

一、解釋名詞 (4 小題, 每小題 5 分, 共 20 分)

- 1. 交叉彈性 (Cross Elasticity)
- 2. 市場失靈 (Market Failure)
- 3. 金融雙元性 (Financial Dualism)
- 4. 公開市場操作 (Open Market Operation)

二、王先生每月固定消費 \$1,000 的煙酒, 假設一包香煙與一瓶酒售價都是 \$50:

- 1. 請繪出王先生的預算線。(5分)
- 2. 請替王先生繪一組假想的煙酒無異曲線, 並且標出其效用最大的煙酒消費量。(5分)
- 3. 現在假定由於煙酒開放進口, 而使其價格都降為 \$25, 試問, 王先生對煙酒的消費量會如何改變?(10分)

三、台灣的汽車業者每隔一、二年就會推出新車種, 變換新車種對廠商而言, 須付出額外的成本, 試從經濟學的角度分析廠商如此做的理由。(20分)

- 四、
- 1. 若經濟體系已達充分就業, 試問, 擴張性的財政政策與貨幣政策對實質產出、利率、物價等變數分別會造成甚麼影響?(10分)
 - 2. 若你是行政院長, 你會採取哪些政策來遏止地下經濟的發展?(10分)

五、假定甲國以一單位的生產要素能生產 20 單位的小麥或 40 單位的布, 而乙國能生產 10 單位的小麥或 20 單位的布, 試問:

- 1. 兩國的絕對利益與比較利益各為何?(10分)
- 2. 若兩國進行貿易, 宜各生產甚麼?(10分)

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1) ① $f(x) = 2^x + \int_1^x e^{t^2} dt$ Find $f'(0) = ?$

② $f(x) = \frac{1}{x^3} e^{-\frac{1}{x^2}}$, $x \neq 0$.

$f(0) = 0$

Find $f'(0) = ?$ (20%)

③ Find the radius of convergence of $\sum_{k=1}^{\infty} \frac{k!}{k^k} x^k$.

④ Find the Maclaurin series for $f(x) = \cos x$ and prove that it represents $\cos x$ for all x . (20%)

⑤ Find the inflection points and the maximum value of

$f(x) = x^4 e^{-x} + 50$, $0 \leq x \leq 10$.

⑥ Find the saddle-points of $f(x, y) = x^3 + 3x^2 - 9x - y^3 + 3y^2 + 5$. (20%)

⑦ Use Lagrange multiplier to find the maximum value of

$f(x, y, z) = xyz$ subject to $xy + 2yz + 4zx = 24$. (10%)

⑧ Find $\int_1^{\infty} \frac{t^2}{(1+t)^4} dt = ?$

⑨ Find $\iint_R \frac{1}{x+y} dx dy = ?$

where R is bounded by $x=0$, $y=0$,

$x+y=1$ and $x+y=6$.

⑩ Find $\iint_R y^2 \sin x dx dy = ?$

where R is bounded by

$y = 2 \cos x$, $y = \sec x$, $0 \leq x \leq \frac{\pi}{2}$. (30%)

考試科目 Course	醫院概論	開課系級 Dept. & Class	金晉榮 Zs	日期 Date, Period	第	節	課程編號 Course No.
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一、(1) 何謂臨牀路徑 (Clinical Pathway)? (10%)
 (2) 請說明醫院運用臨牀路徑的概況? (15%)
 台灣

二、以醫院為例，請說明環境、策略與結構三者間的關係。 (25%)

三、(1) 全民健保支付制度有那些類型? (15%)
 請簡單解釋
 (2) 在台灣未來支付制度之趨勢為何? 為什麼? (10%)

四、簡述全民健保財務虧損，中央健保局已推動那些成本抑制 (cost containment) 的策略? (25%)

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一、試舉例說明下列專有名詞：

- (一) 經濟租 (6分)
- (二) 機會成本 (6分)
- (三) 比較利益 (6分)
- (四) 菲力普曲線 (7分)

二、何謂「邊際效用遞減法則」？消費者面對多種物品的選擇，要如何達到最大效用？試以自助餐館點食為例說明之。(25分)

三、有些業者一邊抱怨「虧本了，虧本了」，但卻繼續生產。請問這些業者是真的虧本或假的虧本？如果是假的，他是什麼意思？如果是真的，他又何以不關門大吉？你的解釋會不會因為事業單位的「生產規模」的大小而有不同？(例如，一是鋼鐵廠業主，一是夜市小麵攤老闆。)(25分)

四、重貨幣學派既然認為貨幣供給量的變動會影響實質產出，為什麼又反對政府利用權衡性的貨幣政策，以減輕景氣循環的波動？(25分)

- 一、在飲料業，A牌的品牌形象好，通路廣，而且在消費者心中有良好的評價，是一家領導廠商。位居第二的B牌，為了爭取市場，想以一種較大的包裝(都是金屬罐)來進行攻擊行動，易言之，就是容量增加而價格不變。請問，此一做法或策略可行嗎？請問在何種前題(例如產業特性)下，此一做法較易成功？B公司在進行此一動作時，應注意哪些事項？(25%)
- 二、有人觀察指出，美國企業到中國大陸投資，多半是個別行動，而台灣企業到大陸，許多都是集體行動。也就是說，後者常是與同業或上下游一起去。較單純的解釋是台灣企業由於文化傳統，集體意識較重，美國則強調個人主義，因此獨來獨往。事實上，此一現象，與企業之規模、投資或外移之目的、產業之垂直整合程度皆有關係。請就你所熟悉的一個產業，來舉例說明，解釋此一現象。(25%)
- 三、每一個產業在不同國家的發展機會或發展結果都不一樣。某一產業在某一國家能夠蓬勃發展，甚至成為國際級的領導者，都有許多原因。除了「人才」之外，還有哪些因素造成一地區產業之成敗？請在「資訊電子業」之外，提出一個你所熟悉的台灣產業，舉例說明，是什麼原因造成它的成敗或起伏。排除資訊電子業的原因，是此一產業各方討論已多，我們也應思考，除了資訊電子業之外，其他產業的機會與未來。也歡迎分析那些在台灣未能成功的產業，其失敗的理由。(25%)
- 四、校長的任務主要是領導教師，為學生提供最好、最合於需求的教育，因此校長的選派與任用十分重要。國中、國小校長的產生方式很多。以下是幾種可能的方式。第一，傳統上是由政府主管機關指派並進行考核。第二種可能是由學校教師進行普選，第三是由教師、社會人士、學者專家、家長代表組成委員會來進行遴選，第四是由地區公民(例如文山區)選出地區之教育委員會(不一定是家長)，來制定當地國民教育之政策，並對人事進行決策。請問，各種方式利弊如何？在怎樣的條件之下，該方案的成功機率比較大？(25%)

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壹、是非(簡答)題：共4小題，每小題滿分為10分，合計40分。

- 自1998年下半年以來，台灣麥當勞的訂價變得比以前靈活。在某一特定期間，從某類產品中，選擇某一特定產品減價。此一定價行為，除降價促銷搶佔市場佔有率外，別無其他目的。
- 除了固定會員費(fixed membership fee)或基本費外，健身或運動俱樂部通常也會同時收取變動使用費(variable usage fee)。針對變動使用費，部份俱樂部業者會採取第二級(級距式)差別取價精神，讓變動使用費率隨着消費者使用量的增加而逐漸下降。此舉必使該俱樂部業者的利潤下降。
- 假如你帶\$1到賭場，莊家用的賭具為撲克牌，開出的條件為：每張賭券為\$1，若紅桃出現，你就輸，則\$1沒收；若紅桃以外的花色出現，你就贏，則可拿回\$1，且莊家還要賠你\$0.2。不管你是風險逃避者或愛好者，你都會參與此項賭博。
- 隨著妳(你)所得水準的逐漸增加，妳(你)到俱樂部運動的機會會比到運動場的提高。

貳、個體經濟選擇題(正確答案只有一個)：共5小題，每小題滿分為3分，合計15分。

- Suppose you are indifferent between the uncertain prospect of a job that pays salary and commission with a 0.5

probability of earnings of \$20,000 per year and a 0.5 probability of earnings of \$40,000 per year and a straight salary job of \$27,000 per year. How much of a risk premium will you accept from your father to get you to accept the risk job?

- \$2000
- a sum greater than \$3000
- a sum greater than \$2000 but less than \$3000
- \$1000

2. Suppose farmer A is better manager of his operation than farmer B. As a result, variable cost of production of any given output is lower for farmer A than for farmer B. Both farmers only produce wheat and sell it at market price. In the long run, assuming that both firms maximize profits

- after all economic cost are included in production cost, farmer A will make more economic profits than farmer B
- farmer A will supply more output than farmer B
- farmer A and farmer B will sell equal amounts of wheat
- in equilibrium, the marginal cost for farmer A will equal the marginal cost for farmer B
- Both b and d

3. Suppose a fixed number of licenses are made available to operate taxis. The licenses held by operators may be sold in a market. However, because each taxi must have a license, entry of

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additional tax into the industry is not possible. Assuming that the market for taxi licenses is competitive,

- a. in equilibrium all firms in the taxi industry will earn economic profits
- b. economic profits in the taxi industry will be zero
- c. the price of taxi services will be higher than would be the case if free entry will be allowed
- d. both b and c

4. If the price elasticity of demand for a monopolist's products were equal to -1 at the current level of monthly production,

- a. the monopolist's marginal revenue would be equal to zero
- b. the marginal cost of the monopolist's output would have to also be zero if monthly profits were maximized at that production level
- c. both a and b
- d. marginal revenue would be positive

5. Which of the following explain why tourists often pay higher prices for standardized products than do local residents of resort areas?

- a. The marginal benefit of searching for a low price is lower for tourists than for locals
- b. the marginal benefit of searching for a low price is higher for tourists than for locals
- c. Tourists are just as well informed about prices as locals
- d. The marginal cost of searching for a

lower price is lower for tourists than for locals

鈔·總體經濟選擇題 (正確答案只有一個): 共 15 小題, 每小題滿分為 3 分, 合計 45 分。

1. Which of the following situations would best explain why the real long-term interest rate would decline?

- a. An increase in the foreign demand for U.S. products
- b. An increase in consumer debt
- c. An increase in the investment tax credit
- d. An increase in public infrastructure investment
- e. Optimism about the benefits of investment opportunities

2. If the currency to deposit ratio is 0.4, the reserve-to deposit ratio is 0.1, and the amount of currency in circulation is \$420 billion, then the money supply is equal to

- a. Not enough information is given.
- b. \$1,176 billion
- c. \$3,098 billion
- d. \$1,239 billion
- e. \$1,470 billion

3. Which of the following best describes the relationship between interest rate and net exports?

- a. The relationship is positive
- b. The relationship is negative
- c. There is no relationship because neither imports nor exports are

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- affected by interest rates
- d. It is not possible to determine the relationship between the two since export are positively related to interest rates and imports are negatively related to interest rates
- e. It is not possible to determine the relationship between the two since export are negatively related to interest rates and imports are positively related to interest rates
4. If purchasing power parity holds, what is the annual rate of change of the domestic price level when the foreign inflation rate is 3 percent per year and the domestic currency is depreciating against the foreign currency at 7 percent per year?
- 0 percent
 - 3 percent
 - 4 percent
 - 7 percent
 - 10 percent
5. Suppose Taiwan links the value of its currency to the dollar and its inflation rate is on target. If interest rate rise in the United States, then Taiwan should
- take action to lower interest rates in Taiwan
 - increase taxes
 - decreasing government spending
 - lower taxes
 - Intervene in the foreign exchange market
6. Bank managers lend the excess reserves created when new deposits
- come in because they want to
- create new money in the economy
 - make a profit
 - deplete required reserves
 - deplete desired reserves
7. Banks make additional loans when required reserves
- exceed actual reserves, a situation of negative excess reserves
 - are below actual reserves, a situation of negative excess reserves
 - exceed actual reserves, a situation of positive excess reserves
 - are below actual reserves, a situation of positive excess reserves
8. If the central bank sells bonds,
- the money supply will increase
 - the interest rate will increase
 - bank reserves will rise
 - the discount rate will decrease
9. Which of the following would increase the money multiplier?
- An increase in the currency to deposit ratio
 - A decrease in deposits by the public
 - A decrease in the currency to deposit ratio
 - A decrease in Federal Reserve notes in circulation
10. Which of the following will cause the demand curve for real money to shift to the left?
- An increase in real GDP
 - The expanded use of credit cards

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- c. An increase in the price level
- d. An increase in the quantity of money supplied
11. The demand for money will be more sensitive to the interest rate,
- the more people care about the timing of investment
 - the less people care about the timing of investment
 - the more substitutable other financial assets are for the money
 - the less substitutable other financial assets are for the money
12. Suppose the wage rate contracts between workers and employers are based on an expected inflation rate of 5 percent. An 8 percent increase in money wage is agreed upon. If inflation runs at 11 percent, then
- real wages rise by 3 percent
 - real wages fall by 5 percent
 - real wages fall by 3 percent
 - money wages fall by 3 percent
13. If you are a bondholder and you formulate your expectations rationally, then an expectation of a rise in the interest rates in the future will lead you to
- buy bonds at once
 - buy foreign currency at once
 - sell bonds when interest rates actually rise
 - sell bonds at once
14. Which of the following will shift the short-run Phillips curve to the right?
- Either an increase in the expected rate of inflation or a decrease in the actual rate of unemployment
 - Either an increase in the expected rate of inflation or a decrease in the actual rate of unemployment
 - Either a decrease in the expected rate of inflation or a decrease in the actual rate of unemployment
 - Either a decrease in the expected rate of inflation or an increase in the actual rate of unemployment
15. Crowding out occurs if
- the return on public capital exceeds that on potential private capital investments
 - the economy is at full employment and government deficits finance the purchase of consumption goods
 - there are high current levels of unemployment
 - a deficit is money financed

答題請依題序, 每題 25分

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1. Graders in Mu-Hsin elementary school collect reading data by three different methods. Students were randomly assigned to three classes. One class used CAI approach, a second used standard technique, and the third used an open classroom method. The increases in reading levels attained by five students randomly selected from each of the three classes are as follows. Do the data provide sufficient evidence to indicate that the probability distributions of increases in reading level differ for at least two of the methods? Use $\alpha = 0.05$.

CAI	Standard	Open
0.9	1.0	1.7
1.5	0.8	0.5
0.7	0.9	1.6
1.1	1.2	1.4
0.5	1.4	1.0

2. A manufacturing firm evaluates incoming components using the single sampling plan. The single sampling plan has a lot of size $N = 1000$, a sample size $n = 100$, and an acceptance number $c = 2$. Construct the operating characteristic curve using six points $p = 0.01, 0.02, 0.03, 0.04, 0.05$ and 0.06 .

3. The factors that influence the outputs at ABC firm's production lines are being studied. Four machines and three operators are chosen at random for this experiment. The results are as follows.

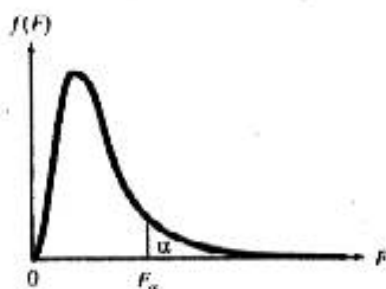
Operator	Machine			
	A	B	C	D
1	109, 110	110, 115	108, 110	110, 106
2	110, 112	110, 111	112, 109	114, 112
3	116, 114	112, 115	114, 119	120, 117

Analyze the data and draw conclusions. (Use $\alpha = 0.05$)

4. A process at the Ji-Nan Computer is set so that its usual output is about 5% defective. On about 12% of the production runs, poor material is used, which causes the defective rate to jump to 10%. The process can be adjusted to produce 5% defective even with the poor material, but this adjustment costs \$400. Defective items cost \$2 each to replace. If the adjusted process is run using good material, the defective rate is still 5%.

- (a) Construct a payoff table showing the events and the alternative actions for this problem. Assume a run of 15,000 items is about to be made.
- (b) What is the expected value of perfect information for this problem.

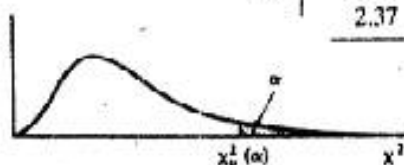
Percentage Points of the F-distribution, $\alpha = .05$



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NUMERATOR DEGREES OF FREEDOM

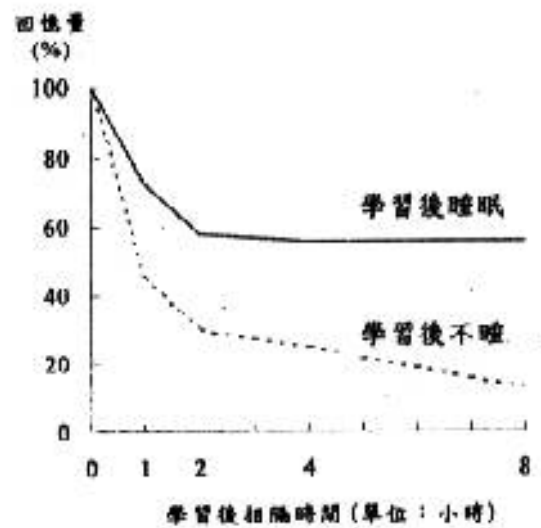
$v_1 \backslash v_2$	1	2	3	4	5	6	7	8	9
1	161.4	199.5	215.7	224.6	230.2	234.0	236.8	238.9	240.5
2	18.51	19.00	19.16	19.25	19.30	19.33	19.35	19.37	19.38
3	10.13	9.55	9.28	9.12	9.01	8.94	8.89	8.85	8.81
4	7.71	6.94	6.59	6.39	6.26	6.16	6.09	6.04	6.00
5	6.61	5.79	5.41	5.19	5.05	4.95	4.88	4.82	4.77
6	5.99	5.14	4.76	4.53	4.39	4.28	4.21	4.15	4.10
7	5.59	4.74	4.35	4.12	3.97	3.87	3.79	3.73	3.68
8	5.32	4.46	4.07	3.84	3.69	3.58	3.50	3.44	3.39
9	5.12	4.26	3.86	3.63	3.48	3.37	3.29	3.23	3.18
10	4.96	4.10	3.71	3.48	3.33	3.22	3.14	3.07	3.02
11	4.84	3.98	3.59	3.36	3.20	3.09	3.01	2.95	2.90
12	4.75	3.89	3.49	3.26	3.11	3.00	2.91	2.85	2.80
13	4.67	3.81	3.41	3.18	3.03	2.92	2.83	2.77	2.71
14	4.60	3.74	3.34	3.11	2.96	2.85	2.76	2.70	2.65
15	4.54	3.68	3.29	3.06	2.90	2.79	2.71	2.64	2.59
16	4.49	3.63	3.24	3.01	2.85	2.74	2.66	2.59	2.54
17	4.45	3.59	3.20	2.96	2.81	2.70	2.61	2.55	2.49
18	4.41	3.55	3.16	2.93	2.77	2.66	2.58	2.51	2.46
19	4.38	3.52	3.13	2.90	2.74	2.63	2.54	2.48	2.42
20	4.35	3.49	3.10	2.87	2.71	2.60	2.51	2.45	2.39
21	4.32	3.47	3.07	2.84	2.68	2.57	2.49	2.42	2.37
22	4.30	3.44	3.05	2.82	2.66	2.55	2.46	2.40	2.34
23	4.28	3.42	3.03	2.80	2.64	2.53	2.44	2.37	2.32
24	4.26	3.40	3.01	2.78	2.62	2.51	2.42	2.36	2.30
25	4.24	3.39	2.99	2.76	2.60	2.49	2.40	2.34	2.28
26	4.23	3.37	2.98	2.74	2.59	2.47	2.39	2.32	2.27
27	4.21	3.35	2.96	2.73	2.57	2.46	2.37	2.31	2.25
28	4.20	3.34	2.95	2.71	2.56	2.45	2.36	2.29	2.24
29	4.18	3.33	2.93	2.70	2.55	2.43	2.35	2.28	2.22
30	4.17	3.32	2.92	2.69	2.53	2.42	2.33	2.27	2.21
χ^2 CRITICAL POINTS			2.84	2.61	2.45	2.34	2.25	2.18	2.12
			3.76	2.53	2.37	2.25	2.17	2.10	2.04
			x	2.45	2.29	2.17	2.09	2.02	1.96
				2.37	2.21	2.10	2.01	1.94	1.88



df	.990	.950	.900	.500	.100	.050	.025	.010	.005
1	.0002	.004	.02	.45	2.71	3.84	5.02	6.63	7.88
2	.02	.10	.21	1.39	4.61	5.99	7.38	9.21	10.60
3	.11	.35	.58	2.37	6.25	7.81	9.35	11.34	12.84
4	.30	.71	1.06	3.36	7.78	9.49	11.14	13.28	14.86
5	.55	1.15	1.61	4.35	9.24	11.07	12.83	15.09	16.75
6	.87	1.64	2.20	5.35	10.64	12.59	14.45	16.81	18.55
7	1.24	2.17	2.83	6.35	12.02	14.07	16.01	18.48	20.28
8	1.65	2.73	3.49	7.34	13.36	15.51	17.53	20.09	21.95
9	2.09	3.33	4.17	8.34	14.68	16.92	19.02	21.67	23.59
10	2.56	3.94	4.87	9.34	15.99	18.31	20.48	23.21	25.19

試科目 Course	心理學	開課系級 Dept. & Class	企業管理 研究所	日期 Date, Period	4月25日 第三節	試題編號 Course No.
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- A. 說明 "delay of reinforcement" in operant conditioning 對學習造成的影響 [10%]，並據以討論「年終獎金」與「每月佣金」對保險從業人員的激勵效果有何不同 [5%]。
- B. 大大公司的人力資源部林經理想知道，適任的業務員與不適任的業務員是否有人格特質上的差異。請幫林經理以公司現有的資源設計一個研究，包括推薦一套人格量表，並說明你預定使用的統計分析、獨變項 (independent variable) 及依變項 (dependent variable)。 [15%]
- C. According to Harold Kelley (1967), people usually consider three kinds of information to attribute the causes of behavior. Please explain and discuss. [20%]
- D. 解釋名詞 (每題五分) [25%]
1. Paradoxical Sleep
 2. Conformity vs. Compliance
 3. Vicarious Learning
 4. Negative Reinforcement
 5. Id
- E. 選擇題 (每題五分；請作答於答案卷，並務必標明題號。) [25%]
1. 國中生王小明今天的課表上午是：英文、數學、國文、歷史，下午是：物理、體育(游泳)、生物、化學。在背完化學元素表後，他發現他已經完全不記得早上學過的英文單字。這是一種什麼現象？
 - (1) decay
 - (2) retroactive inhibition
 - (3) proactive inhibition
 - (4) sleeper effect
 - (5) He is mentally retarded.
 2. 右圖是王小明在晚間背誦英文單字後立刻入睡與否，在第二天所殘留的單字回憶量。此種現象應如何解釋？
 - (1) There is less "decay" due to his dream.
 - (2) There is less "retroactive inhibition" during sleeping.
 - (3) There is less "proactive inhibition" during sleeping.
 - (4) It is a typical "sleeper effect."
 - (5) He usually sleeps off his anxiety.



考試科目 Course	心理學	開課系級 Dept. & Class	企業管理 研究所	日期 Date, Period	4 月 25 日 第 三 節	試題編號 CourseNo.
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3. 十年後，王小明入伍受訓，他發現他雖然自國中畢業以後就沒有再游過泳，但當班長命令他下水游泳他仍然會游。這個現象使下列何項有關遺忘的說法受到質疑？
- (1) decay
 - (2) retroactive inhibition
 - (3) proactive inhibition
 - (4) sleeper effect
 - (5) He is a born swimmer.
4. 假設太古集團擬進行一項研究，探討可口可樂飲用者與百事可樂飲用者的 Personality 有何不同。做法是請受訪者畫出兩個人，分別代表兩類飲用者，再請受訪者解釋他的圖畫，此種方法是一種：
- (1) Rorschach test
 - (2) close-end question
 - (3) aptitude test
 - (4) projective test
 - (5) achievement test
5. 你能夠指出各種大小種類的馬均是「馬」，並可以分辨「馬」和「鹿」的不同（概念學習）是透過什麼的反覆運作才具有此能力？
- (1) generalization and discrimination
 - (2) operant conditioning and classical conditioning learning
 - (3) short-term memory and long-term memory
 - (4) encoding and decoding
 - (5) eidetic image and amnesia

考試科目 Course	會計學	開課系級 Dept. & Class	企業管理系 石賈甲(661)	日期 Date, Period	4月25日 第3節	試題編 Course
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一、選擇題 30%

- Advertising costs incurred are typically treated as expenses of the period in which they are incurred under the expense recognition principle of
 - Associating cause and effect.
 - Systematic and rational allocation.
 - Immediate recognition of a period cost.
 - Matching.
- If the accountant were to attempt to arrive at an absolutely correct figure for net income, which of the following would be most useful ?
 - Comparability
 - Matching
 - Materiality
 - Disclosure
- Reader Associates, Inc, Purchased from Susan, Inc. merchandise having an invoice price of \$8,000; terms, 1/15, n/60 FOB shipping point, and Reader also paid \$40 shipping charges to Speedy Delivery Company, If payment of the invoice is made within the discount periods, the amount of the check should be:
 - \$7,920
 - \$7,880
 - \$7,900
 - \$7,960
- The Allowance for Uncollectible Accounts is a:
 - Nominal, contra asset account.
 - Temporary, contra liability account.
 - Real, contra liability account.
 - Permanent, contra asset account .
- A company recorded total sales for the year of \$2,830,000. Of these, \$966,000 were cash sales, \$1,234,000 were on account, and \$630,000 were bank credit card sales, The company's experience show that 2.5 percent of its credit sales may be expected to prove uncollectible, Uncollectible accounts expense for the year is:
 - \$30,850
 - \$46,600
 - \$55,000
 - \$70,750
- A company uses an estimate of 5 percent of outstanding receivables in adjusting its allowance for uncollectible accounts. It failed to write off an uncollectible account of \$3,000 before adjusting its allowance to an amount equal to 5% of its outstanding receivable. The effect of this error is to:
 - Decrease net income by \$3,000.
 - Increase net income by \$3,000
 - Not affect net income.
 - Increase net income by \$2,850.
- The cost of land may include all of the following except:
 - Title insurance premiums.
 - Permanent landscaping.
 - Back taxes.
 - Paved driveways.
- Clarke Co. purchased a used machine for \$25,000, paid \$1,000 to overhaul it, and \$1,500 to install it on a special reinforced base built at a cost of \$3,000. In addition, \$250 was spent to remove an old fully-depreciated machine to make room for the new machine. The cost to be recorded in the Machinery account for this machine is:
 - \$30,500
 - \$30,750
 - \$29,500
 - \$26,500

三·建豐股份有限公司 1998 年的資產負債表 (部分) 如下:

(30%) 建豐股份有限公司
資產負債表(部份)
1998年12月31日 (單位:千元)

資 產		
流動資產:		
現金.....	\$12,000	
有價證券市價(成本\$20,000)	26,000	
應收帳款.....	33,500	
存貨.....	64,000	\$135,500
廠房與設備:		
土地與房屋.....	120,000	
減:折舊準備.....	35,000	85,000
機械設備.....	80,000	
減:累積折舊.....	24,000	56,000
長期投資:		
股票.....	40,000	
庫存股.....	20,000	60,000
其他資產:		
預付費用.....	2,000	
應付公司債折價.....	1,000	3,000
資產總計:		<u>\$339,500</u>

國立政治大學圖書館

(試問):請將此部份報表內,揭示不足或錯誤之處,逐項指出並修正。

四·1. 欣業公司採用零售價法估計存貨,其 1998 年底取得之財務資料如下:

(30%)

	成 本	零售價
存貨(1/1).....	\$300,000	\$425,000
減價.....		100,000
加價.....		85,000
減價取消.....		55,000
加價取消.....		27,000
購貨.....	1,245,000	1,730,000
銷貨.....		1,720,500
購貨退回與折讓.....	28,000	40,000
銷貨退回與折讓.....		95,000

(試問) 請依照零售價法,估計 1998 年底的存貨

2. 若某年度台安公司年末存貨售價為\$965,700,其成本比率為 75%;物價水準自 1998 年初之 100 上升至年末之 110,請以金額後進先出零售價法列表計算年末存貨,並以年末之物價水準表示。(1/1 存貨之零售價為\$425,000,成本為\$300,000)

考試科目 Course	管理學	開課系級 Dept. & Class	組 企研研	日期 Date, Period	期 第	月	日	試題編 Course N
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壹、請說明以下各名詞之涵義：（25%）

1. 策略規劃及其過程（7%）
2. 激勵的期望理論 (Expectancy Theory)
3. 科層組織 (Bureaucracy)
4. 虛擬企業 (Virtual Corporation)

貳、組織之成員為何抗拒變革 (Change)？（5%）應如何降低此種抗拒？（5%）
企業欲從事變革，可從哪些層面著手較有成效？（15%）

參、何為「全面品質管理」(TQM)？其運作之原則為何？（15%）假定你被選為貴班級（或所屬團體）年度旅遊主辦小組之領導者，你將如何應用 TQM 於你所經辦的任務上？（10%）

肆、請將你所學的領導理論綜合成一個統整的架構（10%），並為企業提供下列問題處理之參考原則。（15%）

- (1) 選擇、指派各級主管
- (2) 加強領導效能

考試科目 Course	經濟學 (21) 經工 22	開課系級 Dept. & Class	企管系	日期 Date, Period	月	日	試題編號 Course No.
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國立政治大學圖書館

一、解釋名詞 (4小題, 每小題 5分, 共 20分)

1. 交叉彈性 (Cross Elasticity)
2. 市場失靈 (Market Failure)
3. 金融雙元性 (Financial Dualism)
4. 公開市場操作 (Open Market Operation)

二、王先生每月固定消費 \$1,000 的煙酒, 假設一包香煙與一瓶酒的售價都是 \$50:

1. 請繪出王先生的預算線。(5分)
2. 請替王先生繪一組假想的煙酒無異曲線, 並且標出其效用最大的煙酒消費量。(5分)
3. 現在假定由於煙酒開放進口, 而使其價格都降為 \$25, 試問, 王先生對煙酒的消費量會如何改變?(10分)

三、台灣的汽車業者每隔一、二年就會推出新車種, 變換新車種對廠商而言, 須付出額外的成本, 試從經濟學的角度分析廠商如此做的理由。(20分)

- 四、
1. 若經濟體系已達充分就業, 試問, 擴張性的財政政策與貨幣政策對實質產出、利率、物價等變數分別會造成甚麼影響?(10分)
 2. 若你是行政院長, 你會採取哪些政策來遏止地下經濟的發展?(10分)

五、假定甲國以一單位的生產要素能生產 20 單位的小麥或 40 單位的布, 而乙國能生產 10 單位的小麥或 24 單位的布, 試問:

1. 兩國的絕對利益與比較利益各為何?(10分)
2. 若兩國進行貿易, 宜各生產甚麼?(10分)

考試科目 Course	微積分	開課系級 Dept. & Class	企管 (2) Z ₁	日期 Date, Period	月	日	試題編號 Course No.	242
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國立政治大學圖書館

(1) ① $f(x) = 2^x + \int_1^x e^{t^2} dt$ Find $f'(0) = ?$

② $f(x) = \frac{1}{x^3} e^{-\frac{1}{x^2}}$, $x \neq 0$,
 $f(0) = 0$. Find $f'(0) = ?$ (20%)

(2) Find the radius of convergence of $\sum_{k=1}^{\infty} \frac{k!}{k^k} x^k$.

① Find the Maclaurin series for $f(x) = \cos x$ and prove that it represents $\cos x$ for all x . (20%)

(3) ① Find the inflection points and the maximum value of
 $f(x) = x^4 e^{-x} + 50$, $0 \leq x \leq 10$.

② Find the saddle-points of $f(x, y) = x^3 + 3x^2 - 9x - y^3 + 3y^2 + 5$. (20%)

(4) Use Lagrange multiplier to find the maximum value of
 $f(x, y, z) = xyz$ subject to $xy + 2yz + 4zx = 24$. (10%)

(5) ① Find $\int_1^{\infty} \frac{t^2}{(1+t)^4} dt = ?$

② Find $\iint_R \frac{1}{x+y} dx dy = ?$ where R is bounded by $x=0$, $y=0$,
 $x+y=1$ and $x+y=6$.

③ Find $\iint_R y^2 \sin x dx dy = ?$ where R is bounded by
 $y = 2 \cos x$, $y = \sec x$, $0 \leq x \leq \frac{\pi}{2}$. (30%)

考試科目 Course	管理學	開課系級 Dept. & Class	企管 21	日期 Date, Period	4月25日	試題編號 Course No.
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管理學

企業管理系碩士班

問答題，共四題，請依順序作答，每一題都啓新頁作答，答案請避免過長，儘量簡單扼要，表達清楚。

1. 泰勒的科學管理學派對後世的企業管理影響很大，試討論泰勒的科學管理學派如何影響後世的企業管理？ (25%)
2. A McKinsey 的 7-S 模式裡的 system 指的是什麼？請詳加說明。 (25%)
3. 為什麼經理人實際上所作所為是 Mintzberg 所描述的經理人角色，而不像 Fayol 所提的管理程序？ (25%)
4. 張忠謀最近的演講指出，企業成功的三要件為願景、價值、與策略。請問你認為應如何訓練、培養自己以成為具有願景能力和價值觀的領袖人才？ (25%)