

國立中山大學九十三年度碩士班招生考試試題

科目：經濟學甲 (企碩甲班)

共 6 頁 第 1 頁

一、單選題 (共 34 題, 1 至 33 題每小題答對 3 分, 答錯倒扣 1 分; 第 34 題 1 分, 答錯不倒扣。共 100 分)

1. The U.S. demand curve for foreign currency is drawn holding constant all *except* one of the following factors. Which is the exception?
(A) income in the United States
(B) the inflation rate in the United States
(C) incomes in the rest of the world
(D) the interest rate in the United States relative to the rest of the world
2. According to the purchasing power parity theory, in the long run
(A) the exchange rate between any two currencies should be equal all over the world
(B) the value of the dollar should equal the value of the pound which should equal the value of the yen
(C) inflation rates should equalize around the world
(D) the exchange rate between the Canadian dollar and the British pound should reflect differences in price levels between Canada and Britain
3. If we observe an economy adjusting to potential GDP as prices fall and real output increases,
(A) it was experiencing an expansionary gap
(B) the correction involves a shift of the AD curve
(C) it was experiencing a contractionary gap
(D) self-correction is not the process that is occurring
4. If those who favor an active approach to policy think that the natural rate of unemployment is much lower than it actually is and act accordingly, the long-run result of their error will be
(A) Unemployment
(B) a higher level of potential output
(C) a higher price level
(D) a lower price level
5. As the price level rises, money _____ causing interest rates to _____ and investment spending to _____.
(A) demand rises; fall; fall
(B) demand rises; rise; fall
(C) demand falls; rise; rise
(D) supply rises; rise; fall
6. Suppose a commercial bank's reserves increase by \$3,000 and the bank, which holds no excess reserves, makes a loan of \$2,400. What is the required reserve ratio?
(A) 0.10 (B) 0.20 (C) 0.25 (D) 0.75

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7. When the money market is included in the model, if the MPC is 0.6 and government purchases increase by \$100, then real GDP will rise by
 - (A) \$250
 - (B) more than \$250 because interest rates will rise
 - (C) less than \$250 because interest rates will fall
 - (D) less than \$250 because interest rates will rise

8. For monetary policy to be effective in changing planned investment spending,
 - (A) interest rates must not be responsive to changes in the money supply
 - (B) interest rates must be sensitive to changes in Gross Domestic Product
 - (C) investment must be sensitive to changes in interest rates
 - (D) investment must be sensitive to changes in the spending multiplier

9. In the aggregate demand-aggregate supply model, a decrease in the money supply will cause in the short run a(n)
 - (A) increase in both the price level and real GDP
 - (B) decrease in both the price level and real GDP
 - (C) increase in real GDP and a decrease in the price level
 - (D) decrease in real GDP and an increase in the price level

10. A bank manager who wants to increase profitability would likely
 - (A) hold more of the bank's assets in required reserves
 - (B) hold more of the bank's assets in excess reserves
 - (C) reduce the liquidity of a bank's assets
 - (D) meet all depositors' requests for funds with little trouble

11. When government purchases increase and its net taxes decrease,
 - (A) the money supply must rise
 - (B) the aggregate demand curve shifts leftward
 - (C) aggregate supply moves rightward
 - (D) output and employment tend to increase

12. What set of policies could the government use to close an expansionary gap?
 - (A) decrease taxes, increase government purchases and transfer payments
 - (B) increase taxes and transfer payments and decrease government purchases
 - (C) increase taxes, decrease transfer payments and government purchases
 - (D) decrease taxes, transfer payments, and government purchases

13. Suppose U = the number of adults who are unemployed; E = the number of adults who are employed; and NLF = the number of adults not in the labor force. Which expression would equal the unemployment rate?
 - (A) $U/(E + NLF)$
 - (B) U/E
 - (C) $U/(U + E)$
 - (D) $U/(E + NLF)$

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14. Which of the following is most likely to reduce structural unemployment?
- (A) a reduction in wage rates
 - (B) increasing efficiency of the job search through better information on local job openings
 - (C) retraining workers in marketable skills
 - (D) promotion of full employment through government stabilization policies
15. The economy is in equilibrium while there is a trade surplus and saving is less than investment. According to the circular flow model, the government's budget
- (A) is in deficit
 - (B) is in surplus
 - (C) is balanced
 - (D) could be in a surplus or a deficit
16. A shortcoming of national income accounting is that it ignores
- (A) the depreciation of manufactured capital
 - (B) spending by poor households who are receiving government transfer payments
 - (C) spending on items such as handguns and attack dogs, since they represent a decline in social well-being
 - (D) the depletion of natural resources
17. A recession is best defined as a period during which
- (A) the percentage of the population employed is declining
 - (B) employment, output, and income decline
 - (C) the price level is declining
 - (D) more resources are used
18. Consider the following table. The numbers in the table represent the total revenue the firm will receive if they sell N units to a particular buyer. For example, if they sell 20 units to Buyer 1 the firm will receive \$490.

| | Buyer 1 | Buyer 2 | Buyer 3 | Buyer 4 |
|----------|---------|---------|---------|---------|
| 0 Units | 0 | 0 | 0 | 0 |
| 10 Units | 250 | 230 | 220 | 210 |
| 20 Units | 490 | 430 | 420 | 400 |
| 30 Units | 700 | 610 | 590 | 570 |
| 40 Units | 850 | 760 | 750 | 730 |

If the firm has a capacity of 100 units, if the cost to produce one unit is \$10, and if the firm can only sell 10 units as a time, how many units should the firm sell to Buyer 3 if the firm is trying to maximize revenue?

- (A) 0 units
- (B) 10 units
- (C) 20 units
- (D) 30 units

國立中山大學九十三年度碩士班招生考試試題

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19. Suppose you own a business and your own price elasticity is -0.80 . In addition, suppose your advertising elasticity of demand is 0.30 . If your marginal cost per unit is $\$4$, what is your optimal advertising-to-sales ratio?

- (A) 0.375 (B) 0.625 (C) 2.670 (D) 1.600

20. We could use the term "bandwagon effect" to describe which of the following situations?

- (A) I get great satisfaction from collecting rare coins because few people have them.
 (B) I purchase Eudora Pro as my e-mail software package because all of my friends and family use it.
 (C) I purchase more chocolate bars because the price of chocolate bars falls.
 (D) I decide not to purchase a Toyota Camry because, as I tell my friend, "Every other car on the road these days looks like a Camry."

21. If $STC = 200 + 2Q + 4Q^2$, and all fixed costs are sunk, the firm's short-run supply curve is

- (A) $s(P) = \begin{cases} 0 & P < 2 \\ 2 + 8Q & P \geq 2 \end{cases}$ (B) $s(P) = \begin{cases} 0 & P < 2 \\ 0.125P - 0.25 & P \geq 2 \end{cases}$
 (C) $s(P) = \begin{cases} 0 & P < 0 \\ 2 + 8Q & P \geq 0 \end{cases}$ (D) $s(P) = \begin{cases} 0 & P < 0 \\ 0.125P - 0.25 & P \geq 0 \end{cases}$

22. Consider the following three market baskets:

| | Cheese | Crackers |
|---|--------|----------|
| A | 5 | 8 |
| B | 15 | 6 |
| C | 10 | 7 |

If baskets A and B are on the same indifference curve and if indifference curves exhibit diminishing MRS:

- (A) C is preferred to both A and B. (B) A and B are both preferred to C.
 (C) C is on the same indifference curve as A and B.
 (D) Either (A) or (B) is correct, but not (C)

23. 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.

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科目：經濟學甲(企碩甲班)

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24. Identify the truthfulness of the following statements.
- I. It is possible for an Engle curve to be positively sloped for a certain region of income and negatively sloped for another region.
 - II. The income elasticity of demand for a normal good is negative.
- (A) Both I and II are true (B) Both I and II are false
(C) I is true; II is false (D) I is false; II is true.
25. A real-world example of two products that exhibit vertical differentiation is
(A) Coke and Pepsi. (B) Peanut butter and jelly. (C) Orange juice and lemonade.
(D) Starbuck's coffee and a grocery store's generic brand of coffee.
26. 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.
27. Suppose that a smoker and a non-smoker are seated next to each other in a restaurant. This restaurant does not offer a non-smoking section. The smoker is indifferent between 1) smoking and 2) not smoking and consuming a \$6 dessert. The non-smoker values being able to eat in a smoke-free environment at \$10. According to Coase's Theorem, and assuming no bargaining costs, what will happen?
(A) The smoker will continue to smoke because that is his right.
(B) The smoker will stop smoking, just to be a nice guy.
(C) The non-smoker will offer to pay the smoker between \$6 and \$10 to stop smoking, but the smoker will refuse because he has the right to smoke.
(D) The non-smoker will offer to pay the smoker between \$6 and \$10 to stop smoking, and the smoker will accept the money and refrain from smoking.
28. A farmer uses M units of machinery and L hours of labor to produce C tons of corn, with the following production function $C = L^{0.5} + M^{0.75}$. This production function exhibits
(A) decreasing returns to scale for all output levels
(B) constant returns to scale for all output levels
(C) increasing returns to scale for all output levels
(D) no clear pattern of returns to scale
29. Use the following two statements to answer this question:
- I. Increasing returns to scale cause economies of scale.
 - II. Economies of scale cause increasing returns to scale.
- (A) Both I and II are true. (B) I is true and II is false.
(C) I is false and II is true. (D) Both I and II are false.

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科目：經濟學甲（金融甲班）

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30. Suppose over time that a firm's production process incurs capital-saving technological progress. This implies
- (A) the isoquants corresponding to any particular level of output will shift outward from the origin and the $MRTS_{L,K}$ along any ray from the origin will increase.
 - (B) the isoquants corresponding to any particular level of output will shift outward from the origin and the $MRTS_{L,K}$ along any ray from the origin will decrease.
 - (C) the isoquants corresponding to any particular level of output will shift inward toward the origin and the $MRTS_{L,K}$ along any ray from the origin will increase.
 - (D) the isoquants corresponding to any particular level of output will shift inward toward the origin and the $MRTS_{L,K}$ along any ray from the origin will decrease.
31. Suppose a decision maker has a utility function $U = \sqrt{I}$ and is faced with a lottery where there is a 30% chance of earning \$30 and a 70% chance of earning \$80. For which of the following guaranteed payoffs would the decision maker not choose the lottery over the guaranteed payoff?
- (A) \$70 (B) \$60 (C) \$50 (D) \$40

Game 1

| | | Player B | | |
|----------|----|----------|------|--------|
| | | B1 | B2 | B3 |
| Player A | A1 | 10, 12 | 8, 8 | 12, 10 |
| | A2 | 9, 3 | 7, 6 | 11, 8 |
| | A3 | 8, 5 | 9, 4 | 14, 10 |

32. For Game 1 above, the players make their choices simultaneously, which of the following statements is incorrect?
- (A) Player A choosing A1 and Player B choosing B1 is a Nash equilibrium.
 - (B) Player A choosing A3 and Player B choosing B3 is a Nash equilibrium.
 - (C) Player B has a dominant strategy in this game.
 - (D) Player B will never choose B2 in this game.
33. Suppose in Game 1 above that the players make their choices sequentially, with Player A choosing first. The Nash equilibrium in this game will be
- (A) Player A choosing A1 and Player B choosing B1.
 - (B) Player A choosing A1 and Player B choosing B3.
 - (C) Player A choosing A3 and Player B choosing B1.
 - (D) Player A choosing A3 and Player B choosing B3.
34. An example of a good that is nonexclusive but rival is
- (A) hunting in a public game area. (B) national defense.
 - (C) public radio. (D) a pay-TV channel.

第一部份：單選題（佔總分 50%；每題答對得 2 分，答錯倒扣 1 分，倒扣總分至多不超過得分總數）

1. Which of the approaches to job design is most concerned with the possibility of meaningful work?
 - a. Job enrichment
 - b. Job rotation
 - c. Job enlargement
 - d. Automation

2. In the popular description of industry life cycles, the growth stage is immediately followed by
 - a. Decline
 - b. Development
 - c. Maturity
 - d. Competitive adjustment

3. The most prominent factor in assessing competitive position in an industry is
 - a. Productivity of the work force
 - b. Market share
 - c. Physical resource quality
 - d. Physical distribution facilities

4. A work factor that is not an example of a "hygiene factor" is
 - a. Work that allows personal growth
 - b. Considerate supervisors
 - c. Good pay
 - d. Good working conditions

5. Which of the following best characterizes the work of Frederick Taylor?
 - a. identifying responsibilities and functions at their strategic level.
 - b. finding the one best way to accomplish physical tasks.
 - c. developing techniques of management development.
 - d. recognizing that social relationships are important on the job.

6. ISO 9000 refers to the International Standards Organization (ISO) certification to ensure
 - a. quality products and services
 - b. on-time delivery
 - c. adequate safety standards in products and services
 - d. compliance with worldwide workplace equality standards

7. Maslow postulated that everyone has five basic needs, which constitute a need hierarchy. In ascending order, beginning with the most basic, they are
 - a. physiological, safety, social, esteem, and self-actualization needs
 - b. social, safety, physiological, self-actualization, and esteem needs
 - c. safety, physiological, esteem, self-actualization, and social needs
 - d. esteem, social, physiological, safety, and self-actualization need.

國立中山大學九十三年度碩士班招生考試試題

科目：企業管理 【企業管理學系碩士班 甲組】

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8. The leadership scholar that coined the terms "Theory X" and "Theory Y" management was
 - a. Robert Blake
 - b. William Ouchi
 - c. Sheila Puffer
 - d. Douglas McGregor

9. Which of the following is not one of the assumptions that underlies Theory X management?
 - a. by their very nature, people do not like to work and will avoid it whenever possible.
 - b. workers have little ambition, try to avoid responsibility, and like to be directed.
 - c. the primary need of employees is job security.
 - d. the expenditure of physical and mental effort at work is as natural to people as resting or playing.

10. Which of the following leadership styles is best summarized by the statement, "work hard and the company will take care of you."
 - a. autocratic
 - b. authoritarian
 - c. participative
 - d. paternalistic

11. "Learning organizations" are typified by a continual focus on:
 - a. planning and recruiting
 - b. organizing and controlling
 - c. training and development
 - d. planning and organizing

12. Which of the following is false regarding divisional departmentation?
 - a. Departmentation by location is recommended when customers' needs vary in different geographic locations.
 - b. Departmentation by product line makes sense when an organization's products are highly similar.
 - c. Departmentation by customer group works well when an organization serves different categories of customers with distinct needs.
 - d. Departmentation by product line is appropriate in large organizations because it promotes coordination.

13. Which of the following statements is true regarding span of control?
 - a. A small span of control requires fewer managers.
 - b. A large span of control is possible when employees perform tasks that are similar and standardized.
 - c. The span of control is generally larger at the top of an organization.
 - d. An organization requires a large span of control if employees need to frequently consult with a manager.

14. Which of the following statements is true?
- Upward communication frequently involves performance feedback.
 - Lateral communication often is used to send complaints through the hierarchy.
 - Downward communication is often used for problem solving.
 - Upward communication frequently takes the form of progress reports.
15. When properly used, systems thinking and contingency thinking
- provide a set of clear, unified principles which can be applied unthinkingly to all management problems.
 - expand on the work done by Henri Fayol in responding to a need to prevent waste by making work more systematic.
 - should be helpful to achieve the overall goals of the organization existing in the larger environment and culture.
 - utilize a few guidelines to apply to all situations.
16. The representational function of management takes place through the _____ and _____ roles.
- figurehead, spokesman
 - resource allocation, negotiator
 - disseminator, monitor
 - liaison, disturbance handler
17. The decision to re-order an item for inventory stock is a
- strategic decision
 - planning decision
 - Satisficing decision
 - Programmed decision
18. Which of the following would be viewed as single-use plans?
- rules
 - policies
 - budgets
 - procedures
19. _____ is not one of the five core dimensions of work.
- skill variety
 - task identity
 - task significance
 - dependence on others
20. An advantage of centralization is that it
- allows top managers to keep the organization focused on organizational goals.
 - gives top managers time to focus on strategic decision making.
 - Increase the motivation of middle managers.
 - Encourages flexibility.

21. Which of the following is not a characteristic of an organic structure?
 - a. Integrating mechanisms are complex.
 - b. Coordination is achieved through standardization.
 - c. Roles are loosely defined.
 - d. Both the informal and formal authority relationships change in response to changing internal conditions.

22. Which of the following type of strategic alliance is the most formal?
 - a. Cooperation agreement
 - b. Network
 - c. Long-term contracts
 - d. Joint venture

23. Which of the following functions would be responsible for implementing a just-in-time inventory system?
 - a. Human resources
 - b. R&D
 - c. Marketing
 - d. Materials management

24. Which of the following is an advantage of a focus strategy?
 - a. Economies of scale
 - b. Economies of scope
 - c. Customer responsiveness
 - d. A larger domain

25. Which of the following items is not a characteristic of bureaucracy as described by Max Weber?
 - a. a division of labor.
 - b. Favoritism among employees.
 - c. A well-developed hierarchy.
 - d. Impersonal interpersonal relations.

第二部分：問答題（佔總分 50%，配分方式見各題題後標示）

- 一、在行銷領域方面，目前企業多採用關係行銷(Relationship Marketing)或是整合性行銷(Integrated Marketing)，請問：兩者之間的差異？(20%)

- 二、自從解嚴以來，社會的發展益形多元，間接的也形成了社會價值多元化。一方面固然造成多元化思考的環境，另一方面衝突的發生也日益頻繁。一個企業在這個大環境下也難以避免，因此，如何針對組織衝突與組織績效之間的關係進行管理就很重要了。試應用管理理論（如 Robbins）就組織衝突與組織績效之間的關係做一解釋。(30%)

國立中山大學九十三年度碩士班招生考試試題

科目：經濟學(乙) 【企業管理學系碩士班 乙組】

共一頁第一頁

壹、總體經濟學部分

一、填充題(每題5分,計15分):

- 1、被人民預期到的財政政策,將使此政策不具最適性,這個現象稱之_____。
- 2、停滯性通貨膨脹(stagflation)的主要特徵為_____。
- 3、由現代消費理論的跨期消費理論(Irving Fisher)中,我們可知各期的消費會受到_____和_____的影響。

二、簡答:(請在30字內作答;每題5分,計35分)

- 1、我國正面臨「通貨緊縮」,其負面影響為何?請就消費、投資、失業率、金融風險四方面作答。
- 2、貨幣的四大功能為何?
- 3、何謂貨幣的中立性?
- 4、何謂Pigou(皮古)效果?又加入Pigou效果的總需求線會如何?
- 5、在流動性陷阱下,政府採擴張性財政政策時,會使利率、物價、總產出、實質工資、失業率如何變化?
- 6、何謂「節儉的矛盾」?
- 7、在浮動匯率制度下,政府採緊縮性政策且資金流動性大時,會使利率、總產出、匯率如何變化?

貳、個體經濟學部分(每題5分,計50分)

一、簡答題(每題5分,計40分)

- 1、比較說明正常財(normal good)與劣等財(inferior good)的需求所得彈性有何特性。
- 2、何謂規模報酬(returns to scale)?
- 3、何謂消費者剩餘(consumer surplus)?
- 4、何謂生產者剩餘(producer surplus)?
- 5、為何完全競爭廠商的邊際收益等於市場價格?
- 6、何謂替代彈性(elasticity of substitution)?
- 7、何謂季芬財(Giffen good)?
- 8、何謂風險溢酬(risk premium)?

二、問答題(10分)

假設生產函數為 $Q = AL^\alpha K^\beta$

其中, A 、 α 、 β 均為常數, L 與 K 則分別代表二種生產因素的數量。

請問規模報酬遞增的條件為何?

國立中山大學九十三年度碩士班招生考試試題

科目：管理學(乙) 【企業管理學系碩士班 乙組】

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1. 組織如何加強員工的資訊倫理，可舉例說明 (25 分)。
2. 服務業品質的衡量與製造業之品質的衡量有哪些異同 (25 分)。
3. 請由下列名詞中，任選五項舉例說明之 (50 分)。

甲、網路行銷
乙、平衡計分卡
丙、知識管理
丁、全面品質管理
戊、策略聯盟
己、研發創新
庚、六標準差
辛、SWOT 分析
壬、流程再造
癸、企業競爭力

國立中山大學九十三年度碩士班招生考試試題

科目：經濟學(含碩甲班)

共 6 頁 第 1 頁

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國立中山大學九十三年學年度碩士班招生考試試題

科目：經濟學兩(應碩甲班)

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7. When the money market is included in the model, if the MPC is 0.6 and government purchases increase by \$100, then real GDP will rise by
 - (A) \$250
 - (B) more than \$250 because interest rates will rise
 - (C) less than \$250 because interest rates will fall
 - (D) less than \$250 because interest rates will rise

8. For monetary policy to be effective in changing planned investment spending,
 - (A) interest rates must not be responsive to changes in the money supply
 - (B) interest rates must be sensitive to changes in Gross Domestic Product
 - (C) investment must be sensitive to changes in interest rates
 - (D) investment must be sensitive to changes in the spending multiplier

9. In the aggregate demand-aggregate supply model, a decrease in the money supply will cause in the short run a(n)
 - (A) increase in both the price level and real GDP
 - (B) decrease in both the price level and real GDP
 - (C) increase in real GDP and a decrease in the price level
 - (D) decrease in real GDP and an increase in the price level

10. A bank manager who wants to increase profitability would likely
 - (A) hold more of the bank's assets in required reserves
 - (B) hold more of the bank's assets in excess reserves
 - (C) reduce the liquidity of a bank's assets
 - (D) meet all depositors' requests for funds with little trouble

11. When government purchases increase and its net taxes decrease,
 - (A) the money supply must rise
 - (B) the aggregate demand curve shifts leftward
 - (C) aggregate supply moves rightward
 - (D) output and employment tend to increase

12. What set of policies could the government use to close an expansionary gap?
 - (A) decrease taxes, increase government purchases and transfer payments
 - (B) increase taxes and transfer payments and decrease government purchases
 - (C) increase taxes, decrease transfer payments and government purchases
 - (D) decrease taxes, transfer payments, and government purchases

13. Suppose U = the number of adults who are unemployed; E = the number of adults who are employed; and NLF = the number of adults not in the labor force. Which expression would equal the unemployment rate?
 - (A) $U/(E + NLF)$
 - (B) U/E
 - (C) $U/(U + E)$
 - (D) $U/(E + NLF)$

國立中山大學九十三年學年度碩士班招生考試試題

科目：經濟學丙 (碩研甲班)

共 6 頁 第 3 頁

14. The unemployment rate will increase whenever there is a(n)
- (A) increase in the number of persons classified as unemployed
 - (B) increase in the number of unemployed relative to the size of the labor force
 - (C) increase in the size of the population and there is no change in the number of persons classified as employed
 - (D) reduction in the size of the labor force
15. According to Adam Smith's *The Wealth of Nations*, in order to get an economy out of a depression, the government should
- (A) increase spending
 - (B) reduce taxes
 - (C) increase spending and reduce taxes
 - (D) allow the economy to correct itself
16. Limitations of the national income accounting system include
- (A) valuing all output at its market price regardless of whether it contributes to a society's economic welfare
 - (B) placing a market value on all positive externalities but ignoring negative externalities
 - (C) accurate measurement of the value of leisure time
 - (D) double counting food produced on a farm for family consumption
17. The economy is in equilibrium while the government budget is in deficit and saving is less than investment. According to the circular flow model,
- (A) imports are greater than exports
 - (B) imports are less than exports
 - (C) imports equal exports
 - (D) it is impossible to determine give the information
18. When a linear demand curve can be expressed as $Q = a - bP$, which region corresponds to the elastic portion of the demand curve?
- (A) Price ranges from $\frac{a}{6}$ to $\frac{a}{2b}$.
 - (B) Price ranges from $\frac{a}{2b}$ to 0.
 - (C) Quantity ranges from $\frac{a}{2}$ to a.
 - (D) Only where quantity equals $\frac{a}{2}$.
19. We could use the term "bandwagon effect" to describe which of the following situations?
- (A) I get great satisfaction from collecting rare coins because few people have them.
 - (B) I purchase Eudora Pro as my e-mail software package because all of my friends and family use it.
 - (C) I purchase more chocolate bars because the price of chocolate bars falls.
 - (D) I decide not to purchase a Toyota Camry because, as I tell my friend, "Every other car on the road these days looks like a Camry."

國立中山大學九十三年學年度碩士班招生考試試題

科目：經濟學兩(企碩甲組)

共 6 頁 第 4 頁

20. Suppose you own a business and your own price elasticity is -0.80 . In addition, suppose your advertising elasticity of demand is 0.30 . If your marginal cost per unit is $\$4$, what is your optimal advertising-to-sales ratio?
(A) 0.375 (B) 0.625 (C) 2.670 (D) 1.600
21. 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.
22. 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.
23. Suppose over time that a firm's production process incurs capital-saving technological progress. This implies
(A) the isoquants corresponding to any particular level of output will shift outward from the origin and the $MRTS_{L,K}$ along any ray from the origin will increase.
(B) the isoquants corresponding to any particular level of output will shift outward from the origin and the $MRTS_{L,K}$ along any ray from the origin will decrease.
(C) the isoquants corresponding to any particular level of output will shift inward toward the origin and the $MRTS_{L,K}$ along any ray from the origin will increase.
(D) the isoquants corresponding to any particular level of output will shift inward toward the origin and the $MRTS_{L,K}$ along any ray from the origin will decrease.
24. 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.

國立中山大學九十三年學年度碩士班招生考試試題

科目：經濟學丙 (企碩甲班)

共 6 頁 第 5 頁

25. An example of a good that is nonexclusive but rival is
 (A) hunting in a public game area. (B) national defense. (C) public radio.
 (D) a pay-TV channel.
26. Suppose that a smoker and a non-smoker are seated next to each other in a restaurant. This restaurant does not offer a non-smoking section. The smoker is indifferent between 1) smoking and 2) not smoking and consuming a \$6 dessert. The non-smoker values being able to eat in a smoke-free environment at \$10. According to Coase's Theorem, and assuming no bargaining costs, what will happen?
 (A) The smoker will continue to smoke because that is his right.
 (B) The smoker will stop smoking, just to be a nice guy.
 (C) The non-smoker will offer to pay the smoker between \$6 and \$10 to stop smoking, but the smoker will refuse because he has the right to smoke.
 (D) The non-smoker will offer to pay the smoker between \$6 and \$10 to stop smoking, and the smoker will accept the money and refrain from smoking.
27. Use the following two statements to answer this question:
 I. Increasing returns to scale cause economies of scale.
 II. Economies of scale cause increasing returns to scale.
 (A) Both I and II are true. (B) I is true and II is false.
 (C) I is false and II is true. (D) Both I and II are false.

Game I

| | | <i>Player B</i> | | |
|-----------------|----|-----------------|------|--------|
| | | B1 | B2 | B3 |
| <i>Player A</i> | A1 | 10, 12 | 8, 8 | 12, 10 |
| | A2 | 9, 3 | 7, 6 | 11, 8 |
| | A3 | 8, 5 | 9, 4 | 14, 10 |

28. For Game I above, the players make their choices simultaneously, which of the following statements is incorrect?
 (A) Player A choosing A1 and Player B choosing B1 is a Nash equilibrium.
 (B) Player A choosing A3 and Player B choosing B3 is a Nash equilibrium.
 (C) Player B has a dominant strategy in this game.
 (D) Player B will never choose B2 in this game.
29. Suppose in Game I above that the players make their choices sequentially, with Player A choosing first. The Nash equilibrium in this game will be
 (A) Player A choosing A1 and Player B choosing B1.
 (B) Player A choosing A1 and Player B choosing B3.
 (C) Player A choosing A3 and Player B choosing B1.
 (D) Player A choosing A3 and Player B choosing B3.

國立中山大學九十三年度碩士班招生考試試題

科目：經濟學兩(企碩甲組)

共 6 頁 第 6 頁

30. A farmer uses M units of machinery and L hours of labor to produce C tons of corn, with the following production function $C = L^{0.5} + M^{0.75}$. This production function exhibits
- (A) decreasing returns to scale for all output levels
 - (B) constant returns to scale for all output levels
 - (C) increasing returns to scale for all output levels
 - (D) no clear pattern of returns to scale

二、計算題(共 10 分)

1. 假設民眾對於石油的需求曲線為 $Q_D = 6000 - 200P$ ，市場上有 100 家廠商，我們視為完全競爭市場。每一家廠商的成本結構都一樣， $TC = 0.1q^2 + 2q + 200$ ，其中 q 為各廠商的產量。求市場長期的均衡廠商數目。(5 分)
2. 承上題，經過整併，有 60 家石油供應商成立所謂 OPEC 組織，負責生產與銷售石油，其他 40 家則仍舊維持競爭市場結構，其成本結構不變；但 OPEC 組織的成本結構變成： $TC = 0.025Q^2 + 1.6Q + 100$ 。假設市場需求沒有改變，而且整個市場由 OPEC 來主導。求均衡時，OPEC 的最適產量與最適價格為何？其利潤呢？(5 分)

國立中山大學九十三年學年度碩士班招生考試試題

科目：管理學(丙) 【企業管理學系碩士班 丙組】

共五頁第一頁

第一部份：單選題（佔總分 50%；每題答對得 2 分，答錯倒扣 1 分，倒扣總分至多不超過得分總數）

1. Which of the following best characterizes the work of Frederick Taylor?
 - a. identifying responsibilities and functions at their strategic level.
 - b. finding the one best way to accomplish physical tasks.
 - c. developing techniques of management development.
 - d. recognizing that social relationships are important on the job.

2. Which of the following items is not a characteristic of bureaucracy as described by Max Weber?
 - a. a division of labor.
 - b. Favoritism among employees.
 - c. A well-developed hierarchy.
 - d. Impersonal interpersonal relations.

3. The leadership scholar that coined the terms "Theory X" and "Theory Y" management was
 - a. Robert Blake
 - b. William Ouchi
 - c. Sheila Puffer
 - d. Douglas McGregor

4. A work factor that is not an example of a "hygiene factor" is
 - a. Work that allows personal growth
 - b. Considerate supervisors
 - c. Good pay
 - d. Good working conditions

5. Which of the approaches to job design is most concerned with the possibility of meaningful work?
 - a. Job enrichment
 - b. Job rotation
 - c. Job enlargement
 - d. Automation

6. ISO 9000 refers to the International Standards Organization (ISO) certification to ensure
 - a. quality products and services
 - b. on-time delivery
 - c. adequate safety standards in products and services
 - d. compliance with worldwide workplace equality standards

國立中山大學九十三年度碩士班招生考試試題

科目：管理學(丙) 【企業管理學系碩士班 丙組】

共五頁 第二頁

7. Maslow postulated that everyone has five basic needs, which constitute a need hierarchy. In ascending order, beginning with the most basic, they are
 - a. physiological, safety, social, esteem, and self-actualization needs
 - b. social, safety, physiological, self-actualization, and esteem needs
 - c. safety, physiological, esteem, self-actualization, and social needs
 - d. esteem, social, physiological, safety, and self-actualization need.

8. The most prominent factor in assessing competitive position in an industry is
 - a. Productivity of the work force
 - b. Market share
 - c. Physical resource quality
 - d. Physical distribution facilities

9. Which of the following is not one of the assumptions that underlies Theory X management?
 - a. by their very nature, people do not like to work and will avoid it whenever possible.
 - b. workers have little ambition, try to avoid responsibility, and like to be directed.
 - c. the primary need of employees is job security.
 - d. the expenditure of physical and mental effort at work is as natural to people as resting or playing.

10. Which of the following leadership styles is best summarized by the statement, "work hard and the company will take care of you."
 - a. autocratic
 - b. authoritarian
 - c. participative
 - d. paternalistic

11. "Learning organizations" are typified by a continual focus on:
 - a. planning and recruiting
 - b. organizing and controlling
 - c. training and development
 - d. planning and organizing

12. Which of the following is false regarding divisional departmentation?
 - a. Departmentation by location is recommended when customers' needs vary in different geographic locations.
 - b. Departmentation by product line makes sense when an organization's products are highly similar.
 - c. Departmentation by customer group works well when an organization serves different categories of customers with distinct needs.
 - d. Departmentation by product line is appropriate in large organizations because it promotes coordination.

13. Which of the following statements is true regarding span of control?
- A small span of control requires fewer managers.
 - A large span of control is possible when employees perform tasks that are similar and standardized.
 - The span of control is generally larger at the top of an organization.
 - An organization requires a large span of control if employees need to frequently consult with a manager.
14. Which of the following statements is true?
- Upward communication frequently involves performance feedback.
 - Lateral communication often is used to send complaints through the hierarchy.
 - Downward communication is often used for problem solving.
 - Upward communication frequently takes the form of progress reports.
15. When properly used, systems thinking and contingency thinking
- provide a set of clear, unified principles which can be applied unthinkingly to all management problems.
 - expand on the work done by Henri Fayol in responding to a need to prevent waste by making work more systematic.
 - should be helpful to achieve the overall goals of the organization existing in the larger environment and culture.
 - utilize a few guidelines to apply to all situations.
16. The representational function of management takes place through the _____ and _____ roles.
- figurehead, spokesman
 - resource allocation, negotiator
 - disseminator, monitor
 - liaison, disturbance handler
17. The decision to re-order an item for inventory stock is a
- strategic decision
 - planning decision
 - Satisficing decision
 - Programmed decision
18. Which of the following type of strategic alliance is the most formal?
- Cooperation agreement
 - Network
 - Long-term contracts
 - Joint venture
19. _____ is not one of the five core dimensions of work.
- skill variety
 - task identity
 - task significance
 - dependence on others

20. An advantage of centralization is that it
- allows top managers to keep the organization focused on organizational goals.
 - gives top managers time to focus on strategic decision making.
 - Increase the motivation of middle managers.
 - Encourages flexibility.
21. Which of the following is not a characteristic of an organic structure?
- Integrating mechanisms are complex.
 - Coordination is achieved through standardization.
 - Roles are loosely defined.
 - Both the informal and formal authority relationships change in response to changing internal conditions.
22. Which of the following would be viewed as single-use plans?
- rules
 - policies
 - budgets
 - procedures
23. Which of the following functions would be responsible for implementing a just-in-time inventory system?
- Human resources
 - R&D
 - Marketing
 - Materials management
24. Which of the following is an advantage of a focus strategy?
- Economies of scale
 - Economies of scope
 - Customer responsiveness
 - A larger domain
25. In the popular description of industry life cycles, the growth stage is immediately followed by
- Decline
 - Development
 - Maturity
 - Competitive adjustment

第二部分：問答題（佔總分 50%，配分方式見各題題後標示）

一、近十年來，科技進步的速度越來越快，造成產品的生命週期越來越短；再加上企業國際化的趨勢，使得競爭的態勢變幻莫測。一個企業在這個大環境下的危機管理也就越來越重要。請說明何謂危機管理，其在企業管理上的意涵為何？

（30%）

二、不是所有的組織都是以營利為目標，例如宗教團體的社團法人或是醫療團體的財團法人等。但是基於資源合理使用的原則下，仍然希望非營利組織也必須要有效率的概念。試若以一間非營利為主的醫院為例，應當要如何設計衡量指標以衡量該醫院的組織績效？（20%）

國立中山大學九十三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】

共二頁 第一頁

壹、總體經濟學部分

一、填充題（每題5分，計20分）：

- 1、2003年諾貝爾經濟學獎得主——恩格爾以及格蘭杰的主要貢獻為_____。
- 2、重貨幣學派認為貨幣政策應該遵循某個固定的供給增加率，且會比財政政策更有效，這個觀點稱之為_____。
- 3、社會大眾對政府提供的公共服務會有白吃白喝的心態而產生過度需求的現象稱之為_____。
- 4、通貨膨脹的加速論認為：政府採擴張性政策時，短期內可_____，但長期下則否。若長期下，「持續」地採取擴張性政策則會付出_____加速上升的慘痛代價。

二、簡答題（請在30字內作答；每題5分，計30分）：

- 1、Keynes學派對「貨幣」的基本假設和古典學派有何不同？
- 2、“It's the economy, stupid!”
請問這是誰說過的話並將此話譯成中文。
- 3、貿易收支就是儲蓄和投資之差額，為什麼？
- 4、核心物價哪裡找？又如上漲過大時對誰有利？
- 5、總體經濟模型已知條件如下
 - (1) 消費函數 $C=20+0.8Y$
 - (2) 投資函數 $I=140-16i$
 - (3) 貨幣需求函數 $L=0.2Y+260-8i$
 - (4) 貨幣供給量 $M=300$當貨幣供給量只減少12時，均衡所得與均衡利率會如何變化，請選出正確的組合。
 - (1) 所得減少20，利率上升0.2%
 - (2) 所得減少30，利率上升0.4%
 - (3) 所得減少40，利率上升0.5%
 - (4) 所得減少50，利率上升0.7%
- 6、「資本論」為誰所著，當時之社會背景為何？

國立中山大學九十三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】

共二頁 第二頁

貳、個體經濟學部分

一、簡答題（每題 5 分，計 30 分）：

- 1、同一類產品市場（如手機）需求的價格彈性和特定品牌（如○○品牌的手機）需求的價格彈性比較，通常何者較大？為什麼？
- 2、何謂規模經濟（economics of scale）？
- 3、如果所有商品數量大於 0 時，獨佔廠商的邊際收益大於或小於市場價格？為什麼？
- 4、何謂經濟租（economic rent）？
- 5、何謂機會成本（opportunity cost）？
- 6、何謂消費者剩餘（consumer surplus）？

二、申論題（每題 10 分，計 20 分）

- 1、某大哥大公司提供兩套費率辦法：
方案甲：每月基本費 100 元，可以通話 400 分鐘；超過 400 分鐘部分，每分鐘 0.5 元。
方案乙：每月基本費 200 元，可以通話 1000 分鐘；超過 1000 分鐘部分，每分鐘 0.3 元。
請使用預算線（budget line）與無異曲線（indifference curve）說明消費者的最佳選擇。
- 2、假設廠商使用二者原料生產一種產品，請問
甲：何謂替代彈性（elasticity of substitution）？
乙：何謂邊際技術替代率（marginal rate of technical substitution）？

國立中山大學九十三年學年度碩士班招生考試試題

科目：管理學(丁) 【企業管理學系碩士班 丁組】

共 (頁 第 (頁

1. 由於資訊科技的普及，現今的經濟體系是一個資訊爆炸、完全自由競爭的時代，請從管理學的角度，說明服務產業應如何因應 (25 分)。
2. 請說明醫療(或精緻農業)品質的衡量與製造業之品質的衡量有哪些異同 (25 分)。
3. 請由下列名詞中，任選五項舉例說明之 (50 分)。

甲、網路行銷

乙、平衡計分卡

丙、知識管理

丁、全面品質管理

戊、策略聯盟

己、研發創新

庚、六標準差

辛、SWOT 分析

壬、流程再造

癸、企業競爭力