(橫書式) 國立東華大學九十四學年度 碩 士 班招生考試試題

科 目：企業管理

國際企業學系 共 一 頁 第 一 頁

一、請說明何謂目標管理(MBO)，實施後有何優劣點？(20%)

二、企業應維持適度的衝突，以達成組織的最高績效。當組織的衝突程度嚴重時，可採取那些抑制的方法？(20%)

三、請定義下列三名詞，並說明其關聯性。(20%)

1. 工作分析 (Job Analysis)
2. 工作說明書 (Job Description)
3. 工作規範 (Job Specification)

四、試說明對業務人員(如推銷員)的獎勵有那些可能的方式？(20%)

五、何謂組織氣候？組織氣候有好壞之分嗎？試提出你的觀點。(20%)

Total points: 100 points. Calculator is allowed.

I. Multiple-choice questions: Please choose only one correct answer for each question. Each question counts 3 points.

1. The price of a new textbook increased from $60 to $75 in one year, while the price of a used textbook increased by 25 percent. What happened to the relative price of a used textbook?
   A) It increased by 25 percent.
   B) It increased by 10 percent.
   C) It remained constant.
   D) It can't be determined without knowing the nominal price of the used textbook in at least one of the years.

2. In a price system, if there is a shortage of good X, then
   A) the relative price of good X will rise toward the equilibrium level.
   B) the relative price of good X will fall toward the equilibrium level.
   C) a government price floor should be imposed so that the market can work more effectively.
   D) a government price ceiling should be imposed so that the market can work more effectively.

3. Which of the following is an example of the free-rider problem?
   A) A neighbor who refuses to help pay for a street light that is intended to help reduce crime.
   B) A student who refuses to buy a college catalog.
   C) A law enforcement officer who receives a uniform from the police department.
   D) A fast food employee who is provided food at work.

4. Unemployment implies that society is
   A) on the wrong point on its production possibilities curve.
   B) inside its production possibilities curve.
   C) outside its production possibilities curve.
   D) on an endpoint of the production possibilities curve.

5. If a person is fired for poor performance, this person is considered
   A) seasonally unemployed.
   B) frictionally unemployed.
   C) structurally unemployed.
   D) a discouraged worker.

6. Which of the following is NOT included in the calculation of GDP?
   A) The purchase of a raincoat by Mr. Z
   B) Mrs. T's use of a lawyer
   C) Mr. J's purchase of a share of General Motors stock
   D) All of these would be included

7. The rate of economic growth will be faster, the greater
   A) the rate of growth of the money supply.
   B) the rate of saving.
   C) the rate of growth of the population.
   D) consumption spending is.

8. Terrorist attacks such as the World Trade Center event, slow long-run aggregate supply by
   A) diverting resources from goods and services production to security concerns.
   B) reducing net exports.
   C) reducing direct foreign investment.
   D) increasing wages within the U.S.

9. The Keynesian short run aggregate supply curve
   A) shows that aggregate output will increase only if the price level increases.
   B) assumes a full-employment level of output.
   C) is horizontal.
   D) does not reflect any changes in nominal aggregate output or income.

10. Suppose when real disposable income is $5000, planned real consumption is $4000. When real disposable income increases to $6000, planned real saving increases by $500. The new planned real consumption expenditures is
   A) $5,000.
   B) $4,500.
   C) $6,000.
   D) $3,500.

11. Automatic stabilizers typically increase during:
    A) expansionary periods.
    B) recessions.
    C) both recessions and expansions.
    D) wartime only.

12. Liquidity refers to
    A) the ease with which an asset can be acquired or disposed of without incurring high transaction costs.
    B) the expected return from an asset.
    C) the amount of indebtedness held against an asset.
    D) the net worth of the individual in question.

13. The inflation rate has been 3 percent per year for several years, and the unemployment rate has been stable at 5 percent. Unanticipated changes in government policy cause the inflation rate to increase to 6 percent. In the short run, we would expect the unemployment rate to
    A) remain constant.
    B) increase to 10 percent.
    C) increase, but the exact amount cannot be known for sure.
    D) decrease.

14. A certain athlete loves donuts. He receives 100 units of utility for the first donut, an additional 80 for the second, an additional 60 for the third, another 40 for the fourth, and another 20 for the fifth. The marginal utility of the fourth donut is _____ and the total utility from consuming four donuts is _____.
    A) 40; 40
    B) 40; 280
    C) 140; 280
    D) 280; 100

15. A firm can sell 1,000 units of a good at $10.00, but quantity demanded falls to zero if it raises price at all. The firm faces a demand curve that is
    A) horizontal and is perfectly inelastic.
    B) horizontal and is perfectly elastic.
    C) vertical and is perfectly elastic.
    D) downward sloping from higher prices down to $10.00 and then horizontal.

16. If the marginal product curve is increasing from workers 1-89 and then decreases steadily, crossing the horizontal axis at 190 workers, we know that
   A) the total output curve increases from workers 1-89, decreases from workers 90-189, and becomes 0 at the 190th worker.
   B) the total output curve is increasing at an increasing rate from workers 1-89, then increases at a decreasing rate until the 190th worker, after which it decreases.
   C) the total output curve is increasing throughout, although at an increasing rate for the first 190 workers and at a decreasing rate after the 190th worker.
   D) diminishing marginal returns set in with the 190th worker.

17. A perfectly elastic demand function
   A) shows that a consumer is willing to pay any amount for the product.
   B) is characteristic of an individual firm operating in a perfectly competitive market.
   C) shows that the individual firm can increase sales by lowering the price of output.
   D) has a marginal revenue that is always decreasing.

18. Compared to competitive firms, the demand curve for a monopolist will be
   A) as elastic.
   B) more elastic.
   C) less elastic.
   D) perfectly elastic.

19. The large number of firms in a monopolistic competitive industry means
   A) it is difficult for collusion to take place.
   B) it is likely collusion will take place.
   C) there will be economic profits in the long run.
   D) firms act independently of each other .

20. Suppose a firm can charge a relatively low price to try to compete actively with its rivals, or a relatively high, collusive price. If its strategy is to charge the low price regardless of the other firms' decisions, this low-price is the firm's
   A) dependent strategy.
   B) independent strategy.
   C) dominant strategy.
   D) kinked strategy.

II. Short essay questions: each question counts 10 points.

1. Suppose that a market is in equilibrium at a price of $10 and a quantity of 5000 units a day. Several months later, the market is in a new equilibrium at a price of $5 and a quantity of 5000 units a day. What happened in the market?

2. What is the business cycle? How "cyclical" is it? What causes the business cycle?

3. How can the equilibrium level of real GDP increase without the price level changing?

4. Show a long-run equilibrium of a monopolistic competitor. How is it different from a monopolist? How is it different from a perfect competitor?

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科 目：管理個案研究 國際企業學系 共 3 頁 第 1 頁

個案1.

Is it best to centralize or decentralize authority? It depends on the situation, as the following examples illustrate. In 1998, the United Way was suffering from a public perception that it was spending too much of the donations it received on itself and not enough for the needy people it was set up to serve. The solution? It called in management consultants who recommended that the best way to save money and increase efficiency was to reduce the number of local organizations, and centralize many business functions such as data processing, marketing, and wealthy donor programs. However, many local organizations then became concerned that they would receive a smaller share of donations. To date the United Way is still working out the right balance between centralization and decentralization.

Managers at Union Pacific Railroad, in response to complaints from customers and employees about traffic bottlenecks and poor quality service, made a radical decision. They would abandon the company's centralized operating system and decentralize authority to regional managers who could make on-the-spot decisions. The result? A significant increase in efficiency as the penalties it was forced to pay its customers for late shipments declined sharply.

To reduce disposal costs and save money, managers at a waste management plant decided to deliberately turn off the plant's pollution-monitoring equipment. Soon after this decision was made, a container of chemicals exploded, and the company's managers were also accused of mislabeling up to a hundred barrels of hazardous waste to avoid disposal costs. Although top managers blamed local management for these problems and denied any knowledge of the situation, the decentralized management style of the company was blamed for the problems. According to former company managers, top managers took no interest in the plant's operations and put local management under intense pressure to reduce costs. The combination of decentralized control and bottom-line pressure led to the problems that occurred. The plant's top managers claimed that Waste Management's attitude was "Don't tell us what's going on; just keep turning out the profit."

1. 請扼要說明上述個案內容(10%)

2. 請針對個案內容提供之實例做法，說明集權和分權管理的適用情境(15%)

個案2：

馬諦氏蘇格蘭威士忌是這幾年席捲台灣的新品牌。不過短短四年多的時間，銷售量由月銷三千瓶突飛猛進到去年的四百五十萬瓶，讓向來是第一品牌的約翰走路深深受挫。整體說來，不論台灣或世界各地的威士忌市場，幾乎都是國際品牌的天下，但馬諦氏目前已經超越國際品牌成爲最受台灣人歡迎的第一品牌。若深入了解這個品牌崛起的過程，馬諦氏竟是影視界大哥大楊登魁的事業，而且從品牌產生到廣告製作都與他旗下的八大電視台有關。

「由於逢年過節，中國人總免不了喝酒交際，因此當初便興起了成立公司經銷約翰走路的念頭。」負責幫楊登魁打理威士忌版圖的特助陸漢霖，憶起當初機緣，直說是個意外，也沒想到原本不過是約翰走路的經銷商，後來竟然發展成爲與約翰走路一爭高下的品牌。爲了經銷約翰走路綠牌，楊登魁邀集一千好友成立資本額八千萬元的優勢統合國際公司。但是喝多了外國的威士忌，總覺得這是西方人的口味，而且售價不便宜，楊登魁認爲台灣消費者應該有以更合理價位喝到好威士忌的權利，所以萌起自創威士忌品牌念頭。

但是，賣酒與賣電視節目完全是兩回事，「我們知道電視觀眾在哪裡，也了解他們喜好，但是酒的消費者在哪裡？喜好是什麼完全不在行！」一直在電視圈的陸漢霖說。但是由於楊登魁堅信在國際品牌下仍有發展空間，馬諦氏開發團隊於是開始了一場美麗的品牌冒險。決定自創品牌後，開發團隊先前往英國酒莊尋找合適的酒廠，要求他們針對台灣人的口味調酒，「台灣人喜歡大口喝酒，所以喜歡的口味偏甜，保有果香，同時入口要順、要醇厚！」

不過威士忌向來是西方人的世界，也是非常西方的商品，要他們放棄原有口味做出迎合東方人的口味，談何容易，英國酒商共花了兩年多才找到讓開發團隊和楊登魁滿意的口感。在口感確定後，卻又面臨製造瓶身的大考驗。爲求讓消費者眼睛一亮，開發團隊找來八大電視台廣告部總監張森和操刀，他花了六個月時間才設計出馬諦氏上圓下方、厚重玻璃瓶底的瓶身。可是，這個充滿柔和線條的瓶身雖然漂亮，但卻因玻璃透明度和曲線變化很難燒製，而且成本是一般業者的五到十倍；讓團隊一度想放棄。團隊一開始找上國內老字號的台玻，卻怎樣都燒不出來，後來找到國外去，終於找到德國一家專做香水瓶身的工廠，這才燒出讓團隊滿意的瓶身，漂亮到讓一些不喝酒的人都買下欣賞。

讓各界琅琅上口的「好久不見」這句廣告語，出自八大電視台廣告部行銷企畫主任楊坤日。而代言人歌神張學友則是動用楊登魁的私交請來的。說是楊登魁的人脈與八大電視的主管促成了馬諦氏的誕生一點也不爲過。不過一個品牌要成功，除了品質受消費者肯定，售價也很重要。馬諦氏自從上市後，價格一直比國際品牌低，讓台灣人以合理價格喝好酒，楊登魁果然做到了。(修改自林淑玲，93)

問題 1：根據個案內容，請嘗試說明馬諦氏威士忌推展成功背後重要的策略邏輯有哪些(30%)。

問題 2：呈上題，請你整合上述策略邏輯，提供一開發新產品的觀念架構(20%)。

個案3：

聯想併購IBM電腦事業成定局後，國內代工廠商第一個反應就是：「慘了，代工價格又要下跌。」不過，回過神來，代工廠商也開始思考因應之道，先前惠普合併康柏，大砍代工廠代工價格，讓台灣資訊電子業「失血」甚多。

其實代工廠商並非沒有籌碼，一家早年因代工毛利不合理，決定放棄承接惠普（康柏）訂單的廠商表示，雖然公司前幾年因少了惠普訂單，營收大幅下滑，不過公司調整體質，如今獲利反名列同業前茅。反倒是後來接下惠普（康柏）訂單的代工大廠，連續三年營運都陷入大幅虧損的窘境。代工廠商最近私下協調，希望大家不要自己殺自己，國際大廠往往利用台商間搶單的矛盾，讓台商彼此廝殺，最後國際大廠漁翁得利，台灣代工廠受傷累累，台灣同業多有「毛利不合理的代工訂單，寧可不接」的共識。【2004/12/13 經濟日報】

問題1：請利用你所念的相關理論對以上實務報導進行評述(25%)。

一、 選擇題(每題 3 分)

(1) 以下何者收斂 (A) $\sum_{n=1}^{\infty}\frac{(n!)^2}{(2n)!}$ (B) $\sum_{n=1}^{\infty}\frac{n!}{(-2)^n}$ (C) $\sum_{n=1}^{\infty}\sin\frac{n\pi}{4}$ (D) $\sum_{n=1}^{\infty}\frac{\ln n}{n}$.

(2) $\sum_{k=0}^{\infty}\frac{2^{k-1}x^k}{5^k(k+1)}$ 之收斂區間為 (A)$(\frac{-5}{2},\frac{5}{2})$ (B) $(\frac{-5}{2},\frac{5}{2}]$ (C) $[\frac{-5}{2},\frac{5}{2})$ (D) $[\frac{-5}{2},\frac{5}{2}]$.

(3) $\lim_{x\to\infty}(1-\frac{1}{x})^x=$ (A) 1 (B) $\frac{1}{e}$ (C) e (D)∞.

(4) $\lim_{x\to1}(\frac{1}{x-1}-\frac{1}{\ln x})=$ (A) 0 (B) - 2 (C) $-\frac{1}{2}$ (D) ∞.

(5) $\lim_{x\to\infty}(\frac{1}{n+1}+\frac{1}{n+2}+\ldots+\frac{1}{n+n})=$ (A) 1 (B) 2 (C) $\ln 2$ (D)∞.

(6) (複選) 若 $\lim_{x\to0}\frac{f(x)}{x}=1$，則下列何者正確 (A) $\lim_{x\to0}f(x)=0$

(B) $\lim_{x\to0}\frac{x}{f(x)}=1$ (C) $\lim_{x\to0}\frac{f^3(x)}{x^3}=1$ (D) $\lim_{x\to0}\sqrt{\frac{f(x)}{x}}=1$.

(7) $\lim_{x\to\infty}x^2e^{-x^3}\int_0^x e^{t^3}dt=$ (A) $\frac{1}{2}$ (B) $\frac{1}{3}$ (C) 0 (D) ∞.

(8) $\int_{\frac{3}{4}}^{4}\frac{3}{16+9x^2}dx=$ (A)$-\frac{\pi}{8}$ (B) $\frac{\pi}{8}$ (C) $\frac{\pi}{4}$ (D) $-\frac{\pi}{4}$.

(9) $\int^{\infty}xe^{-x}\,dx=$ (A)$\frac{2}{e}$ (B) $\frac{3}{e}$ (C) $\frac{5}{e}$ (D) 1.

(10) $\int_2^{\infty}\frac{dx}{x(\ln x)^{1/2}}=$ (A) $3\sqrt{\ln 2}$ (B) $2\sqrt{\ln 2}$ (C) $\frac{2}{3}(\ln 2)^{\frac{3}{2}}$ (D) ∞.

(11) Which of the following statement is correct ? (A) $\int_1^t\sqrt{x^2}\,dx=0$ (B)

$D_x\int_2^{\beta}\frac{t}{\sqrt{1+t^2}}dt=\frac{-x^2}{\sqrt{1+x^4}}$ (C) $D_x\int_{2x}^{\beta x}\frac{1}{t}dt=\ln 2-\ln 3,\ x>0$

(D) $D_x\int_0^t\sqrt{1+t^2}\,dt=0$.

(12) $\int_0^{\beta}\int_x^{\beta x}(x^3+4y)\,dydx=$ (A) $\frac{3}{4}$ (B) $\frac{8}{3}$ (C) $\frac{16}{3}$ (D)$\frac{32}{3}$.

(13) If $f=xe^x$, on which interval is the graph of f decreasing and concave upward.
(A) (-2, -1) (B) (-∞, -2) (C) (1, 2) (D) (2,∞).

(14) Let $f(x)=\begin{cases}(e^x-1)/xe^x, & x\neq0\\ 1, & x=0\end{cases}$, then $f'(0)$ is (A) 1 (B) $\frac{1}{2}$ (C) $-\frac{1}{2}$ (D)

$-\frac{1}{3}$.

(15) If $f(x)=x^{2n}$ (n is a positive integer), then the number of the points of inflection for the graph of $f(x)$ is (A) none (B) one (C) two (D) at least two.

二、計算題

(1) 試利用對數微分法：若 $f(x)=\dfrac{(4-3x)^3}{\sqrt{x^2-2(3x-x^3)^5}}$，求 $f'(x)$. (10 分)

(2) Find the area of the region bounded by the curves $y^2-x-3y=0$ 及 $x-y+3=0$. (10 分)

(3) Prove that $f(x,y)=e^{x}\cos y+e^{y}\cos x$ satisfies the equation $\dfrac{\partial^2 f}{\partial x^2}+\dfrac{\partial^2 f}{\partial y^2}=0$. (10 分)

(4) Find $\dfrac{\partial z}{\partial x}$ and $\dfrac{\partial z}{\partial y}$ if $z=f(x,y)=0$ satisfies the equation $xy^2+yz^2+z^3-4=0$. (10 分)

(5) Find the volume of the solid generated by revolving about the line $y=-1$ the region R bounded by the parabolas $y^2=8x$ and $y=x^2$. (15 分)

一、 選擇題(每題 3 分)

(1) 以下何者收斂 (A) $\sum_{n=1}^{\infty}\frac{(n!)^2}{(2n)!}$ (B) $\sum_{n=1}^{\infty}\frac{n!}{(-2)^n}$ (C) $\sum_{n=1}^{\infty}\sin\frac{n\pi}{4}$ (D) $\sum_{n=1}^{\infty}\frac{\ln n}{n}$.

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(5) $\lim_{x\to\infty}(\frac{1}{n+1}+\frac{1}{n+2}+\ldots+\frac{1}{n+n})=$ (A) 1 (B) 2 (C) $\ln 2$ (D) ∞.

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(11) Which of the following statement is correct ? (A) $\int_1^1\sqrt{x^2}\,dx=0$ (B)

$D_x\int_{x^2}^{\beta}\frac{t}{\sqrt{1+t^2}}dt=\frac{-x^2}{\sqrt{1+x^4}}$ (C) $D_x\int_{2x}^{3x}\frac{1}{t}dt=\ln 2-\ln 3,\ x>0$

(D) $D_x\int_0^x\sqrt{1+t^2}\,dt=0$.

(12) $\int_0^2\int_x^{2x}(x^3+4y)\,dydx=$ (A) $\frac{3}{4}$ (B) $\frac{8}{3}$ (C) $\frac{16}{3}$ (D) $\frac{32}{3}$.

(13) If $f=xe^x$, on which interval is the graph of f decreasing and concave upward.
(A) (-2, -1) (B) $(-\infty,-2)$ (C) (1, 2) (D) $(2,\infty)$.

(14) Let $f(x)=\begin{cases}(e^x-1)/xe^x, & x\neq 0\\ 1, & x=0\end{cases}$, then $f'(0)$ is (A) 1 (B) $\frac{1}{2}$ (C) $-\frac{1}{2}$ (D)

$-\frac{1}{3}$.

(15) If $f(x)=x^{2n}$ (n is a positive integer), then the number of the points of inflection for the graph of $f(x)$ is (A) none (B) one (C) two (D) at least two.

二、計算題

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(2) Find the area of the region bounded by the curves $y^2-x-3y=0$ 及 $x-y+3=0$. (10 分)

(3) Prove that $f(x,y)=e^{-x}\cos y+e^{-y}\cos x$ satisfies the equation $\dfrac{\partial^2 f}{\partial x^2}+\dfrac{\partial^2 f}{\partial y^2}=0$. (10 分)

(4) Find $\dfrac{\partial z}{\partial x}$ and $\dfrac{\partial z}{\partial y}$ if $z=f(x,y)=0$ satisfies the equation $xy^2+yz^2+z^3-4=0$. (10 分)

(5) Find the volume of the solid generated by revolving about the line $y=-1$ the region R bounded by the parabolas $y^2=8x$ and $y=x^2$. (15 分)

1. According to a medical report, 7% of the population has lung disease. Of those having lung disease, 90% are smokers; of those not having lung disease, 25.3% are smokers. Determine the probability that a randomly selected smoker has lung disease.

2. The times, in minutes, required for several employees in a company to comprehend the manual are displayed in the following table. At the 5% significance level, do the data provide sufficient evidence to conclude that the mean comprehension time foe the employees without computer experience exceeds the mean comprehension time for those with computer experience?

Without experience	With experience
139	142
118	109
164	130
151	107
182	155
140	88
134	95
	104

Questions:

(1) State your testing hypothesis.

(2) Test your hypothesis.

(3) What assumptions about the populations are underlying the method you adopt in question (2)?

3. The contingency table below shows for a certain population. At 5% significance level, do the data suggest that the drinking consumption is associated with marital status?

		Drinks per month		
		Abstain	1-50 liters	over 50 liters
Marital Status	Single	24	8	13
	Married	8	13	11
	Divorced /Widowed	10	9	64

4. 18 workers were randomly sampled from a factory for the purpose of contrasting the effectiveness of three training programs. The productivity data (unit per hour) were reported below.

Training Program	Productivity (unit per hour)					
A	36	26	31	20	34	25
B	40	29	38	32	39	34
C	32	18	23	21	33	27

(1) Are the mean productivity of the three training programs all equal, given that α=0.05? 10%

(2) Construct a 95% confidence interval for the mean difference between program B and C. 5%

5. Partial output of a regression analysis on 20 observations is reported below. The results produce $SS_{Regression}$=60 and SS_{Total}=92。

Variable	Coefficient	Standard Deviation
Intercept	3.0	1.5
X1	4.0	3.0
X2	3.0	0.2
X3	0.2	0.05
X4	-2.5	1.0

(1) Construct a complete ANOVA table for the regression analysis. 5%

(2) According the ANOVA table you establish, is the regression model as a whole statistically significant at α=0.05? Explain your answer. 5%

(3) Calculate the value of R^2 and interpret it. 5%

(4) Does X1 significantly contribute to the regression model? and X2? α=0.05 5%

6. A joint pdf is defined below:

f(X,Y)=(2X-Y)/6 when (X,Y)=(1,1), (1,2), (2,1), (2,2)；
f(X,Y)=0, Otherwise.

where X and Y are discrete random variables.

(1) Find the marginal distribution f(X) and f(Y). 10%

(2) Find the conditional mean and variance of Y when X=1. 10%

附表一 M_α

TABLE VI
Values of M_α

n_2	α	n_1 = 3	4	5	6	7	8
3	0.10	14	20	27	36	45	55
	0.05	15	21	29	37	46	57
	0.025	—	22	30	38	48	58
	0.01	—	—	—	39	49	59
	0.005	—	—	—	—	—	60
4	0.10	16	23	31	40	49	60
	0.05	17	24	32	41	51	62
	0.025	18	25	33	43	53	64
	0.01	—	26	35	44	54	65
	0.005	—	—	—	45	55	66
5	0.10	18	26	34	44	54	65
	0.05	20	27	36	46	56	68
	0.025	21	28	37	47	58	70
	0.01	—	30	39	49	60	72
	0.005	—	—	40	50	61	73
6	0.10	21	29	38	48	59	71
	0.05	22	30	40	50	61	73
	0.025	23	32	41	52	63	76
	0.01	24	33	43	54	65	78
	0.005	—	34	44	55	67	80
7	0.10	23	31	41	52	63	76
	0.05	24	33	43	54	66	79
	0.025	26	35	45	56	68	81
	0.01	27	36	47	58	71	84
	0.005	—	37	48	60	72	86
8	0.10	25	34	44	56	68	81
	0.05	27	36	47	58	71	84
	0.025	28	38	49	61	73	87
	0.01	29	39	51	63	76	90
	0.005	30	40	52	65	78	92
9	0.10	27	37	48	60	72	86
	0.05	29	39	50	63	76	90
	0.025	31	41	53	65	78	93
	0.01	32	43	55	68	81	96
	0.005	33	44	56	70	84	99
10	0.10	29	40	51	64	77	91
	0.05	31	42	54	67	80	95
	0.025	33	44	56	69	83	98
	0.01	34	46	59	72	87	102
	0.005	36	48	61	74	89	105

附表二 t_α

df	$t_{0.10}$	$t_{0.05}$	$t_{0.025}$	$t_{0.01}$	$t_{0.005}$	df
1	3.078	6.314	12.706	31.821	63.657	1
2	1.886	2.920	4.303	6.965	9.925	2
3	1.638	2.353	3.182	4.541	5.841	3
4	1.533	2.132	2.776	3.747	4.604	4
5	1.476	2.015	2.571	3.365	4.032	5
6	1.440	1.943	2.447	3.143	3.707	6
7	1.415	1.895	2.365	2.998	3.499	7
8	1.397	1.860	2.306	2.896	3.355	8
9	1.383	1.833	2.262	2.821	3.250	9
10	1.372	1.812	2.228	2.764	3.169	10
11	1.363	1.796	2.201	2.718	3.106	11
12	1.356	1.782	2.179	2.681	3.055	12
13	1.350	1.771	2.160	2.650	3.012	13
14	1.345	1.761	2.145	2.624	2.977	14
15	1.341	1.753	2.131	2.602	2.947	15
16	1.337	1.746	2.120	2.583	2.921	16
17	1.333	1.740	2.110	2.567	2.898	17
18	1.330	1.734	2.101	2.552	2.878	18
19	1.328	1.729	2.093	2.539	2.861	19
20	1.325	1.725	2.086	2.528	2.845	20
21	1.323	1.721	2.080	2.518	2.831	21
22	1.321	1.717	2.074	2.508	2.819	22
23	1.319	1.714	2.069	2.500	2.807	23
24	1.318	1.711	2.064	2.492	2.797	24
25	1.316	1.708	2.060	2.485	2.787	25
26	1.315	1.706	2.056	2.479	2.779	26
27	1.314	1.703	2.052	2.473	2.771	27
28	1.313	1.701	2.048	2.467	2.763	28
29	1.311	1.699	2.045	2.462	2.756	29
30	1.310	1.697	2.042	2.457	2.750	30
31	1.309	1.696	2.040	2.453	2.744	31
32	1.309	1.694	2.037	2.449	2.738	32
33	1.308	1.692	2.035	2.445	2.733	33
34	1.307	1.691	2.032	2.441	2.728	34
35	1.306	1.690	2.030	2.438	2.724	35
36	1.306	1.688	2.028	2.434	2.719	36
37	1.305	1.687	2.026	2.431	2.715	37
38	1.304	1.686	2.024	2.429	2.712	38
39	1.304	1.685	2.023	2.426	2.708	39
40	1.303	1.684	2.021	2.423	2.704	40
41	1.303	1.683	2.020	2.421	2.701	41
42	1.302	1.682	2.018	2.418	2.698	42
43	1.302	1.681	2.017	2.416	2.695	43
44	1.301	1.680	2.015	2.414	2.692	44
45	1.301	1.679	2.014	2.412	2.690	45
46	1.300	1.679	2.013	2.410	2.687	46
47	1.300	1.678	2.012	2.408	2.685	47
48	1.299	1.677	2.011	2.407	2.682	48
49	1.299	1.677	2.010	2.405	2.680	49

附表三 F_α

Values of F_α

dfd	α	dfn 1	2	3	4	5	6	7	8	9
	0.10	3.36	3.01	2.81	2.69	2.61	2.55	2.51	2.47	2.44
	0.05	5.12	4.26	3.86	3.63	3.48	3.37	3.29	3.23	3.18
9	0.025	7.21	5.71	5.08	4.72	4.48	4.32	4.20	4.10	4.03
	0.01	10.56	8.02	6.99	6.42	6.06	5.80	5.61	5.47	5.35
	0.005	13.61	10.11	8.72	7.96	7.47	7.13	6.88	6.69	6.54
	0.10	3.29	2.92	2.73	2.61	2.52	2.46	2.41	2.38	2.35
	0.05	4.96	4.10	3.71	3.48	3.33	3.22	3.14	3.07	3.02
10	0.025	6.94	5.46	4.83	4.47	4.24	4.07	3.95	3.85	3.78
	0.01	10.04	7.56	6.55	5.99	5.64	5.39	5.20	5.06	4.94
	0.005	12.83	9.43	8.08	7.34	6.87	6.54	6.30	6.12	5.97
	0.10	3.23	2.86	2.66	2.54	2.45	2.39	2.34	2.30	2.27
	0.05	4.84	3.98	3.59	3.36	3.20	3.09	3.01	2.95	2.90
11	0.025	6.72	5.26	4.63	4.28	4.04	3.88	3.76	3.66	3.59
	0.01	9.65	7.21	6.22	5.67	5.32	5.07	4.89	4.74	4.63
	0.005	12.23	8.91	7.60	6.88	6.42	6.10	5.86	5.68	5.54
	0.10	3.18	2.81	2.61	2.48	2.39	2.33	2.28	2.24	2.21
	0.05	4.75	3.89	3.49	3.26	3.11	3.00	2.91	2.85	2.80
12	0.025	6.55	5.10	4.47	4.12	3.89	3.73	3.61	3.51	3.44
	0.01	9.33	6.93	5.95	5.41	5.06	4.82	4.64	4.50	4.39
	0.005	11.75	8.51	7.23	6.52	6.07	5.76	5.52	5.35	5.20
	0.10	3.14	2.76	2.56	2.43	2.35	2.28	2.23	2.20	2.16
	0.05	4.67	3.81	3.41	3.18	3.03	2.92	2.83	2.77	2.71
13	0.025	6.41	4.97	4.35	4.00	3.77	3.60	3.48	3.39	3.31
	0.01	9.07	6.70	5.74	5.21	4.86	4.62	4.44	4.30	4.19
	0.005	11.37	8.19	6.93	6.23	5.79	5.48	5.25	5.08	4.94
	0.10	3.10	2.73	2.52	2.39	2.31	2.24	2.19	2.15	2.12
	0.05	4.60	3.74	3.34	3.11	2.96	2.85	2.76	2.70	2.65
14	0.025	6.30	4.86	4.24	3.89	3.66	3.50	3.38	3.29	3.21
	0.01	8.86	6.51	5.56	5.04	4.69	4.46	4.28	4.14	4.03
	0.005	11.06	7.92	6.68	6.00	5.56	5.26	5.03	4.86	4.72
	0.10	3.07	2.70	2.49	2.36	2.27	2.21	2.16	2.12	2.09
	0.05	4.54	3.68	3.29	3.06	2.90	2.79	2.71	2.64	2.59
15	0.025	6.20	4.77	4.15	3.80	3.58	3.41	3.29	3.20	3.12
	0.01	8.68	6.36	5.42	4.89	4.56	4.32	4.14	4.00	3.89
	0.005	10.80	7.70	6.48	5.80	5.37	5.07	4.85	4.67	4.54
	0.10	3.05	2.67	2.46	2.33	2.24	2.18	2.13	2.09	2.06
	0.05	4.49	3.63	3.24	3.01	2.85	2.74	2.66	2.59	2.54
16	0.025	6.12	4.69	4.08	3.73	3.50	3.34	3.22	3.12	3.05
	0.01	8.53	6.23	5.29	4.77	4.44	4.20	4.03	3.89	3.78
	0.005	10.58	7.51	6.30	5.64	5.21	4.91	4.69	4.52	4.38

附表四 χ^2_α

Values of χ^2_α

$\chi^2_{0.10}$	$\chi^2_{0.05}$	$\chi^2_{0.025}$	$\chi^2_{0.01}$	$\chi^2_{0.005}$	df
2.706	3.841	5.024	6.635	7.879	1
4.605	5.991	7.378	9.210	10.597	2
6.251	7.815	9.348	11.345	12.838	3
7.779	9.488	11.143	13.277	14.860	4
9.236	11.070	12.833	15.086	16.750	5
10.645	12.592	14.449	16.812	18.548	6
12.017	14.067	16.013	18.475	20.278	7
13.362	15.507	17.535	20.090	21.955	8
14.684	16.919	19.023	21.666	23.589	9
15.987	18.307	20.483	23.209	25.188	10
17.275	19.675	21.920	24.725	26.757	11
18.549	21.026	23.337	26.217	28.300	12
19.812	22.362	24.736	27.688	29.819	13
21.064	23.685	26.119	29.141	31.319	14
22.307	24.996	27.488	30.578	32.801	15
23.542	26.296	28.845	32.000	34.267	16
24.769	27.587	30.191	33.409	35.718	17
25.989	28.869	31.526	34.805	37.156	18
27.204	30.143	32.852	36.191	38.582	19
28.412	31.410	34.170	37.566	39.997	20
29.615	32.671	35.479	38.932	41.401	21
30.813	33.924	36.781	40.290	42.796	22
32.007	35.172	38.076	41.638	44.181	23
33.196	36.415	39.364	42.980	45.559	24

國立東華大學國企所企業管理入學試題

一、解釋名詞(每題5分，共40分)

1. 管理功能(Management Functions)與事業功能(Business Functions)
2. 工作擴大化(Job Enlargement)與工作豐富化(Job enrichment)
3. 激勵因素(motivators)與保健因素(hygine factors)
4. X理論與Y理論(McGregor, 1960)
5. 職權接受理論(Acceptance Theory of Authority)與無異區域(Zone of Indifference)(Barnard, 1938)
6. 霍桑研究(Hawthorne Studies)
7. 群體思考(groupthink)
8. Z理論(Ouchi, 1978)

二、韋伯(Weber, 1947)提出官僚式(Bureaucracy)層級組織的理想型態，請舉例詳述其特徵。（15分）

三、經理人或管理者(manager)需要(1)具備那些能力？(2)扮演那些角色？試舉例申論之。（15分）

四、最近行政院邀請Michael E. Porter教授來台北演講，國家競爭力成為熱門話題。

(1)試說明「競爭力」之意義。（5分）

(2)請問Porter教授對台灣的競爭力有那些論點？試提出您的評論。（10分）

(3)就提昇花蓮地區的競爭力而言，試提出您的分析與看法。（15分）