

國立中山大學100學年度碩士班招生考試試題

科目：大眾傳播理論【傳管所碩士班甲組】

問答題：請詳細閱讀問題，確實回答，並清楚標示題號。共三大題，
100分。

一、 大眾傳播是一個跨學門的研究領域，它的發展受到許多不同學門的影響，社會學是其中一個具有影響力的重要學門。社會學家特別看重「社會化」(socialization)和「社會關係」(social relation)的概念，請從社會學的觀點而言，分別說明(1)大眾媒介與社會化、以及(2)大眾媒介與社會關係 的關連性何在？說明時，請分別舉例加以論述。((1)、(2)題各 12.5 分)

二、 (1)媒介經濟學家通常認為大眾媒介具有雙元的特性(duality)，請問這種雙元的特性是指什麼？(10 分) (2)這種雙元的特性如何互動，影響到大眾媒介的表現？請以一個媒介的實例，加以論述說明。(15 分)

三、

With the pervasion of social media, how to manage online social networks has become a critical issue for marketers, organizational managers, policy makers etc.

1. Please explain the differences between social media and other traditional media, particularly the media exist before Web2.0. (10 points)

Several communication researchers argued that the social environment of media use is an important aspect through which to understand the development of social networks.

2. Please explain the concept of **network externalities** (10 points), and how it may affect the development of a social network (10 points).

3. Please write down a theory that accounts for the influences of social forces on media use (10 points). Briefly describe the tenets of the theory you raise (10 points).

申論題

- 一、試分析與評論我國媒體尚未全面數位化的情況。(以英文作答) (50%)
- 二、置人性行銷應當如何規範?現在有哪些相關法令?又有哪些規範不足之處? (15%)
- 三、媒體爆料的法律意涵為何?媒體爆料與新聞自由的關係如何?媒體爆料的法律證據力如何? (15%)
- 四、行政機關開會、議會開議與法庭開庭時進行視訊轉播的利弊如何?現行法規有哪些規範? (20%)

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第一部份：單選題，共45分，答對每題3分，答錯不倒扣。

1. The cost-output elasticity equals 1.8; this implies that:
 - A) there are neither economies nor diseconomies of scale.
 - B) there are economies of scale.
 - C) there are diseconomies of scale.
 - D) marginal cost is less than average cost.
2. If accounting profits are positive but economic profits are negative, then
 - A) accounting profits are less than implicit costs.
 - B) total revenues are greater than the sum of explicit and implicit costs.
 - C) explicit costs exceed total revenues.
 - D) normal profits are zero.
3. Suppose that the production of apples reduces global warming by 0.5%. The equilibrium price of apples is _____ because not all of the _____ are accounted for in the marketplace.
 - A) too high; benefits
 - B) too low; benefits
 - C) too low; costs
 - D) optimal; costs
4. Firm A employs 100 workers, each costs \$10 per hour, and 50 units of capital, each costs \$21 per hour. The marginal product of labor is 3 and the marginal product of capital is 5. The firm
 - A) is producing its current output level at the minimum cost.
 - B) could reduce the cost of producing its current output level by employing more capital and less labor.
 - C) could reduce the cost of producing its current output level by employing more labor and less capital.
 - D) could increase its output at no extra cost by employing more capital and less labor.
5. A sport center charges \$15 per hour for tennis lessons for children, and \$30 per hour for tennis lessons for adults. The tennis pro is practicing
 - A) first-degree price discrimination.
 - B) second-degree price discrimination.
 - C) third-degree price discrimination.
 - D) fourth-degree price discrimination.
6. In peak-load pricing,
 - A) marginal revenue is equal in both periods.
 - B) marginal revenue in the peak period is greater than in the off-peak period.
 - C) marginal revenue in the peak period is less than in the off-peak period.
 - D) the sum of the marginal revenues is greater than the sum of the marginal costs.
7. Which of the following is an example of an implicit cost?
 - A) interest paid on a bank loan.
 - B) wages paid to a family member
 - C) the value of a spare bedroom turned into a home office.
 - D) operating costs of a company-owned car.

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8. Clean air is an example of a good that is
 - A) neither nonrival nor nonexcludable.
 - B) largely nonrival and nonexcludable.
 - C) only nonexcludable.
 - D) only nonrival.
9. Frictional unemployment is:
 - A) the unemployment that results when people retire or leave the labor force.
 - B) the additional unemployment not captured in official statistics resulting from discouraged workers and the involuntary part-time workers.
 - C) the extra unemployment that occurs during periods of recession.
 - D) short-term unemployment that is associated with the process of matching workers with jobs.
10. Eric produce either 5000 pounds of cheese or 20 cars per year. Bob can produce either 5000 pounds of cheese or 10 cars per year. By the principle of comparative advantage, Bob should specialize in producing
 - A) both cheese and cars.
 - B) cheese.
 - C) cars.
 - D) neither cheese nor cars.
11. To close a recessionary gap, the Fed _____ interest rates which _____ planned aggregate spending and _____ short-run equilibrium output.
 - A) lowers; increases; increases
 - B) raises; decreases; increases
 - C) raises; decreases; decreases
 - D) lowers; increases; decreases
12. For a given level of inflation, if an increase in threats to domestic security causes the government to increase military spending, then the _____ shifts _____.
 - A) aggregate demand curve; right
 - B) aggregate demand curve; left
 - C) short-run aggregate supply line; upward
 - D) short-run aggregate supply line; downward
13. Government policymakers can respond to an overvalued currency in each of the following ways **EXCEPT** by:
 - A) devaluing the currency.
 - B) restricting international transactions.
 - C) increasing the official value of the currency.
 - D) becoming a demander of the currency in the foreign exchange market.
14. Expansionary fiscal policy _____ the price level and _____ equilibrium real GDP.
 - A) decreases; increases
 - B) increases; increases
 - C) increases; decreases
 - D) decreases; decreases
15. If the demand for the RMB increases relative to the dollar, which of the following would occur?
 - A) The dollar will depreciate.
 - B) The RMB will depreciate.
 - C) The demand for the dollar will increase.
 - D) The dollar will appreciate.

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第二部份：計算題，請簡列計算過程。答對每題6分，答錯不倒扣，共30分。

1. A and B are considering living alone or being roommates and splitting the rent for the next twelve months. A one bedroom, one bath apartment is \$500 per month while a two bedroom, one bath apartment is \$800. The one difficulty they have is that B snores very loudly. A estimates the cost of poor sleep due to B's snoring at \$150 per month. B could obtain a snore-eliminating device for \$50 per month. What is the actual monthly gain in surplus to A and B from living together after addressing the snoring problems in the least costly way?
2. Eric's marginal utility from watching movies and marginal utility from eating out each month in utilities are represented in the following table. Eric spends exactly \$200 every month on these two forms of entertainment, and the price per movie is \$20 and price per dinner is \$40.

Movies/month	Marginal Utility from Movies	Eating Out/month	Marginal Utility from Eating Out
1	60	1	150
2	50	2	140
3	20	3	120
4	5	4	100

What is Eric's optimal combination of movies and eating out?

3. A monopolist faces the following demand curve and total cost curve for its product: $Q = 200 - 2P$, $TC = 5Q$. How much profit does the monopolist earn?
4. An economy produces 100,000 computers valued at \$200 each. Households purchase 20,000 computers of which 10,000 are imported. Businesses purchase 30,000 domestically produced computers. The government purchases 30,000 domestically produced computers and 10,000 domestically produced computers are sold abroad. The unsold computers at the end of the year are held in inventory by the computer manufacturers. What is the value of GDP in this economy?
5. Assume the money supply in Wonderland is 10,000, and currency held by the public equals bank reserves. The desired reserve/deposit ratio is 0.25. What is the value of Bank reserves?

第三部份：分析題，25分，請盡可能描述你的經濟邏輯。

1. How is the impact of expansionary fiscal policy different in an open economy than in a closed economy? (10 分)
2. If firms and workers have adaptive expectations, what impact will expansionary monetary policy have on inflation, unemployment, and the Phillips curve? (15 分)

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科目：管理學【傳管所碩士班乙組】

第一部份：單選題（佔總分 50%；每題答對得 1.25 分，答錯不扣分）

1. 一個人具有_____，就會行事獨斷，與人保持情感上的距離，並相信為了達到目的，可以不擇手段。
a. 馬基維利性格 b. 自我監控 c. 內在歸因 d. 情緒商數
2. 根據雙因子理論(two-factor theory)，_____能夠確保員工免於不滿足，但卻不一定能促使員工努力工作。
a. 激勵因子 b. 保健因子 c. 幸福因子 d. 效率因子
3. _____是增加垂直方向的工作內容，讓員工對自己的工作有較大的自主權。
a. 工作擴大化 b. 工作責任化 c. 工作豐富化 d. 工作簡單化
4. 組織內部講求整合(integration)的時候，以下那一個管理觀念最重要？
a. 規劃 b. 協調 c. 分工 d. 授權
5. 那一種工作特性可以讓員工體會到工作責任感？
a. 工作自主性 b. 技術變化性 c. 工作重要性 d. 工作完整性
6. 經理人在訂定決策時，將員工的感受與需求列為首要考慮，稱為_____。
a. 生活品質理論 b. 管理人性化 c. 權變理論 d. 開放系統
7. _____是指企業內一套由管理者倡導與員工所認同的行為準則，用來處理企業與消費者、供應者、勞工...等關係。
a. 企業核心價值觀 b. 企業倫理 c. 企業社會責任 d. 企業使命感
8. _____認為，當人們決定某種行為時，是基於這樣的行為可以得到某種預期的成果，而且此成果是具有吸引力的。
a. 目標設定理論 b. 馬斯洛理論 c. 增強理論 d. 期望理論
9. _____是一個喚起以及指引目標行為的心理歷程。
a. 知覺 b. 態度 c. 激勵 d. 壓力
10. 於 1970 年代末期開始提倡標竿學習(benchmarking)的公司是_____。
a. 福特公司 b. 通用公司 c. 全錄公司 d. 豐田公司
11. 員工對其工作量、薪資、獎勵和其他同事比較起來，會產生一種是否公平的知覺，稱為_____。
a. 程序公正 b. 互動公正 c. 目標公正 d. 分配公正
12. 下列何者不是馬斯洛的需求層級理論裡的需求層次？
a. 生理需求 b. 安全需求 c. 社會責任需求 d. 自我實現需求
13. 管理者維持紀律須處罰員工時，要講求警告性、必懲性、即時性、公平性，所以，應遵循以下何一法則或規律？

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- a. 八十/二十法則 b. 燙爐法則 c. 莫非定律 d. 破窗定律
14. Herbert Simon 對決策者行為的研究，認為大多數管理者做決策時是 _____。
- a. 感性的 b. 主觀理性的 c. 有限度理性的 d. 最佳化的
15. 組織活動必然要發生分工的問題，企業在發展初期多以 _____ 作為一級單位的分工標準。
- a. 地區 b. 產品 c. 功能 d. 顧客
16. 下列何種性質的幕僚，常有學者認為應特別警惕，不可過份運用，有人甚至主張廢止。
- a. 助理性質 b. 副主管性質 c. 綜合性質 d. 專業性質
17. Hackman & Oldham 認為，管理者欲有效地激勵員工，在工作設計上就要注重 _____。
- a. 員工能力 b. 專業化 c. 工作績效的回饋 d. 目標明確化
18. 下列何者是對員工工作情況的一個評估與溝通的過程？
- a. 參與式管理 b. 工作評價 c. 組織分析 d. 績效考核
19. 霍桑研究(Hawthorne Studies)最重要的發現之一是 _____ 對產出的影響。
- a. 參與式決策 b. 照明設施 c. 人際關係 d. 員工工作滿意度
20. 男女薪資如果不能做到同工同酬，最有可能是那一項因素的影響？
- a. 職務權責 b. 風俗習慣 c. 技術與訓練 d. 工作危險程度
21. Henry Mintzberg 將管理者的十種角色分成人際、資訊、決策三大類，下列四種角色中，那一種角色與其他三種角色不屬同一類？
- a. 問題解決者 b. 資源分配者 c. 談判者 d. 頭臉人物
22. 下列何者是虛擬式組織(virtual organizations)最主要的優點？
- a. 組織彈性 b. 控制能力 c. 預測能力 d. 經濟成本
23. 下列何種預測方法須進行反覆的問卷調查？
- a. 德飛法 b. 行銷研究法 c. 時間序列分析 d. 因果預測法
24. _____ 是一種分析與選擇的過程。
- a. 規劃 b. 組織 c. 領導 d. 控制
25. Woodward 研究組織結構，按照“生產技術”將其樣本分成三類，下列何者不屬其中之一？
- a. 自動化生產 b. 單位與小批量生產 c. 大批量與大量生產 d. 程序生產
26. 根據 Burns & Stalker，組織結構可分為機械式與有機式，下列何者是機械式組織的特性之一？
- a. 直線與幕僚劃分清楚 b. 強調創新 c. 專業化程度低 d. 控制幅度寬

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27. 財務表現的衡量指標略分為下列四種 ratios，inventory turnover 屬於那一種？
a. Profit b. Liquidity c. Leverage d. Activity
28. 一般而言，一家公司最重要的財務報表有三種，下列何者不在其中？
a. 資產負債表 b. 營運分析表 c. 損益表 d. 現金流量表
29. 下列何者不是非正式組織 (informal organization) 的形成因素？
a. 組織設計 b. 個人性格 c. 年齡 d. 教育程度
30. Peter Drucker 提倡目標管理，以激勵個人發揮最大潛力，有若干管理的精義，但下列何者不屬於其中之一？
a. 重視參與感 b. 強調團體合作 c. 重視授權 d. 強調領導權威
31. McGregor 提出 Y 理論，對人性行為有些基本假設，下列何者屬其中之一？
a. 追求物質滿足 b. 工作上願意負責 c. 需求層級化 d. 工作合理化
32. 費堯的十四個管理原則中，那一個強調水平單位間的協調？
a. unity of command b. centralization
c. scalar chain d. stability of staff
33. 生產控制可應用不少的方法與控制工具，但下列何者不屬其中之一？
a. 工作命令單 b. 檢驗報告 c. 甘特圖 d. 平衡計分表
34. 根據李克特的管理四典型，他認為若主管只想壓榨部屬，謀取短期成果，採取 _____ 領導方式最為有效。
a. autocratic b. consultative participation
c. paternalistic d. democratic participation
35. 經營管理活動中，比較難以衡量的變數是 _____。
a. 年度銷售水準 b. 產品不良率 c. 員工工作滿意度 d. 顧客滿意度
36. 組織確定宗旨後，即可為員工設定工作目標，理想的目標須具有一些特性，但下列何者應該不屬其中之一？
a. 可以衡量的 b. 容易達成的 c. 有時程的規定 d. 清楚明確的
37. 產品生命週期中，產品價格開始降低的現象最可能發生在那一期？
a. 導入期 b. 成長期 c. 成熟期 d. 衰退期
38. 進行損益平衡分析時，需要一些資料以算出損益兩平點，下列何者最不需要？
a. 固定成本 b. 變動成本 c. 產品售價 d. 存貨週轉率
39. Weber 將權威 (authority) 區分為三種，下列何者不在其中？
a. 魅力型權威 b. 傳統權威 c. 理性法定權威 d. 交換型權威

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40. Barnard 強調合作，提出權威接受論，認為經理人的命令要能被部屬接受，須符合一些條件，但下列何者應該不屬其中之一？
- a. 命令內容與部屬利益完全一致
 - b. 命令內容能讓部屬瞭解
 - c. 命令與組織目標一致
 - d. 命令要求要符合部屬的能力

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. 顧客價值(customer value)可被定義為顧客所獲得的利益(customer benefits)與所付出成本(costs)之間的差距(customer value = customer benefits - costs)，舉例說明企業如何應用行銷組合(marketing mix)構面來創造顧客價值。
2. 在管理理論的演進中，有所謂的行政管理(administrative management)學派，法國工程師費堯(Henri Fayol)是此學派的立論者之一，試闡述費堯(Henri Fayol)的立論內容及其貢獻。

一、英翻中：以下有四段與媒介研究有關的不同論述，請將其中畫底線部份的英文字詞翻譯成中文，答案請清楚的標示題號(1)、(2)...(20)(共 20 題，每題 2.5 分，共 50 分)

However, the shift towards (1)a constructionist conception of language and representation did a great deal to displace the subject from a privileged position in relation to knowledge and meaning. The same is true of Foucault's (2)discursive approach. It is discourse, not the subjects who speak it, which produces knowledge. Subjects may produce (3)particular texts, but they are operating within the limits of the episteme, (4)the discursive formation, (5)the regime of truth, of a particular period and culture.

Representation is one of the central practices which produce culture and a key 'moment' in what has been called the (6)'circuit of culture'. But (7)what does representation have to do with 'culture': what is the connection between them? To put it simply, culture is about (8)'shared meanings'. Now, language is (9)the privileged medium in which we make sense of things, in which meaning is produced and exchanged. Meanings can only be shared through our common access to language. So language is central to meaning and culture and has always been regarded as (10)the key repository of culture values and meanings.

Most broadly, the (11)'alternative paradigm' rests on a different view of society, one which does not accept (12)the prevailing liberal-capitalist order as just or inevitable or the best one can hope for in the fallen state of humankind. Nor does it accept (13)the rational-calculative, utilitarian model of social life as at all adequate or desirable, or the commercial model as the only or best to run media. These is (14)an alternative, idealist and sometimes utopian ideology, but nowhere a worked-out model of an ideal social system. Nevertheless, there is a sufficient common basis for rejecting the hidden ideology of (15)pluralism and of (16)conservative functionalism.

Rather than interpret the (17)superstructure as a passive reflection of the (18)economic infrastructure, Althusser viewed the superstructure as necessary to the existence of the base. His formulation therefore allows for the (19)'relative autonomy' of the superstructure, which is determined by the economic base only 'in the last instance.' While the economic therefore remains a determinant, it does so through a (20)'structure of dominance.'

二、 以下是時代雜誌 (Time magazine)選出的 2010 年風雲人物 (Person of the Year)五位入圍者簡介。請以中文翻譯前三題 (亦即第 1、2、3 題，每題十分)；另請寫出畫底線英文文字的中文意義 (亦即(1)、(2)、(3)...(10)題，每字兩分)。(本大題共 50 分)

1. Zuckerberg has (1)retrofitted the Internet's idealistic 1960s-era infrastructure with a more pragmatic millennial sensibility. (2)Anonymity may allow people to reveal their true selves, but maybe our true selves aren't our best selves. Facebook makes cyberspace more like the real world: dull but civilized. The (3)masked-ball period of the Internet is ending. Where people led double lives, real and virtual, now they lead single ones again.
2. WikiLeaks has established itself, too, as a competitor to news media and intelligence agencies. By posting documents in their entirety, the site "disintermediates" the market, as economists say, weakening the old (4)prerogatives of editors and analysts to filter information for their audiences.
3. The Tea Party is a hot brand, but there's no one in power to enforce the trademark. Now that the bailouts are history and Democratic (5)hegemony is broken, what does it stand for? It's a sign of the incredible velocity of politics these days that the colossus of 2010, a movement not even two years old, is already facing an identity crisis.
4. Why did things turn out so blessedly different in Chile? The rescue showcased a commodity even rarer today than the gold the miners were (6)quarrying: leadership. "We made sure it was one for all and all for one down there," foreman Luis Urzua tells us.
5. There are two schools of thought about Hamid Karzai. The first is that he's a (7)vain, incompetent, monumentally corrupt leader with serious mood-disorder problems that require medication. The second is that the President of Afghanistan is a deceptively clever politician who has built a serviceable coalition among Afghanistan's riot of tribes and (8)factions -- which requires a certain amount of skill and (9)lubrication -- and a (10)deft public figure who knows how to balance his dependence on the U.S. military against his public's increasing frustration with an endless war.