

招生學年度	九十八	招生類別	轉學招生考試
系所班別	企業管理學系二年級、企業管理學系三年級、國際企業學系二年級		
科目	管理學		
注意事項	【禁止使用掌上型計算機】		

一、複選題 (每題 5 分，共 10 題，合計 50 分；部分問題的答案可能只有一個)

- 管理工作的內涵包括哪些？
  - 「管理」是目標導向的
  - 「管理」是一套活動和程序
  - 「管理」追求效能更勝於效率
  - 「管理」是對組織資源的取得、組合和運用
  - 「管理」多半是在處理人的問題
- 以下有關「規劃」的功能和內涵何者為非？
  - 一般而言，正式的規劃對組織的財務績效有正面的影響
  - 進行規劃可以消弭環境的變遷
  - 規劃會降低組織運作的彈性
  - 不精確的規劃，是浪費了管理當局的時間
  - 規劃程序的品質及合適的計畫執行，較規劃的範圍對績效的貢獻來得要大
- 工作績效來自於高組織承諾的員工，試圖建立互信與互尊的關係。此理念屬於管理方格理論的哪一種領導風格？
  - 放任型
  - 任務型
  - 鄉村俱樂部型
  - 團隊型
  - 以上皆非
- 有關於衝突管理的描述，下列何者是錯誤的？
  - 衝突會帶來負面影響，所以只要是衝突就應該盡量避免
  - 衝突有助於彼此競爭，所以衝突愈多績效愈高
  - 「妥協」是處理衝突的方式之一，雙方可透過談判尋求妥協點
  - 在衝突談判時加入第三者 (third-party)，有時會有助於談判達成協議
  - 衝突的結果可能有好有壞，不須一味地排斥衝突。
- 下列何者並非越級指揮的負面影響？
  - 指揮不統一，員工無所適從
  - 中層主管訓練不足
  - 迅速應付重要或緊急的工作
  - 克服下屬能力或經驗的不足
  - 以上皆非
- 燙爐法則(the "hot stove" rule)常被引用於有效懲戒員工的一套原則，下列特性何者為非？
  - 因人而異
  - 具立即性
  - 具一致性
  - 有事前警告的作用
  - 可凝聚團體向心力

招生學年度	九十八	招生類別	轉學招生考試
系所班別	企業管理學系二年級、企業管理學系三年級、國際企業學系二年級		
科目	管理學		
注意事項	【禁止使用掌上型計算機】		

7. 以下員工的行為或感受，哪些是工作專業化 (job specialization) 的表現？
- (A) 可降低單調和厭煩的感覺
  - (B) 比較能了解組織內部的其他活動
  - (C) 能使員工擔負起更大的工作責任
  - (D) 僅做著簡單、重複的工作
  - (E) 工作中所需的不同任務的數量增加
8. 根據 Herzberg 的雙因子理論 (two-factors theory)，下列哪些屬於保健因素 (hygiene factors)？
- (A) 受到上司器重
  - (B) 薪資
  - (C) 成就感
  - (D) 良好的工作環境
  - (E) 人際關係
9. 下列哪些策略屬於總公司層級的策略 (corporate level strategies)？
- (A) 多角化策略
  - (B) 垂直整合策略
  - (C) 低成本策略
  - (D) 集中差異化策略
  - (E) 全球化策略
10. 所謂「結構追隨策略」(structure follows strategy) 意指
- (A) 組織的長期目標決定它的組織設計
  - (B) 組織設計影響管理者如何制定策略
  - (C) 組織的技術型態決定它的組織設計
  - (D) 管理者的價值觀影響組織設計
  - (E) 藉由組織結構的設計形塑組織的長期目標

二、問答題(共 3 題，合計 50 分；說明：請儘量運用圖、表或條列方式表達，清楚呈現你的觀點，切勿長篇大論。)

1. 何謂理性決策 (rational decision-making) 模式？何謂限制理性 (bounded rationality)？(15 分)
2. 試比較 entrepreneur、leader 與 manager 的異同，並舉實例來支持你的論點。(15 分)
3. 身為一位經理人，當你發現你部門所屬的任務群體中有「群體思考」(groupthink) 的現象時，請問你會做何處置？(20 分)

招生學年度	九十八	招生類別	轉學招生考試
系所班別	企業管理學系二年級、國際企業學系二年級		
科目	經濟學原理		
注意事項	【可使用掌上型計算機】		

\* 答案請務必填寫於「答案卷」上，並標明題號，否則不予計分。

### 1 單選題 (30%) (每題2%)

1. Some time ago the government of China required many highly skilled technicians and scientists to engage in unskilled agricultural labor in order to develop "proper social attitudes". This policy probably caused China to produce
  - A) at an inappropriate point along its production possibilities frontier.
  - B) outside its production possibilities frontier with respect to food, but inside with respect to high-technology goods.
  - C) inside its production possibilities frontier with respect to food, but outside with respect to high-technology goods.
  - D) inside its production possibilities frontier.
2. For consumers, goods A and B are complementary goods. The cost of a resource used in the production of A decreases. As a result,
  - A) the equilibrium price of B will fall and the equilibrium price of A will rise.
  - B) the equilibrium price of B will rise and the equilibrium price of A will fall.
  - C) the equilibrium prices of both A and B will rise.
  - D) the equilibrium prices of both A and B will fall.
3. The air route from Dallas to Mexico City is served by more than one airline. The demand for tickets from American Airlines for that route is probably
  - A) inelastic but more elastic than the demand for all tickets for that route.
  - B) elastic and more elastic than the demand for all tickets for that route.
  - C) inelastic and less elastic than the demand for all tickets for that route.
  - D) elastic but less elastic than the demand for all tickets for that route.
4. Gina is eating two slices of pizza. Which of the following statements is true?
  - A) Gina's marginal benefit from the second slice of pizza is equal to the sum of the benefit from the first slice plus the benefit from the second slice.
  - B) Gina's marginal benefit from the second slice of pizza equals the maximum she is willing to pay for the second slice.
  - C) Gina can not have any consumer surplus from the second slice of pizza.
  - D) Gina must have some consumer surplus from the second slice of pizza.
5. Joe is the owner-operator of Joe's Haircuts Unlimited. Last year he earned \$100,000 in total revenues and paid \$65,000 to his employees and suppliers. During the course of the year, he received three offers to work for other barbers, with the highest offer being \$40,000 per year. What are Joe's economic profits?
  - A) \$25,000

招生學年度	九十八	招生類別	轉學招生考試
系所班別	企業管理學系二年級、國際企業學系二年級		
科目	經濟學原理		
注意事項	【可使用掌上型計算機】		

- B) -\$5,000  
C) \$40,000  
D) \$35,000
6. Economics is the study of
- A) the distribution of surplus goods to those in need.  
B) affluence in a morally bankrupt world.  
C) the choices we make because of scarcity.  
D) ways to reduce wants to eliminate the problem of scarcity.
7. Which of the following statements is true?
- A) The marginal and average product curves intersect at the maximum level of output.  
B) At every output level the marginal product curve lies above the average product curve.  
C) The marginal product and average product curves intersect when average product is at its maximum.  
D) The marginal product curve always has a positive slope.
8. A key difference between a monopoly and a perfectly competitive firm is that the monopolist
- A) does not face fixed costs in the short run.  
B) has a marginal revenue curve that lies below its demand curve.  
C) has no marginal cost curve.  
D) faces a perfectly elastic demand for its product.
9. In the long run, a monopolistically competitive firm's price equals
- A) its average total cost and its marginal cost.  
B) its average total cost but not its marginal cost.  
C) its marginal cost but not its average total cost.  
D) neither marginal cost nor its average total cost.
10. A currency drain
- A) leads to an increase in excess reserves.  
B) decreases the size of the money multiplier.  
C) results in an increase in deposits.  
D) results in an increase in required reserves.
11. Exports of U.S. goods creates a
- A) demand for dollars with no effect on markets for foreign currencies.  
B) supply of foreign currency with no effect on the market for dollars.  
C) supply of foreign currency and demand for dollars.

招生學年度	九十八	招生類別	轉學招生考試
系所班別	企業管理學系二年級、國際企業學系二年級		
科目	經濟學原理		
注意事項	【可使用掌上型計算機】		

D) demand for foreign currency and supply of dollars.

12. Libertyville has two optometrists, Dr. Smith and Dr. Jones. Each optometrist can choose to advertise his service or not. The incomes of each optometrist, in thousands of dollars, are given in the payoff matrix below.

		Dr. Smith	
		Advertise	Don't advertise
Dr. Jones	Advertise	S: \$80; J: \$70	S: \$60; J: \$110
	Don't advertise	S: \$120; J: \$60	S: \$100; J: \$90

Which of the following statements correctly describes Dr. Smith's strategy given what Dr. Jones may do?

- A) Dr. Smith should advertise no matter what Dr. Jones does.
  - B) Dr. Smith should not advertise no matter what Dr. Jones does.
  - C) Dr. Smith should advertise only if Dr. Jones doesn't advertise.
  - D) Dr. Smith should advertise only if Dr. Jones advertises.
13. Which of the following is NOT an example of why the CPI is biased toward overstating the inflation rate?
- A) The change in consumption patterns as households purchase DVD players instead of VHS tape players.
  - B) The rising cost of automobile insurance due to higher accident rates.
  - C) The increasing market share of low-price selfservice gas stations and the disappearance of full service stations.
  - D) The introduction of higher quality automobile safety devices such as airbags.
14. If aggregate planned expenditures are less than the level of real GDP,
- A) real GDP and income will increase.
  - B) real GDP and income remain unchanged.
  - C) real GDP and income will either decrease or remain unchanged, depending on the MPC.
  - D) inventories will increase above their target level and real GDP will decrease.
15. When two firms collude to maximize profit the total quantity produced by both firms taken together is determined at the quantity where
- A) excess capacity is minimized.
  - B) industry marginal cost equals industry marginal revenue.
  - C) the price equals the industry's marginal cost.
  - D) excess capacity is as large as possible zero.

招生學年度	九十八	招生類別	轉學招生考試
系所班別	企業管理學系二年級、國際企業學系二年級		
科目	經濟學原理		
注意事項	【可使用掌上型計算機】		

## 2 解釋名詞 (15%)

1. Consumer surplus (3%).
2. Ricardo-Barro equivalence (3%).
3. Perfect price discrimination (3%).
4. Minimum efficient scale (3%).
5. Inflationary gap (3%).

## 3 是非不定評論題 (請寫出理由, 僅回答是非或不定者, 不予計分。)(15%)

1. The slope of a production possibilities frontier that displays increasing opportunity cost is steeper near the vertical intercept than near the horizontal intercept. (3%)
2. A sales tax is divided so that buyers pay the full amount if supply has unitary elasticity. (3%)
3. The balanced budget multiplier is the magnification effect on aggregate demand of a simultaneous change in government expenditure and taxes that leaves the budget balance unchanged. Therefore, its value is always one. (3%)
4. The monetary policy will be more effective if people keep more money in cash than in saving account. (3%)
5. The kinked demand curve model can explain the rigidity of price. (3%)

## 4 問答題 (請以詳細文字敘述或搭配經濟學圖形) (40%)

1. 電力產業常需投入鉅額的固定成本, 試問此種產業最容易形成那種市場結構? 請作圖解釋為何該種市場結構優於其他市場結構。(7%)
2. 假設古代的中國及南洋的茶葉及香料價格如下:

	中國	南洋
茶葉	12 兩銀子	15 個銅幣
香料	24 兩銀子	20 個銅幣

中國及南洋各自具有比較利益的商品為何? 並請說明理由。若有蘇州商人往返中國與南洋之間, 他應該如何做買賣才能賺錢? 並請計算他的報酬率。(為簡化計算, 可做一些必要假設) (8%)

3. 中國人強調勤儉持家的美德, 但凱因斯理論則有「節儉的矛盾」(paradox of thrift) 的說法, 試說明並評論之。(10%)
4. 試論政府發放消費券對於總體經濟的影響, 並評估其可能效果。(15%)