- (1) 如果你只會到這個系上一次，然後就離開學校到別的地方去推銷，大家都相信你不會再回來。請問你的最適訂價為何？利潤大小又是多少？(3 分)
- (2) 如果你說你隔天還會再回到班上推銷，之後就會離開學校到別的地方去推銷，而且兩天下單的同學交貨時間一樣，請問此時你這兩天的最適訂價為何？(兩天的價格可以不一樣)，利潤大小為何？(4 分)
- (3) 由(1)、(2)，請評論當你可以藉由不同時間來調整商品價格時，利潤是否一定會比較好？為什麼？(3 分)

第六至第十題每題 10 分。

- 六、For each activity listed below, indicate where the activity would be recorded on the expenditure side of our GDP accounting. Your choices are C, I, G, X (exports), M (Imports), and NR (not recorded). Give a brief explanation for your answers.

- (1) An advertising agency purchases new computers for its staff.
- (2) The advertising agency purchases toner for the computer's printer.

- 七、Why and in what way are fiscal policy lags different from monetary policy lags?

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- 八、Use aggregate demand and the money market to explain how an increase in government expenditures crowds out private investment.
- 九、Suppose that people in Taiwan decide they want to buy more American cars. This increases the demand for U.S. exports. It seems obvious that this should improve the U.S. trade balance, yet this "obvious" conclusion is wrong. Why?
- 十、In an open economy why is savings not equal to domestic investment? How can national savings be greater than domestic investment? How can national savings be less than domestic investment?

國立中山大學九十二學年度碩士班招生考試試題

科目：(企管系碩士班甲組)企業管理

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1. SARS (嚴重急性呼吸道症候群) 的流行，對中國、香港、新加坡和台灣有很大的影響，許多產業受到非常負面的衝擊，但也有少數產業得到正面的影響，請您正、負各舉兩例 (兩種產業)，說明它們的衝擊，也提出您的看法和建議。(請在 250 字內作答) (20%)
2. 下面有五個名字，它們可能是品名、品牌或公司，請您簡單說明之 (每題限 30 字以內)。(10%)
 - (一) Lu-Miel
 - (二) Apex
 - (三) La New
 - (四) Colgate
 - (五) 3M
3. 請按重要性依序寫下五項你所認為的一個好的管理者應具備的條件。為什麼你這麼認為？你自己將如何充實這些條件？(30%)

以下三個問題請把握言簡意賅原則，寫多了可能反而會讓你失分。

4. 何謂公司治理 (corporate governance)？其對公司經營的意義何在？(15%)
5. 何謂核心競爭力 (core competency)？對企業策略的意義何在請舉三個公司為例，說明他們的核心競爭力是什麼。如果你是中山大學管理學院院長，請用核心競爭力的理論，擬定一個中山大學管理學院的發展計畫。(15%)
6. 當你進入中山大學企管所之後，你要如何利用兩年的時間學習成長，請制定一個計畫。(10%)

壹、個體經濟學部份

(一)(15%) 假設張三多年前在高雄市的鬧區六合二路上，向李四租了個店面開咖啡店，雖然生意一年比一年好，但張三發現每年增加的收益卻總比不上每年增加的房租，只好關門大吉，請問：

- (1) 經濟學要如何解釋六合二路上的房租要比別人貴？
- (2) 經濟學要如何解釋張三每年均有超額利潤但在經營多年後卻仍歇業？
- (3) 張三讀過經濟學，他認為房租漲的不合理，但房東李四卻認為他所要求的房租是一種機會成本，請問這個機會成本要如何解釋？

(二)(15%) 心海羅盤葉教授對心理學頗有研究，最近因為 SARS (重症急性呼吸道症候群) 很流行，所以他做了一個實驗，題目如下：

題目：亞洲爆發 SARS 流行，可能有 600 人死亡，有方案 a 及 b 可供選擇以對抗疾病。

方案 a：200 人獲救

方案 b：1/3 機率 600 人可獲救，2/3 機率無人可獲救

結果有 72% 的人選擇方案 a，而 28% 的人選擇方案 b。葉教授決定在題意不變下換一種方式問如下：

方案 c：有 400 人會死亡

方案 d：有 1/3 機率無人死亡，2/3 機率 600 人均死亡

結果有 22% 的人選擇方案 c，78% 的人選擇方案 d。故由以上結果，葉教授發現，當有利得時人們通常是風險趨避的，但有損失時人們通常是風險喜好的，這用傳統經濟學的期望效用理論無法解釋，故葉教授想請各位聰明的考生想一想要如何解釋這個現象？

(三)(20%) 近年來，許多的行業面臨“微利化”的現象，亦即競爭十分劇烈，經常可見到價格競爭的手段，長期下來，多數該行業內的廠商處於低利潤，甚或虧損的狀況。請從經濟學角度討論：

- (1) 何以某個行業會產生微利化的現象？
- (2) 在那種情形下，微利化的現象可能停止？

貳、總體經濟學部份

(每題五分，除計算題外回答不得超過 40 個字，否則不予計分)

- (一) 問天下「錢」為何物，直叫人以身相許，一句話中說明了貨幣具有那一種功能？
- (二) 請以鬱金香球根、荷蘭東印度公司、土耳其，說明昔日所謂的「泡沫經濟」的史實？
- (三) 十八世紀時經濟學家 Adam Smith 發現了什麼？又二十世紀初期的 J.M. Keynes 也發現了什麼？也請以英文寫出他們的代表作。
- (四) 周知的道理，利率是使用貨幣的機會成本，所以當利率上升時，貨幣需求減少。但此外如果一定要再找出另一個理由的話，應該是什麼理由？
- (五) 五百億政府支出的增加，通常將帶來比該支出（即五百億）更高的 GDP 的增加嘛？請簡單說明之。
- (六) 當經濟活動陷入流動性陷阱時，金融政策是不效果的，請繪圖說明之。
- (七) 國民所得中，由消費、投資與政府支出，所構成的總體經濟模型如下列（假設物價水準為一定時）。（任選兩題作答即可）

$$C = 4/5Y_d + 17, G = 50$$

$$I = 1/5Y - 5r + 15, M_d = 108 - 9r$$

$$T = 1/4Y - 10, M_s = 72$$

(C: 消費、Y_d: 可處分所得、I: 投資、Y: 國民所得、r: 利率、T: 稅收、G: 政府支出、M_d: 貨幣需求、M_s: 貨幣供給)

試問 (1) IS 曲線為何？

(2) LM 曲線為何？

(3) 均衡國民所得與均衡利率為何？

(4) 政府為使國民所得增加為 50 時，必需要變動多少貨幣供給量？

(八) 我國貿易年年呈現順差，為什麼景氣仍不見恢復呢？請以經濟學原理說明之。

(九) Deflation 是指什麼？又 Deflation 與實質可使用所得、物價、景氣有何關連？

(十) 公債大量發行時，對景氣、幣值、股價有何影響？簡單說明其理由。

國立中山大學九十二學年度碩士班招生考試試題

科目：管理學(乙) (企業管理學系碩班甲班乙組)

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一、單選題二十五題 (請選擇一個最適當的答案，依題號填在考試試卷內頁之答案紙的“是非、選擇題專用頁”上；每題兩分，答錯者不到扣。)

1. If Bradley Hak is responsible for maintaining information links both inside and outside organizations by using mail, phone calls, and conducting meetings as daily activities, he would be considered a
 - a. figurehead.
 - b. liaison.
 - c. negotiator.
 - d. monitor.
 - e. spokesperson.
2. According to the systems theory, a beautician at a hair salon would be a(n)
 - a. output.
 - b. environment.
 - c. input.
 - d. transformation process.
 - e. none of the above.
3. In order to determine how to deal with a problem employee, Sharon evaluated the employee, the problem, and the context in which the problem occurred. She is applying which of the following perspectives?
 - a. Participative view
 - b. Universalist view
 - c. Autonomy view
 - d. Contingency view
4. The Feed and Farm has many problems with long waiting lines at each of its checkout counters. Which of the following applications is likely to be most helpful?
 - a. Management information systems
 - b. Simulation
 - c. Queuing theory
 - d. Break-even analysis
 - e. All of the above
5. McDonald's "We Love to See You Smile" represents a
 - a. ceremony.
 - b. symbol.
 - c. ritual.
 - d. slogan.
 - e. political activity.
6. Color Copiers operates in a true global fashion, making sales and acquiring resources in whatever country offers the best opportunities and lowest cost, what stage of international development is it in?
 - a. Stateless stage
 - b. Multinational stage
 - c. International stage
 - d. Domestic stage
 - e. Multidomestic stage
7. A foreign terrorist kidnaps your firm's marketing VP while the VP is in the host country. This is a harsh example of
 - a. economic development.
 - b. infrastructure.
 - c. political risk.
 - d. international law.
 - e. social risk.
8. Grant is a manager at Computer-Care Company. He is expected to consider the effort of each decision alternative on all parties and select the one that optimizes the satisfaction for the greatest number of people. This is an example of the
 - a. utilitarian approach.
 - b. individualism approach.
 - c. moral-justice approach.
 - d. justice approach.
 - e. soft-line managerial approach.

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9. Which of these is true about a company with a sense of social responsibility?
 - a. It would be most concerned with the cost of pollution control devices.
 - b. It would only care about their stockholders and employees.
 - c. It would install safety control devices before the government required them.
 - d. It would wait until the government required smokestack scrubbers.
 - e. It would follow the competitors.
10. As a way of implementing their differentiation strategy which emphasizes quality, 123 Corporation decided to switch from an assembly line manufacturing system to a system based on work teams. This is an example of which of the dimensions used for implementing strategy?
 - a. Leadership
 - b. Structural design
 - c. Human resources
 - d. Information systems
 - e. Control systems
11. Kari is a manager at My Size Clothing. Her job is very complex and she feels that she does not have enough time to identify and/or process all the information she needs to make decisions. Kari's situation is most consistent with which of the following concepts?
 - a. Bounded rationality
 - b. The classical model of decision making
 - c. Satisficing
 - d. Brainstorming
 - e. Scientific management
12. Josh is a manager at Baseball Equipment. He is thinking about involving his subordinates in the decision making process. According to Vroom and Jago, if
 - a. his subordinates typically go along with whatever Josh decides, their involvement is not that important.
 - b. Josh does not have good information; there is no need to involve the subordinates.
 - c. the subordinates do not share in the goals of the organization, Josh should let them make the decision alone.
 - d. the problem is ambiguous and poorly structured, there is a need for Josh to interact with his subordinates.
 - e. None of the above applies.
13. Kevin's subordinates are highly trained and all perform similar tasks. Nichole's subordinates are spread over two locations and she has little available in the way of support systems. Which of the following statements is most correct?
 - a. Nichole's span of management can be larger than Kevin's.
 - b. Nichole will have problems with unity of command.
 - c. Kevin's span of management can be larger than Nichole's.
 - d. Kevin has more problems with work specialization.
 - e. None of the above.
14. Eagle Distributors is continually hampered by an inability to adapt to an unstable environment. Which of the following is a plausible explanation as to why?
 - a. Eagle's structure is too loose.
 - b. Eagle's structure is too horizontal.
 - c. Eagle uses a vertical structure.
 - d. All of the above.
 - e. a and b only.
15. Heather is seeing, on a regular basis, a difference between current and expected performance levels. She should begin
 - a. to gather more data.
 - b. to implement change.
 - c. to perceive a need for change.
 - d. to change the reward system.
 - e. all of the above.
16. Keisha, a senior at Morgan University, believes that it is okay to get at "B" but more important to learn in a class than get an easy "A" without learning. Keisha's belief reflects which component of attitude?
 - a. Behavior
 - b. Affect
 - c. Dissonance
 - d. Feeling
 - e. Cognitions

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科目：管理學(乙) (企業管理系碩士班甲班)

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17. Ed is a top executive at a cigarette manufacturing company who believes that cigarettes are dangerous products and they kill people. This condition can be described as
 - a. job involvement.
 - b. extroversion.
 - c. cognitive dissonance.
 - d. machiavellianism.
 - e. job satisfaction.
18. Ted has been unemployed for three months. When his wife asked him why he was not looking for a job, Ted responded, "If I am lucky, I will get my old job back." Ted would be considered as having a(n)
 - a. external locus of control.
 - b. high conscientiousness.
 - c. sensation and intuition type personality.
 - d. internal locus of control.
 - e. high Mach attitude.
19. The effectiveness and appropriateness of a set of leader traits depends on all of these EXCEPT
 - a. the organization.
 - b. the subordinate.
 - c. the leader.
 - d. the competitors.
 - e. b and c only.
20. Shakil is a new manager at Gomes Company. He has absolutely no experience as a manager nor does he know the technology of his department well. These two factors prevent Shakil from directing his workforce. This is an example of ____ impacting leadership styles and behaviors.
 - a. substitutes
 - b. neutralizers
 - c. contingencies
 - d. citizenship
 - e. transformation
21. Felix is a recent college graduate. He is unsure about his future. A counselor in his university's career resources recently told Felix that he had a high need for achievement. Based on this, what type of career should Felix pursue?
 - a. He should look for work as a project manager.
 - b. He should think about starting his own business.
 - c. He should look for work in "corporate America," he is sure to climb to the top.
 - d. He should play the Lotto.
 - e. None of the above.
22. One of your fellow team members at work is continually disrupting the team's work with jokes and general horseplay. You hope that by ignoring him he will stop this senseless behavior. You are attempting to use which reinforcement tool?
 - a. Extinction
 - b. Positive reinforcement
 - c. Negative reinforcement
 - d. Avoidance learning
 - e. Desired behavior is reinforced annually
23. You invite one of your employees to your office to talk about his performance. Which of the following seating arrangements will suggest to him that you are the person in charge?
 - a. You sit in an easy chair and your employee sits on the sofa.
 - b. You sit behind your desk and your employee sits in a chair on the opposite side.
 - c. You both sit side by side around a table.
 - d. You sit in a sofa and your employee sits in an easy chair.
 - e. You both sit on the floor.
24. Shannon belongs to a horizontal team in her organization. She was selected on the basis of her title, not her expertise. The type of horizontal team she belongs to is likely a(n)
 - a. self-managed work team.
 - b. task force
 - c. cross-functional team.
 - d. committee.
 - e. ad-hoc committee.

25. It seems that once a year the managers of Barbie and Ken's Corporation attempt a major organization intervention, such as management-by-objectives. They never seem to be satisfied with the performance of Barbie and Ken's and, sure enough, 12 months later, along comes another major intervention. By implementing organizational change in this way, Barbie and Ken's management may well be violating the principle of
- benchmarking.
 - continuous improvement.
 - unity of direction.
 - top-down control.
 - none of the above.

二、在企業的行銷評估與控制活動〈Marketing Evaluation and Control〉中，請討論哪些工具可協助公司監視與改善其行銷活動？並請舉實例討論之。〈二十五分〉

三、如何針對企業的管理活動提昇執行的技巧〈Implementation Skills〉以滿足顧客的需要與慾望及達成公司既定的管理目標？請以實例說明。〈二十五分〉

壹、個體經濟學部份

(一)(15%) 假設張三多年前在高雄市的鬧區六合二路上，向李四租了個店面開咖啡店，雖然生意一年比一年好，但張三發現每年增加的收益卻總比不上每年增加的房租，只好關門大吉，請問：

- (1) 經濟學要如何解釋六合二路上的房租要比別人貴？
- (2) 經濟學要如何解釋張三每年均有超額利潤但在經營多年後卻仍歇業？
- (3) 張三讀過經濟學，他認為房租漲的不合理，但房東李四卻認為他所要求的房租是一種機會成本，請問這個機會成本要如何解釋？

(二)(15%) 心海羅盤葉教授對心理學頗有研究，最近因為 SARS (重症急性呼吸道症候群) 很流行，所以他做了一個實驗，題目如下：

題目：亞洲爆發 SARS 流行，可能有 600 人死亡，有方案 a 及 b 可供選擇以對抗疾病。

方案 a：200 人獲救

方案 b：1/3 機率 600 人可獲救，2/3 機率無人可獲救

結果有 72% 的人選擇方案 a，而 28% 的人選擇方案 b。葉教授決定在題意不變下換一種方式問如下：

方案 c：有 400 人會死亡

方案 d：有 1/3 機率無人死亡，2/3 機率 600 人均死亡

結果有 22% 的人選擇方案 c，78% 的人選擇方案 d。故由以上結果，葉教授發現，當有利得時人們通常是風險趨避的，但有損失時人們通常是風險喜好的，這用傳統經濟學的期望效用理論無法解釋，故葉教授想請各位聰明的考生想一想要如何解釋這個現象？

(三)(20%) 近年來，許多的行業面臨“微利化”的現象，亦即競爭十分劇烈，經常可見價格競爭的手段，長期下來，多數該行業內的廠商處於低利潤，甚或虧損的狀況。請從經濟學角度討論：

- (1) 何以某個行業會產生微利化的現象？
- (2) 在那種情形下，微利化的現象可能停止？

貳、總體經濟學部份

(每題五分，除計算題外回答不得超過 40 個字，否則不予計分)

- (一) 問天下「錢」為何物，直叫人以身相許，一句話中說明了貨幣具有那一種功能？
- (二) 請以鬱金香球根、荷蘭東印度公司、土耳其，說明昔日所謂的「泡沫經濟」的史實？
- (三) 十八世紀時經濟學家 Adam Smith 發現了什麼？又二十世紀初期的 J.M. Keynes 也發現了什麼？也請以英文寫出他們的代表作。
- (四) 周知的道理，利率是使用貨幣的機會成本，所以當利率上升時，貨幣需求減少。但此外如果一定要再找出另一個理由的話，應該是什麼理由？
- (五) 五百億政府支出的增加，通常將帶來比該支出（即五百億）更高的 GDP 的增加嘛？請簡單說明之。
- (六) 當經濟活動陷入流動性陷阱時，金融政策是不效果的，請繪圖說明之。
- (七) 國民所得中，由消費、投資與政府支出，所構成的總體經濟模型如下列（假設物價水準為一定時）。（任選兩題作答即可）
 $C = 4/5Y_d + 17$ ， $G = 50$
 $I = 1/5Y - 5r + 15$ ， $M_d = 108 - 9r$
 $T = 1/4Y - 10$ ， $M_s = 72$
(C：消費、 Y_d ：可處分所得、I：投資、Y：國民所得、r：利率、T：稅收、G：政府支出、 M_d ：貨幣需求、 M_s ：貨幣供給)
試問 (1) IS 曲線為何？
(2) LM 曲線為何？
(3) 均衡國民所得與均衡利率為何？
(4) 政府為使國民所得增加為 50 時，必需要變動多少貨幣供給量？
- (八) 我國貿易年年呈現順差，為什麼景氣仍不見恢復呢？請以經濟學原理說明之。
- (九) Deflation 是指什麼？又 Deflation 與實質可使用所得、物價、景氣有何關連？
- (十) 公債大量發行時，對景氣、幣值、股價有何影響？簡單說明其理由。

一、單選題二十五題（請選擇一個最適當的答案，依題號填在考試試卷內頁之答案紙的“是非、選擇題專用頁”上；每題兩分，答錯者不到扣。）

1. Felix is a recent college graduate. He is unsure about his future. A counselor in his university's career resources recently told Felix that he had a high need for achievement. Based on this, what type of career should Felix pursue?
 - a. He should look for work in "corporate America," he is sure to climb to the top.
 - b. He should play the Lotto.
 - c. He should think about starting his own business.
 - d. He should look for work as a project manager.
 - e. None of the above.
2. Shannon belongs to a horizontal team in her organization. She was selected on the basis of her title, not her expertise. The type of horizontal team she belongs to is likely a(n)
 - a. committee.
 - b. self-managed work team.
 - c. ad-hoc committee.
 - d. cross-functional team.
 - e. task force
3. Josh is a manager at Baseball Equipment. He is thinking about involving his subordinates in the decision making process. According to Vroom and Jago, if
 - a. the problem is ambiguous and poorly structured, there is a need for Josh to interact with his subordinates.
 - b. his subordinates typically go along with whatever Josh decides, their involvement is not that important.
 - c. the subordinates do not share in the goals of the organization, Josh should let them make the decision alone.
 - d. Josh does not have good information; there is no need to involve the subordinates.
 - e. None of the above applies.
4. Color Copiers operates in a true global fashion, making sales and acquiring resources in whatever country offers the best opportunities and lowest cost, what stage of international development is it in?
 - a. Stateless stage
 - b. International stage
 - c. Multinational stage
 - d. Domestic stage
 - e. Multidomestic stage
5. In order to determine how to deal with a problem employee, Sharon evaluated the employee, the problem, and the context in which the problem occurred. She is applying which of the following perspectives?
 - a. Autonomy view
 - b. Contingency view
 - c. Universalist view
 - d. Participative view
6. Eagle Distributors is continually hampered by an inability to adapt to an unstable environment. Which of the following is a plausible explanation as to why?
 - a. Eagle's structure is too horizontal.
 - b. Eagle's structure is too loose.
 - c. Eagle uses a vertical structure.
 - d. All of the above.
 - e. a and b only.
7. You invite one of your employees to your office to talk about his performance. Which of the following seating arrangements will suggest to him that you are the person in charge?
 - a. You both sit side by side around a table.
 - b. You both sit on the floor.
 - c. You sit in an easy chair and your employee sits on the sofa.
 - d. You sit behind your desk and your employee sits in a chair on the opposite side.
 - e. You sit in a sofa and your employee sits in an easy chair.

8. One of your fellow team members at work is continually disrupting the team's work with jokes and general horseplay. You hope that by ignoring him he will stop this senseless behavior. You are attempting to use which reinforcement tool?
 - a. Avoidance learning
 - b. Positive reinforcement
 - c. Negative reinforcement
 - d. Desired behavior is reinforced annually
 - e. Extinction
9. Keisha, a senior at Morgan University, believes that it is okay to get at "B" but more important to learn in a class than get an easy "A" without learning. Keisha's belief reflects which component of attitude?
 - a. Cognitions
 - b. Dissonance
 - c. Behavior
 - d. Affect
 - e. Feeling
10. If Bradley Hak is responsible for maintaining information links both inside and outside organizations by using mail, phone calls, and conducting meetings as daily activities, he would be considered a
 - a. negotiator.
 - b. spokesperson.
 - c. liaison.
 - d. figurehead.
 - e. monitor.
11. According to the systems theory, a beautician at a hair salon would be a(n)
 - a. output.
 - b. input.
 - c. transformation process.
 - d. environment.
 - e. none of the above.
12. The effectiveness and appropriateness of a set of leader traits depends on all of these EXCEPT
 - a. the organization.
 - b. the subordinate.
 - c. the leader.
 - d. the competitors..
 - e. b and c only.
13. The Feed and Farm has many problems with long waiting lines at each of its checkout counters. Which of the following applications is likely to be most helpful?
 - a. Queuing theory
 - b. Simulation
 - c. Management information systems
 - d. Break-even analysis
 - e. All of the above
14. It seems that once a year the managers of Barbie and Ken's Corporation attempt a major organization intervention, such as management-by-objectives. They never seem to be satisfied with the performance of Barbie and Ken's and, sure enough, 12 months later, along comes another major intervention. By implementing organizational change in this way, Barbie and Ken's management may well be violating the principle of
 - a. unity of direction.
 - b. continuous improvement.
 - c. top-down control.
 - d. benchmarking.
 - e. none of the above.
15. Grant is a manager at Computer-Care Company. He is expected to consider the effort of each decision alternative on all parties and select the one that optimizes the satisfaction for the greatest number of people. This is an example of the
 - a. moral-justice approach.
 - b. individualism approach.
 - c. soft-line managerial approach.
 - d. utilitarian approach.
 - e. justice approach.

16. Kari is a manager at My Size Clothing. Her job is very complex and she feels that she does not have enough time to identify and/or process all the information she needs to make decisions. Kari's situation is most consistent with which of the following concepts?
 - a. The classical model of decision making
 - b. Scientific management
 - c. Satisficing
 - d. Bounded rationality
 - e. Brainstorming
17. Heather is seeing, on a regular basis, a difference between current and expected performance levels. She should begin
 - a. to change the reward system.
 - b. to implement change.
 - c. to perceive a need for change.
 - d. to gather more data.
 - e. all of the above.
18. As a way of implementing their differentiation strategy which emphasizes quality, 123 Corporation decided to switch from an assembly line manufacturing system to a system based on work teams. This is an example of which of the dimensions used for implementing strategy?
 - a. Human resources
 - b. Leadership
 - c. Structural design
 - d. Information systems
 - e. Control systems
19. Ted has been unemployed for three months. When his wife asked him why he was not looking for a job, Ted responded, "If I am lucky, I will get my old job back." Ted would be considered as having a(n)
 - a. high Mach attitude.
 - b. sensation and intuition type personality.
 - c. internal locus of control.
 - d. high conscientiousness.
 - e. external locus of control.
20. Ed is a top executive at a cigarette manufacturing company who believes that cigarettes are dangerous products and they kill people. This condition can be described as
 - a. job involvement.
 - b. cognitive dissonance.
 - c. machiavellianism.
 - d. extroversion.
 - e. job satisfaction.
21. Which of these is true about a company with a sense of social responsibility?
 - a. It would only care about their stockholders and employees.
 - b. It would follow the competitors.
 - c. It would wait until the government required smokestack scrubbers.
 - d. It would install safety control devices before the government required them.
 - e. It would be most concerned with the cost of pollution control devices.
22. Kevin's subordinates are highly trained and all perform similar tasks. Nichole's subordinates are spread over two locations and she has little available in the way of support systems. Which of the following statements is most correct?
 - a. Nichole's span of management can be larger than Kevin's.
 - b. Kevin has more problems with work specialization.
 - c. Nichole will have problems with unity of command.
 - d. Kevin's span of management can be larger than Nichole's.
 - e. None of the above.
23. Shakil is a new manager at Gomes Company. He has absolutely no experience as a manager nor does he know the technology of his department well. These two factors prevent Shakil from directing his workforce. This is an example of ____ impacting leadership styles and behaviors.
 - a. transformation
 - b. citizenship
 - c. substitutes
 - d. contingencies
 - e. neutralizers

24. McDonald's "We Love to See You Smile" represents a
- ritual.
 - slogan.
 - symbol.
 - ceremony.
 - political activity.
25. A foreign terrorist kidnaps your firm's marketing VP while the VP is in the host country. This is a harsh example of
- economic development.
 - social risk.
 - infrastructure.
 - international law.
 - political risk.

二、如何改善員工〈Employees〉的招聘、訓練、發展與考核？如何針對提昇員工的士氣，以滿足顧客的需要與慾望，及達成公司既定的營業目標？請均以實例說明。〈二十五分〉

三、如何針對企業的管理活動提昇執行的技巧〈Implementation Skills〉以滿足顧客的需要與慾望及達成公司既定的管理目標？請以實例說明。〈二十五分〉

國立中山大學九十二學年度碩士班招生考試試題

科目：經濟學(了) (企業管理學系碩士班丁組)

共 2 頁 第 1 頁

一、 假設民眾對於石油的需求曲線為 $Q_D = 1200 - 200P$ ，市場上有 50 家廠商，我們視為完全競爭市場。每一家廠商的供給曲線都一樣： $q_s = 2P$ 。

(1) 求市場的均衡價格為何？(2 分)

(2) 求個別廠商所面對的 AR 線與 MR 線。(2 分)

若個別廠商的成本結構如下： $MC = \frac{1}{2}q$ ， $AVC = \frac{1}{4}q$ ， $AC = \frac{1}{4}q + \frac{16.8}{q}$ ，其中 q 為各廠商的產量。

(3) 均衡時，個別廠商的最適產量與最適價格為何？整個市場的總產量為何？(2 分)

(4) 個別廠商的利潤大小為何？短期內是否應該繼續營運，為什麼？(2 分)

現在假設這 50 家石油供應商成立所謂 OPEC 組織，負責生產與銷售石油，使得石油市場變成一個獨占市場，市場需求沒有改變。

(5) 求 OPEC 所面對的 AR 線與 MR 線。(2 分)

OPEC 組織的成本結構如下： $MC = \frac{1}{100}Q$ ， $AVC = \frac{1}{200}Q$ ， $AC = \frac{1}{200}Q + \frac{840}{Q}$

(6) 均衡時，OPEC 的最適產量與最適價格為何？其利潤呢？(2 分)

(7) 試比較 OPEC 成立前後市場的均衡總產量與均衡價格？(2 分)

(8) 求 OPEC 成立後所造成的社會無謂損失大小？(2 分)

二、 如果你經營一家網咖，收費方式是先收取入場費 E ，而後再以每小時為單位，每小時收費為 P 元（此即所謂 two-part tariff）。你有兩群目標顧客：學生與上班族，人數各為 100 人。經過調查，每個學生使用網咖的需求函數皆為： $Q = 8 - P$ ；每位上班族的需求函數皆為： $Q = 10 - P$ ，其中 Q 表示使用小時數。假設你經營網咖每小時的變動成本是 2 元，在不考慮固定成本的情況下，試回答下列問題：

(1) 假設你可以清楚區分兩群顧客（例如檢查學生證），則你對每群顧客的最適訂價策略（ E 與 P ）各為何？此時利潤大小為何？(5 分)

(2) 假設你不能區分兩群顧客，只能採取單一訂價（仍為 two-part tariff），則此時你的最適訂價 E 與 P 各為何？利潤大小為何？(5 分)

三、 《商業周刊》中有一則故事：「清晨，南投的小如正準備跟五十二歲的爸爸去田裡工作，從出生以來，小如多數的時間都在田裡度過，六歲的她仍然打著赤腳來回田埂間，幫爸爸扛著農作物，除了黝黑的臉，還有滿身的泥巴... 這一天，小如蹲在一排排的鳳梨前，許久不動，阿嬤不耐煩的問她，到底在做什麼？小如答：我在問鳳梨，什麼時候長大？... 原來，小如看到同年紀的堂兄弟都已經上學，也很想上學，但是，爸爸告訴她，等鳳梨收割賣錢，才有錢給她上幼稚園...」我國雖然是以農立國，但農民的收入卻一直很不穩定，大家在慶豐收，農民卻苦哈哈。請以經濟學的角度來分析農作物這種商品，先敘述農作物市場的特性，再敘述你有沒有什麼積極性作為來幫助農民擺脫困境，為小如圓一個上學夢。(10 分)

國立中山大學九十二學年度碩士班招生考試試題

科目：經濟學(丁) (企業管理學系碩士班丁組)

共 2 頁 第 2 頁

- 四、假設你開了一家 VCD 出租店，最近有兩部片子即將發行：「誰與爭鋒」以及「我的希臘婚禮」。經過調查，潛在消費者可以分為四群：A、B、C、D，每群消費都有 100 人，對於兩部電影的最高願付價格如下表所示：

消費群	誰與爭鋒	我的希臘婚禮
A	30	90
B	40	60
C	60	40
D	90	30

- (1) 若兩部電影者邊際成本均為 0，你可以採取一般訂價或是組合商品訂價法 (bundling)，請問如何訂價可以使你利潤達到最大？(5 分)
- (2) 承上題，若兩部電影者邊際成本均為 35 元，則最適訂價為何？(5 分)

- 五、布希有現金 1500 元，想帶布萊爾去「伊拉克 KTV」唱歌。若「伊拉克 KTV」收費方式為「包廂費 300 元，免費歡唱 3 個小時，三個小時後若想續唱則每小時收費 150 元」，請依此繪出布希所面對的預算限制線。(4 分)

第六至第十題每題 10 分。

- 六、For each activity listed below, indicate where the activity would be recorded on the *expenditure* side of our GDP accounting. Your choices are C, I, G, X (exports), M (Imports), and NR (not recorded). Give a brief explanation for your answers.

- (1) An advertising agency purchases new computers for its staff.
- (2) The advertising agency purchases toner for the computer's printer.

- 七、Why and in what way are fiscal policy lags different from monetary policy lags?

- 八、Use aggregate demand and the money market to explain how an increase in government expenditures crowds out private investment.

- 九、There is a story that during the German hyperinflation when teachers got paid they would take the bundle of money they got paid over to the classroom window and drop it down to relatives so that they could spend it before prices rose too much. What cost of inflation does this illustrate? Defend your answer.

- 十、The model of the market for loanable funds shows that an investment tax credit will cause interest rates to rise and investment to rise. Yet we also suppose that higher interest rates lead to lower investment. How can these two conclusions be reconciled?

一、單選題二十五題（請選擇一個最適當的答案，依題號填在考試試卷內頁之答案紙的“是非、選擇題專用頁”上；每題兩分，答錯者不到扣。）

1. Shakil is a new manager at Gomes Company. He has absolutely no experience as a manager nor does he know the technology of his department well. These two factors prevent Shakil from directing his workforce. This is an example of ____ impacting leadership styles and behaviors.
 - a. citizenship
 - b. substitutes
 - c. neutralizers
 - d. contingencies
 - e. transformation
2. Which of these is true about a company with a sense of social responsibility?
 - a. It would wait until the government required smokestack scrubbers.
 - b. It would follow the competitors.
 - c. It would install safety control devices before the government required them.
 - d. It would only care about their stockholders and employees.
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3. Felix is a recent college graduate. He is unsure about his future. A counselor in his university's career resources recently told Felix that he had a high need for achievement. Based on this, what type of career should Felix pursue?
 - a. He should think about starting his own business.
 - b. He should look for work in "corporate America," he is sure to climb to the top.
 - c. He should look for work as a project manager.
 - d. He should play the Lotto.
 - e. None of the above.
4. The effectiveness and appropriateness of a set of leader traits depends on all of these EXCEPT
 - a. the organization.
 - b. the subordinate.
 - c. the leader.
 - d. the competitors.
 - e. b and c only.
5. Kari is a manager at My Size Clothing. Her job is very complex and she feels that she does not have enough time to identify and/or process all the information she needs to make decisions. Kari's situation is most consistent with which of the following concepts?
 - a. Brainstorming
 - b. The classical model of decision making
 - c. Bounded rationality
 - d. Satisficing
 - e. Scientific management
6. If Bradley Hak is responsible for maintaining information links both inside and outside organizations by using mail, phone calls, and conducting meetings as daily activities, he would be considered a
 - a. figurehead.
 - b. liaison.
 - c. monitor.
 - d. negotiator.
 - e. spokesperson.
7. Grant is a manager at Computer-Care Company. He is expected to consider the effort of each decision alternative on all parties and select the one that optimizes the satisfaction for the greatest number of people. This is an example of the
 - a. justice approach.
 - b. moral-justice approach.
 - c. individualism approach.
 - d. soft-line managerial approach.
 - e. utilitarian approach.

8. One of your fellow team members at work is continually disrupting the team's work with jokes and general horseplay. You hope that by ignoring him he will stop this senseless behavior. You are attempting to use which reinforcement tool?
 - a. Avoidance learning
 - b. Negative reinforcement
 - c. Positive reinforcement
 - d. Desired behavior is reinforced annually
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9. Heather is seeing, on a regular basis, a difference between current and expected performance levels. She should begin
 - a. to implement change.
 - b. to perceive a need for change.
 - c. to gather more data.
 - d. to change the reward system.
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10. The Feed and Farm has many problems with long waiting lines at each of its checkout counters. Which of the following applications is likely to be most helpful?
 - a. Simulation
 - b. Queuing theory
 - c. Break-even analysis
 - d. Management information systems
 - e. All of the above
11. In order to determine how to deal with a problem employee, Sharon evaluated the employee, the problem, and the context in which the problem occurred. She is applying which of the following perspectives?
 - a. Autonomy view
 - b. Participative view
 - c. Universalist view
 - d. Contingency view
12. You invite one of your employees to your office to talk about his performance. Which of the following seating arrangements will suggest to him that you are the person in charge?
 - a. You both sit on the floor.
 - b. You sit behind your desk and your employee sits in a chair on the opposite side.
 - c. You sit in a sofa and your employee sits in an easy chair.
 - d. You sit in an easy chair and your employee sits on the sofa.
 - e. You both sit side by side around a table.
13. Eagle Distributors is continually hampered by an inability to adapt to an unstable environment. Which of the following is a plausible explanation as to why?
 - a. Eagle uses a vertical structure.
 - b. Eagle's structure is too horizontal.
 - c. Eagle's structure is too loose.
 - d. All of the above.
 - e. a and b only.
14. Keisha, a senior at Morgan University, believes that it is okay to get at "B" but more important to learn in a class than get an easy "A" without learning. Keisha's belief reflects which component of attitude?
 - a. Dissonance
 - b. Affect
 - c. Cognitions
 - d. Feeling
 - e. Behavior
15. As a way of implementing their differentiation strategy which emphasizes quality, 123 Corporation decided to switch from an assembly line manufacturing system to a system based on work teams. This is an example of which of the dimensions used for implementing strategy?
 - a. Structural design
 - b. Information systems
 - c. Leadership
 - d. Human resources
 - e. Control systems
16. According to the systems theory, a beautician at a hair salon would be a(n)
 - a. input.
 - b. transformation process.
 - c. environment.
 - d. output.
 - e. none of the above.

17. Shannon belongs to a horizontal team in her organization. She was selected on the basis of her title, not her expertise. The type of horizontal team she belongs to is likely a(n)
 - a. task force
 - b. committee.
 - c. ad-hoc committee.
 - d. cross-functional team.
 - e. self-managed work team.
18. Ted has been unemployed for three months. When his wife asked him why he was not looking for a job, Ted responded, "If I am lucky, I will get my old job back." Ted would be considered as having a(n)
 - a. external locus of control.
 - b. high Mach attitude.
 - c. high conscientiousness.
 - d. internal locus of control.
 - e. sensation and intuition type personality.
19. A foreign terrorist kidnaps your firm's marketing VP while the VP is in the host country. This is a harsh example of
 - a. social risk.
 - b. infrastructure.
 - c. international law.
 - d. economic development.
 - e. political risk.
20. Color Copiers operates in a true global fashion, making sales and acquiring resources in whatever country offers the best opportunities and lowest cost, what stage of international development is it in?
 - a. International stage
 - b. Multidomestic stage
 - c. Domestic stage
 - d. Stateless stage
 - e. Multinational stage
21. Kevin's subordinates are highly trained and all perform similar tasks. Nichole's subordinates are spread over two locations and she has little available in the way of support systems. Which of the following statements is most correct?
 - a. Kevin has more problems with work specialization.
 - b. Kevin's span of management can be larger than Nichole's.
 - c. Nichole will have problems with unity of command.
 - d. Nichole's span of management can be larger than Kevin's.
 - e. None of the above.
22. McDonald's "We Love to See You Smile" represents a
 - a. ritual.
 - b. political activity.
 - c. slogan.
 - d. ceremony.
 - e. symbol.
23. Ed is a top executive at a cigarette manufacturing company who believes that cigarettes are dangerous products and they kill people. This condition can be described as
 - a. cognitive dissonance.
 - b. job involvement.
 - c. machiavellianism.
 - d. extroversion.
 - e. job satisfaction.
24. Josh is a manager at Baseball Equipment. He is thinking about involving his subordinates in the decision making process. According to Vroom and Jago, if
 - a. his subordinates typically go along with whatever Josh decides, their involvement is not that important.
 - b. Josh does not have good information; there is no need to involve the subordinates.
 - c. the problem is ambiguous and poorly structured, there is a need for Josh to interact with his subordinates.
 - d. the subordinates do not share in the goals of the organization, Josh should let them make the decision alone.
 - e. None of the above applies.

25. It seems that once a year the managers of Barbie and Ken's Corporation attempt a major organization intervention, such as management-by-objectives. They never seem to be satisfied with the performance of Barbie and Ken's and, sure enough, 12 months later, along comes another major intervention. By implementing organizational change in this way, Barbie and Ken's management may well be violating the principle of
- unity of direction.
 - benchmarking.
 - top-down control.
 - continuous improvement.
 - none of the above.

二、在企業的顧客關係管理〈Customer Relationship Management〉中，如何建立與改善顧客滿意度〈Customer Satisfaction Index, CSI〉？顧客滿意與企業經營指標/員工績效考核有何關係？並請舉實例討論之。〈二十五分〉

三、如何針對企業的管理活動提昇執行的技巧〈Implementation Skills〉以滿足顧客的需要與慾望及達成公司既定的管理目標？請以實例說明。〈二十五分〉