

國立東華大學國際企業研究所

八十五學年度招生考試試題

企業管理：

- 一、
 - a. 試述在企業管理中，經理人領導 (Leadership) 之功能與重要性。
 - b. 舉例說明領導之各種型態。
 - c. 說明溝通 (Communication) 之原則與有效溝通之技術。

- 二、
 - a. 控制 (Control) 為重要管理機能之一，請說明控制之程序及類型。
 - b. 試述有效控制系統之重要條件。
 - c. 就國內近年來“金融業風暴”所顯示之弊端，闡述金融業管理上控制機能之缺失與改善之要點。

- 三、從生產，行銷，資訊，及國際化等觀點來申論二十一世紀企業管理之趨勢與特性。

- 四、
 - a. 試述近半世紀來企業國際化之演進過程。
 - b. 列舉企業國際化所面對的特殊挑戰。
 - c. 討論亞太地區在企業全球化的趨勢下對我國經貿發展之重要性。

國貿理論與政策：

1. 請申論 H-O (Heckscher-Ohlin) 定理。
2. 試析：
 - a. 經濟成長對國際貿易的影響。
 - b. 技術進步與國際貿易的關係。
3. 申述最適關稅及關稅的經濟效果。
4. 說明：
 - a. 經濟結合的型態
 - b. 關稅同盟理論概要。

第一題（共26分）

1. a 試述在企業管理中，經理人領導（Leadership）之功能與重要性。（8分）
1. b 举例說明領導之各種型態。（8分）
1. c 說明溝通（Communication）之原則與有效溝通之技術。（10分）

第二題（共26分）

2. a 控制（Control）為重要管理機能之一，請說明控制之程序及類型。（8分）
2. b 試述有效控制系统之重要條件。（8分）
2. c 就國內近年來“金融風暴”所顯示之弊端，闡述金融業管理上控制機能之缺失與改善之要點。（10分）

第三題（共24分）

3. 從生產，行銷，資訊及國際化等觀點來申論二十一世紀企業管理之趨勢與特性。

第四題（共24分）

4. a 試述近半世紀來企業國際化之演進過程。（8分）
4. b 列举企業國際化所面對的特殊挑戰。（8分）
4. c 討論亞太地區在企業全球化的趨勢下對我國經貿發展之重要性。（8分）

經濟學試題分兩部份，總體經濟學和個體經濟學各佔五十分，共一百分。

個體經濟學 (國際企業所)

應以原子筆或鋼筆作答。可以中文、英文或中英合併之方式回答。
每題所佔之百分比皆附註於題後。(共五十分)

1. Suppose that a monopoly can produce any level of output it wishes at a constant marginal (and average) cost of \$5 per unit. Assume that the monopoly sells its goods in two different markets that are separated by some distance. The demand curve in the first market is given by $Q_1 = 75 - P_1$ and the demand curve in the second market is given by $Q_2 = 90 - 2P_2$.

- (1) If the monopolist can maintain the separation between the two markets, what level of output should be produced in each market, and what price will prevail in each market? What are total profits in this situation? (5%)
- (2) How would your answer change if it only cost demanders \$6 to transport goods between the two markets? What would be the monopolist's new profit level in this situation? (10%)
- (3) How would your answer change if transportation costs were zero and the firm was forced to follow a single-price policy? (5%)

2. Suppose your cost function is given by:

$$c = 0.04y^3 - 0.9y^2 + (11 - k)y + 5k^2$$

where c is cost, y is output and k is the amount of the fixed input in the short run. Input prices are assumed to be fixed.

- (1) Derive the expressions for the long-run average and marginal costs as functions of output. (5%)
- (2) Demonstrate by algebra that short-run average cost and long-run average cost are tangent to each other only when k is chosen optimally. (5%)

3. Suppose the utility function for goods X and Y is given by

$$U = U(X, Y) = XY + Y$$

- (1) Calculate the uncompensated demand functions for X and Y and describe how the demand curves for X and Y are shifted by changes in income or in the price of the other good. (10%)
- (2) Calculate the expenditure function for X and Y. (5%)
- (3) Use the expenditure function calculated in part (2) to compute the compensated demand functions for X and Y. (5%)

MACROECONOMICS 總體經濟學(國企所)

注意事項

1. 請用黑或藍色原子筆或鋼筆作答。可用中、英或中英合併方式作答。
2. 在每一問題下有得分點數。每一點代表一分鐘時間作答。例如：5%指該問題約需五分鐘作答。總體經濟學部份共五十分。
3. 請在考試卷上清楚的寫下題目號碼。

Part I: MULTIPLE CHOICE (10%, 2% each)

1. The turning points occur at which stages of the business cycle?

- (a) recovery and recession
- (b) peak and recovery
- (c) recovery and trough
- (d) trough and recession
- (e) peak and recession

2. Consider the following information on consumer price index (CPI) and income for Mr. Chen

Year	CPI	Income
1990	100	\$5,000
1995	150	\$7,500

From this data between 1990 and 1995, Mr. Chen's real income

- (a) increased by \$2,500, or 50%
- (b) increased by \$1,500, or, 30%
- (c) decreased by \$1,000, or 20%
- (d) remained constant
- (e) decreased by \$2,500, or 20%

3. If the central bank buys bonds on the open market, the commercial banks will experience

- (a) increased loans and decreased reserves
- (b) increased reserves
- (c) increased loans
- (d) decreased reserves
- (e) decreased demand deposits
- (f) none of the above

4. Monetarists argue that the demand for money

- (a) is increased by an increase in real GNP
- (b) is inversely related to the market rate of interest
- (c) is increased by an increase in the price level
- (d) all of the above
- (e) both (b) and (c) above
- (f) both (a) and (b) above

5. An increase in the legal reserve ratio, other things being equal, would have the following effect:

- (a) bank deposit multiplier declines
- (b) bank deposit multiplier rises
- (c) import tariff rates decline
- (d) import tariff rates rise
- (e) none of the above

PART II: MACROECONOMIC STATISTICS AND POLICY

6. Taiwan's national account and other statistics data for 1994 are as follows:

	At Current Prices (NT\$ Billion)	At 1991 Prices (NT\$ Billion)	Deflator (One decimal Point) (1991=100.0)
GDP	✓	✓	✓
GNP	✓	✓	✓
Net factor income from the rest of the world (net factor service)	78	70	
Government current revenue	1442	1314*	
Government current expenditure	1163	1060*	
Private consumption	3761	3359	
Government consumption	959	869	
Gross fixed capital formation	1484	1412	
Increase in inventory	53	54	
Gross capital formation (GCF)	✓	✓	
Exports of goods and non-factor services (X)	2827	2739	
Imports of goods and non-factor services (M)	2704	2617	
Unrequited net transfers	-36	-33*	
Long term net capital flows net	-28	-26*	
Short-term capital and others	-65**	-59*	
Change in foreign assets of the banking system	-124	-113*	

Note: * Deflated by GDP deflator ** Residual

(a) Use only the relevant data listed above, calculate the figures in the parentheses marked by ✓ (GDP, GNP, GDP and GNP deflator, and GCF). Show the calculations. (10%)

(b) Calculate current account balance (in NT\$ billion at current prices). Show the calculations (2%).

7. In a simple macroeconomic model for a small open economy Greenland,

$$Y = C + I + X - M$$

$$C = 0.8 Y$$

$$M = 0.2 Y$$

Where Y = GDP, C = total consumption, I = total investment, X = exports of goods and services

The 1995 data are given. Ignoring inflation, suppose both I and X are projected to grow at 10% in 1996,

(a) calculate your projected figures and growth rates for 1996 as marked by \checkmark and shown in the following table. Show the calculations. (10%)

Year	1995	1996	Growth Rate (%)
Y	425	\checkmark	\checkmark
C	340	\checkmark	\checkmark
I	100	\checkmark	\checkmark
X	70	\checkmark	\checkmark
M	85	\checkmark	\checkmark

(b) If the country's international reserves in 1995 is 28.33, which is equivalent to 4 months of total import (M). In 1996, the central bank decides that the international reserves should be equivalent to 3 months of total import, how much international reserve should be maintained in 1996. Show the calculations and briefly explain its implications. (5%)

(c) What is the impact to the trade balance (X-M) and GDP, if I grows at 15% and X remains at 10% growth? Show your calculations. (3%) Show relationship among investment, domestic saving (defined as Y-C) and foreign saving (defined as M-X). Show the calculation and briefly explain its implications (3%)

8.. Briefly define the following terms, select only TWO of them: (4% each, total 8%)
(只需選 2 項作答)

a. Automatic stabilizer

b. Phillips Curve

c. Purchasing-power parity theory

d. Clean floating and dirty floating system in foreign exchange markets

(End of Questions)

1. Vocabulary: 20%—1% for each. Select the letter (a,b,c,d) that will fill in the blank with appropriate word.

1. The politicians gathered for a _____ about the national economy.
a. decade b. debase c. dash d. debate
2. The animals who live in that _____ are in danger of becoming extinct in the next few years.
a. hamper b. hardship c. habitat d. harvest
3. The _____ demeanor of the knight led the king to suspect that he was a traitor.
a. perfidious b. pendulous c. perceptive d. perpetual
4. In order to _____ the animal without causing it excessive pain, we must devise our trap to be as swift and effective as possible.
a. snarl b. snare c. slink d. spare
5. The _____ for that bee sting is in the first-aid kit.
a. antipathy b. antagonist c. antidote d. antelope
6. After receiving several demerits and a poor performance review for twelve consecutive months, Jeff was _____ from associate vice president to assistant vice president.
a. demoted b. deluded c. denoted d. deleted
7. If it does not rain soon, these plants will _____ away and die.
a. withdraw b. wink c. wring d. wither
8. My assistant is so _____ that I do not know what I would do without him.
a. indolent b. indispensable c. indiscreet d. inferior
9. What do you think about my _____ for promotion to vice-president next year?
a. prospects b. protests c. projects d. presents
10. I wish you would try to speak more slowly. I cannot _____ what you are trying to say.
a. feign b. fetch c. factor d. fathom
11. Sara hates the rain and gloom, so she finds Seattle very _____ in the winter when it drizzles all the time.
a. droll b. dusty c. dreary d. deserted
12. I would _____ you to not let your anger overwhelm you, or you will become an angry and bitter man.
a. counsel b. corroborate c. council d. convict
13. Please _____ the situation and let me know if anything important happens.
a. mollify b. muffle c. monitor d. misinterpret
14. This is a _____ area. Passengers are not allowed beyond this point.
a. restricted b. restful c. repetitious d. reliable
15. The woman was _____ by her peers to receive the annual award for management excellence.
a. negotiated b. navigated c. nominated d. nourished

16. The cheerleader performed his routine with great zest and _____.
a. verse b. vernacular c. verdancy d. verve
17. He was criticized for being too _____ towards his students, because he always gave all of them high grades.
a. languid b. lecherous c. lenient d. lucid
18. Last Sunday, the couple celebrated their tenth wedding _____ in a fancy restaurant.
a. anniversary b. annual c. anima d. analogy
19. The stock market _____ as soon as it was reported that ten major foreign corporations had withdrawn their investment from the country.
a. plodded b. pleaded c. plugged d. plummeted
20. Mt. Ali is famous for its _____ sunrise.
a. spurious b. spectacular c. spiteful d. sporadic
- II. Grammar: 20%--2% for each. Select the letter (a,b,c,d) that will fill in the blank with the grammatically appropriate word or phrase.
1. It is obviously the case that modern medicine has allowed people to live longer and _____.
a. that we live more comfortably
b. more comfortably
c. more comfortable
d. most comfortable
2. Susan will want _____ her meeting this morning because this deadline is more important.
a. canceling
b. canceled
c. to be canceled
d. to cancel
3. Politicians will often hold meetings during an election year in order _____.
a. listen to their constituents about their concerns
b. to listen to their constituents about their concerns
c. listening to their constituents about their concerns
d. listened to their constituents about their concerns
4. I have no _____ at my age.
a. appetite of this type of competitions
b. appetite for this type of competition
c. appetite for this type of competitions
d. appetite to this type of competition
5. I _____ to have seen you last Saturday night instead of baby-sitting for my little brother.
a. would have preferred
b. would preferred
c. could had preferred
d. should preferred

- d. should preferred
6. _____, our manager will treat us to a fine dinner at a nice restaurant.
- After we done completed these projects
 - After we were completed these projects
 - After we will complete these projects
 - After we have completed these projects
7. After they robbed the bank, the robbers decided to split the money evenly _____ the three of them.
- into
 - between
 - besides
 - among
8. I am sure that your grades would improve if you devoted _____.
- less attention to your athletic activities and more attention to your homework
 - fewer attention to your athletic activities and more attention to your homework
 - less attention to your athletic activities and much attention to your homework
 - fewer attention to your athletic activities and greater attention to your homework
9. _____ should not be sold to anyone under the age of twenty-one.
- Those kind of magazine
 - This kinds of magazine
 - These kind of magazine
 - This kind of magazine
10. You _____ foods like fresh vegetables, fruits and grains.
- would eaten healthy
 - should eat healthful
 - would have been eaten healthful
 - should been eaten healthy

III. Reading Comprehension: 30%--2% for each. Please choose the most appropriate answer (one only) to each question.

A. For a white guy from a comfortable middle-class family, Mathieu Kassovitz has a lot of attitude. "Native-born French people should be happy that there are a lot of Arabs and Africans in the suburbs - at least the Africans and Arabs have strong traditions and values. If you had French people living in those poor conditions, they would invade Paris. It would be war." People might think that the success of Kassovitz's film "La Haine" ("Hate") would have tempered his vitriol. No way. "There is a suburban culture. It's the culture of survival. It's French, it's Arab, it's Spanish and Portuguese....The government would like for it to shut up and act French. But it is up to the government to adapt to the banlieue (the suburbs), not the other way around."

"Hate" won Kassovitz the prize for best direction at Cannes last year. After the film became a national phenomenon in France last summer, some suburban youths criticized Kassovitz's vision of the suburbs as too violent and the characters too stupid. Kassovitz, however, is unapologetic about his film. "This is my view of the suburbs. It's just one view. And it is not necessarily the right one."

1. What does Kassovitz do for a living?
- He works in the suburbs.

- b. He is a movie director.
- c. He writes about suburban youths.
- d. He works for the French government.

2. What is the meaning of 'vitriol'?
- a. gasoline
 - b. identity
 - c. effort
 - d. criticism

3. What was the reaction of some youths to "La Haine"?
- a. They thought it did not portray life in the London suburbs fairly.
 - b. They thought it portrayed life in the New York suburbs fairly.
 - c. They thought it did not portray life in the Parisian suburbs fairly.
 - d. They did not have any reaction at all.

4. What does Kassovitz think about the relation between the government and the suburbs?
- a. He thinks that the suburbs should conform to the wishes of the government.
 - b. He thinks that the suburbs should declare their independence from France.
 - c. He thinks that the government will have to adjust to the changes that are taking place in the suburbs.
 - d. He thinks that the government is discriminating against people who live in the suburbs.

5. Why does Kassovitz think that native-born French people should be grateful that there are Arabs, Africans, Spanish and Portuguese people living in the suburbs?
- a. Because living among foreigners will help French people to become bilingual.
 - b. Because if they were not able to live in the suburbs, they would return to their country of origin.
 - c. Because they support the French economy.
 - d. Because foreigners enrich the culture of France, and make it a more diverse and interesting place to live.

B. Traditionally, biologists believed that life is a fluke—the result of a zillion-to-one accidental concatenation of molecules. It follows that the likelihood of its happening again elsewhere in the cosmos is infinitesimal. This viewpoint derives from the second law of thermodynamics, which predicts that the universe is dying—slowly and inexorably degenerating toward a state of total chaos. Should Earth be struck by an asteroid, destroying all higher life-forms, intelligent beings would almost certainly not arise next time around.

There is, however, a contrary view—one that directly challenges orthodox biology. It is that complexity can emerge spontaneously through a process of self-organization. If matter and energy have an inbuilt tendency to amplify and channel organized complexity, the odds against the formation of life and the subsequent evolution of intelligence could be drastically shortened. It suggests that although the universe as a whole may be dying, an opposite, progressive trend may also exist as a fundamental property of nature. The emergence of extraterrestrial life is a key test for these rival paradigms.

1. Traditionally, biologists believed that the chance for life to occur elsewhere in the cosmos is:
- a. highly possible
 - b. extremely small
 - c. absolutely impossible
 - d. questionable

2. "fluke" means:
- a. failure
 - b. joke
 - c. accident of luck
 - d. stimulus

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3. For those who believe in the second law of thermodynamics, if Earth were to be struck by an asteroid, destroying all higher life-forms, would another run of intelligent beings appear?
- Unpredictable, for the universe is by nature chaotic.
 - With good luck, there might emerge even more intelligent beings in the far future.
 - Certainly, according to the universal law of nature, that given the same condition, the same thing will repeat itself.
 - Almost impossible, for the whole universe is degenerating and the previous existence of the human intelligence is, as a matter of fact, an accident.

4. What makes those who believe in self-organization differ from those who work under the assumptions of the orthodox biology?
- They are pantheists.
 - They do not support Darwinian theory of evolution.
 - To them, matter and energy tend to amplify and channel organized complexity.
 - They do not welcome the speculation that there might be extraterrestrial life.

5. The theory of self-organization is regarded as a rival paradigm to orthodox biology, because:
- they are antithetical to each other
 - they agree with each other
 - they complement each other
 - they share the same assumptions

C. For millions of Americans, the workplace is like some nightmarish schoolyard—a place where bosses shake down subordinates for their psychic lunch money and then stomp on their egos for sport. So contends Columbia University Psychologist Harvey Hornstein in this disturbing new study of managerial abuse, *Brutal Bosses and Their Prey* (Riverhead Books, \$19.95)

The problem here is just how one defines boss abuse. We hear from some alleged victims who seem a bit thin-skinned. One woman falls apart because her boss turns his back on her during a meeting; one man is ready to kill because his boss takes credit for the work of underlings.

But the book does effectively document the spread of some undeniably monstrous behavior—sexual harassment of the crudest sort, verbal and physical threats, lying, deviousness, and all manner of inhumane acts. Hornstein spends a few pages delving into just what motivates the abusers; he blames some of the worst sins on pressures from the seemingly endless restructuring of recent years.

1. This article is:
- the preface to a book written by the author himself
 - a book review
 - a complaint from an abused worker
 - an excerpt from a book about good management

2. The image of a schoolyard is employed in the first paragraph to:
- demonstrate that the boss abuse is tolerated
 - give a vivid comparison
 - show that abusive behavior in the office is regarded as merely child's play
 - demonstrate that education is an effective means to cope with the problem

3. Which of the following cases can not be regarded as "alleged victims who seem a bit thin-skinned"?

- 6
- a. John invites his boss to attend his own daughter's wedding but his boss declines.
 - b. A woman falls apart because her boss turns his back on her during a meeting.
 - c. Joan was demoted to a lower position because she had repetitively turned down her boss when asked to go to movies with him.
 - d. Peter, Phil's boss, asked Phil to prepare a proposal. Later, Peter signs his own name on the proposal drafted by Phil. *Sci.*

- 5
4. According to Hornstein, what is the major reason for the wide-spread abusive behaviors in the office?
- a. inadequate performance of most employees
 - b. pressures from endless restructuring
 - c. belief in autocratic rule
 - d. personal tragedy

- 10
5. The word "devious" means:
- a. greedy
 - b. illicit
 - c. deceitful
 - d. haughty

10

IV. Composition: 30%. Write an essay of no less than 300 words on the topic "What I would most like to see happen in the twenty-first century"

15

15

20

20

25

25

30

30

作文一篇

題目：我對這時代的沈思

The image shows a large rectangular grid for writing. The grid is bounded by a double-line border. Along the top edge, there are numerical markings at 5, 10, 15, 20, 25, and 30. Similarly, along the right edge, there are numerical markings at 5, 10, 15, 20, 25, and 30. The grid is intended for the student to write their response to the essay prompt.