

考試科目	經濟學	系所別	商學院共同科	考試時間	2 月 3 日(五) 第二節
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I. Multiple Choice (1 point each)

Identify the letter of the choice that best completes the statement or answers the question.

1. John has an income of $\$m$ per week. He consumes only two commodities, x and y . Let p_x be the price of x and p_y be the price of y . If he consumes more than \bar{X} units of x per week, he can use coupons to buy the next Z units of x at a price of $p_x(1-s)$. If he buys more than $\bar{X} + Z$, he has to pay the full price p_x for additional units. His weekly income is greater than $p_x[\bar{X} + (1-s)Z]$. The maximum amount of x that he can buy per week is

- A. $\bar{X} + \frac{mZ}{p_x}$.
- B. $\frac{m+\bar{X}}{p_x} + Z$.
- C. $\frac{m}{p_x} + sZ$.
- D. $Z - \frac{(m+p_x)}{1-s} p_x$.

2. Professor Lin gives 3 midterm exams. Only the highest one counts. You are taking his course and have a 60 on your first exam. Let x_2 be your score on the second exam and x_3 be your score on the third exam. If you draw your indifference curves for scores on the second and third exams with x_2 represented by the horizontal axis and x_3 represented by the vertical axis, then your indifference curve through the point $(x_2, x_3) = (50, 70)$ is

- A. 7-shaped with a kink where $x_2 = x_3$.
- B. three line segments, one vertical, one horizontal, and one running from $(70, 60)$ to $(60, 70)$.
- C. a straight line, running from $(0, 70)$ to $(70, 0)$.
- D. an L-shaped curve with its point at $(50, 70)$.

3. Consider the utility function to be $\min\{x, yz\}$. The price of x is $\$1$, the price of y is $\$4$, and the price of z is $\$4$. Henri's income is $\$20$. How many units of x does Henri demand?

- A. 5
- B. 20/9
- C. 2
- D. 3

4. Suppose that the production function is $f(x_1, x_2) = (x_1^a + x_2^a)^b + c$, where a , b , and c are positive constants. For what values of a , b , and c does the firm have constant returns to scale?

- A. For any values of a if $b < 1$ and $c = 0$.
- B. For any values of a and c if $ab < 1$.
- C. For any values of a and c if $ab = 1$.
- D. For any value of c if $a < 1$ and $b < 1$.

備註

- 一、作答於試題上者，不予計分。
- 二、試題請隨卷繳交。

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5. Roommate 1's utility function is $3X_1 + G$ and Roommate 2's utility function is X_2G , where G is their expenditures on the public goods they share in their apartment and where X_1 and X_2 are their respective private consumption expenditures. The total amount they have to spend on private goods and public goods is \$30,000. They agree on a Pareto optimal pattern of expenditures in which the amount that is spent on Roommates 1's private consumption is \$5,000. How much do they spend on public goods?

- A. \$1,000
- B. \$15,000
- C. \$7,999
- D. \$18,000

6. Consider a monopolistically competitive market in an economy moves from autarky to free trade. Which of the following statements is (are) correct?

- (i) The domestic demand curve for a domestic firm will shift to the right.
 - (ii) The price elasticity of domestic demand that a domestic firm faces will increase in the absolute value.
 - (iii) The domestic firm's markup will decrease.
- A. Only (i)
 - B. (i) and (ii)
 - C. (ii) and (iii)
 - D. (i) and (iii)

7. Which of the following curves is not affected by the existence of diminishing marginal product of input factors?

- A. The average fixed cost curve.
- B. The average variable cost curve.
- C. The marginal cost curve.
- D. The variable cost curve.

8. Suppose the shutdown point of a firm in a perfectly competitive market is that the market price is \$10. At the shutdown point, the average total cost of the firm is \$20. What is the average fixed cost?

- A. 5
- B. 10
- C. 15
- D. Need more information.

備註

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9. The information in the table below shows the total demand for gasoline in a small urban market. Assume that each gasoline provider pays a fixed cost of \$100,000 (per year) to operate in the market area and that the marginal cost of providing the gasoline to a household is zero.

Quantity	Quantity (per year)
0	120
3000	90
4000	80
5000	70
6000	60
7000	40
8000	30

Assume any agreement between two firms are not enforceable and two firms compete in quantity. What is the market price under the Nash equilibrium according to the table?

- A. 80
- B. 70
- C. 60
- D. 40

10. In a monopolistically competitive market, if the long run marginal cost curve intersects the long run marginal revenue cost curve and long run average cost curve when the marginal cost is \$10 and \$20 respectively, which of the following choices is a possible long run equilibrium market price?

- A. 5
- B. 10
- C. 15
- D. 21

11. How would a decrease in the frictional unemployment affect the long-run Phillips curve?

- A. It would shift the long-run Phillips curve right.
- B. It would shift the long-run Phillips curve left.
- C. There would be an upward movement along a given long-run Phillips curve.
- D. There would be a downward movement along a given long-run Philips curve.

備註

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12. In the United States, the CPI was 80 in 1980 and is 300 today, then \$100 today purchases the same amount of goods and services as
- \$26.67 purchased in 1980.
 - \$33.33 purchased in 1980.
 - \$40.00 purchased in 1980.
 - \$80.00 purchased in 1980.
13. If total spending rises from one year to the next, then which of the following could not be true?
- the economy is producing a smaller output of goods and services, and goods and services are selling at higher prices.
 - the economy is producing a larger output of goods and services, and goods and services are selling at lower prices.
 - the economy is producing a larger output of goods and services, and goods and services are selling at higher prices.
 - the economy is producing a smaller output of goods and services, and goods and services are selling at lower prices.
14. You put money into an account that earns a 3 percent real interest rate. The inflation rate is 2 percent, and the tax rate on your interest income is 20 percent. What is your after-tax real rate of interest?
- 2.0 percent.
 - 2.4 percent.
 - 3.0 percent.
 - 3.6 percent.
15. Time inconsistency will cause the
- short-run Phillips curve to be higher than otherwise.
 - short-run Phillips curve to be lower than otherwise.
 - long-run Phillips curve to be farther to the right than otherwise.
 - long-run Phillips curve to be farther left than otherwise.
16. Which of the following policies should be used to close an inflationary GDP gap?
- A decrease in government purchases.
 - An increase in taxes.
 - A decrease in money supply.
 - All of the above.

備註

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17. If a country has a current account balance of -\$120 and a capital and financial account balance of \$80, there will be _____ in official reserves of _____ .

A. an increase; \$40.
B. an increase; \$200
C. a decrease; \$40
D. a decrease; \$200

18. When the central bank in a country decreases the money supply, its

A. price level rises and its currency appreciates relative to other currencies in the world.
B. price level falls and its currency appreciates relative to other currencies in the world.
C. price level falls and its currency depreciates relative to other currencies in the world.
D. price level rises and its currency depreciates relative to other currencies in the world.

19. The Ricardo-Barro effect states that government deficits

A. increase the equilibrium real interest rate, crowding out investment.
B. decrease private saving, the equilibrium real interest rate and investment.
C. increase private saving and have no effect on the equilibrium real interest rate and investment.
D. decrease the equilibrium real interest rate and increase investment.

20. Suppose potential GDP exceeds real GDP in a short-run macroeconomic equilibrium. If aggregate demand does not change, then the

A. short-run aggregate supply curve will shift rightward as the money wage rate decreases.
B. short-run aggregate supply curve will shift leftward as the money wage rate increases.
C. long-run aggregate supply curve will shift leftward as the money wage rate increases.
D. long-run aggregate supply curve will shift leftward as the money wage rate decreases.

II. Problems and Short-essay Questions

1. Consider the following utility function.

$$u(x_1, x_2) = \begin{cases} 3x_1 + x_2 & \text{if } x_1 > 2x_2, \\ \frac{7}{5}x_1 + \frac{21}{5}x_2 & \text{otherwise.} \end{cases}$$

- A. (7 points) Calculate the marginal rate of substitution.
B. (6 points) (9,1) and (c,6) sit on the same indifference curve. What is the value of c?
C. (7 points) Let m stand for the consumer's income. Please calculate the demand function as a function of p_1 , p_2 , and m .

備註

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2. Suppose Firm A is the only seller of Product A in a closed economy. The firm faces the following demand, marginal revenue, and marginal cost curves.

$$\text{Demand: } P = 70 - Q$$

$$\text{Marginal Revenue: } MR = 70 - 2Q$$

$$\text{Marginal Cost: } MC = 10 + Q$$

$$\text{Total cost: } TC = 210 + 10Q + 0.5Q^2$$

A. (4 points) Please calculate the efficient loss due to the monopoly.

Suppose the government of the economy decides to open the market to the world. The world price of Product A is \$30.

B. (4 points) How many units of Product A will the economy export or import in the short run?

C. (4 points) How many units of Product A will the economy export or import in the long run?

D. (8 points) In the long run, if the government wants to maintain that both the domestic producer and foreign importers coexist in the domestic market, the government should tax or subsidize the importers? What is the minimum value of the per-unit tax or the per-unit subsidy to achieve this goal?

3. Consider an economy where the representative consumer has a utility function $U = CF$ over clothing C and food F , and has an income of \$40.

A. (8 points) Suppose in year one (the base year), the prices of clothing and food are $p_C^1 = 2$ and $p_F^1 = 2$, respectively. What is the consumer's optimal consumption bundle? How much utility does the consumer receive from this bundle?

B. (6 points) Suppose in year two, the prices of clothing and food become $p_C^2 = 2.5$ and $p_F^2 = 10$, and the consumer's income increases in proportion to the consumer price index (CPI). What is the consumer's optimal consumption bundle?

C. (6 points) What is the minimum income in year two that enables the consumer to achieve the same level of utility as in year one? How much does the CPI overstate actual inflation due to the *substitution bias*?

4. In an economy, autonomous consumption expenditure is \$100 billion, investment is \$300 billion, and government expenditure is \$150 billion. The marginal propensity to consume is 0.90 and net taxes are \$150 billion. Exports are \$450 billion and imports are \$550 billion. Assume that net taxes and imports are autonomous and the price level is fixed.

A. (5 points) What is the value of consumption multiplier?

B. (10 points) Calculate the equilibrium aggregate expenditure.

C. (5 points) If government expenditure increases by \$200 million, what is the change in the economy's equilibrium real GDP?

備註

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考試科目	微積分	系所別	科技管理與智慧財產研究所 科技管理組一般生	考試時間	2 月 3 日(五)第二節
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以下各題(共十大題)，每大題十分；請依序回答，並寫明計算的程序。

- (1) 試求 $\int_{-1}^1 \frac{\sin x + x^{2023} + 1}{1+x^2} dx = ?$
(2) 試求 $\lim_{x \rightarrow \infty} x \ln\left(1 + \frac{3}{x}\right) = ?$
- (1) 試寫出 $\sin x$ 的 *Maclaurin* 級數展開。
(2) 在誤差小於 10^{-3} 之範圍內，試估計 $\sin 1$ 之近似值（四捨五入至小數點以下第 4 位）。
- 試求 $\int_0^{\infty} e^{-x} \sin x dx = ?$
- 試解微分方程式 $y^6 e^{2x} + \frac{dy}{dx} = 0$ 。
- 已知 $\frac{dy}{dx} = x^5 y$ 且 $y(0) = 3$ ，試求 $y(x) = ?$
- 有一空間區域被 $z = x^2 - y^2$ 、 $x = y$ 平面及 $x = 2$ 、 $x = 3$ 諸平面所圍，試求其體積。
- 設燈泡的壽命可由機率分佈函數 $f(x) = 0.001e^{-0.001x}$ ， $0 \leq x < \infty$ 所描述，試求燈泡壽命超過 1000 個小時的機率為何？
- 某國家疫後的生產函數為 $f(x, y) = 60x^{\frac{2}{3}}y^{\frac{1}{3}}$ 。[x 表示勞力財(labor)， y 表示資本財(capital)]
(1) 試求 f_x 與 f_y 。
(2) 試求在勞力財為 125 且資本財為 27 時的邊際生產力，並依此結果說明應鼓勵勞力財或資本財的哪一種投資？
- 已知某產品的需求函數為 $p = D(x) = 400 - 0.2x^2$ ，供給函數為 $p = S(x) = 0.3x^2 + 200$ ，在市場均衡狀況下，試求：
(1) 市場的均衡價格 p^* 。
(2) 當此產品在價格 p^* 時，消費者剩餘 (C.S.) 的值為何？
(3) 當此產品在價格 p^* 時，生產者剩餘 (P.S.) 的值為何？
- 設某產品的產量函數為 $f(x, y) = 160x^{\frac{3}{4}}y^{\frac{1}{4}}$ 。[x 為勞力財的單位數， y 為資本財的單位數]
若每一單位的勞力財為 100 元，且每一單位的資本財為 200 元，試求在總花費不超過 40000 元的最大產量為何？

備

註

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考 試 科 目	管理個案分析	系 所 別	科技管理與智慧財產研究所	考 試 時 間	2 月 3 日(五) 第二節
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本試卷計有四頁，共包含三個個案（總分 100 分），請在時間範圍內，儘量發揮與作答。

一、 個案一：特斯拉(Tesla)電動車降價（本題計 50 分）

「特斯拉(Tesla)證明自己能做車子了。」經濟學人如是說。這家電動車龍頭一邁入 2021 年就降價，股價與市價應聲大漲；但走大眾化路線，意味著特斯拉將由「鑽石」變成「水」，能否維持高市值將是其挑戰。

特斯拉能降價的關鍵之一，是它在中國的超級工廠(Gigafactory)。2018 年，中國政府將相當於兩個香港迪士尼樂園面積的土地「半賣半送」，提供給特斯拉，並安排中資銀行提供人民幣逾百億元的低利貸款—這相當於建廠成本的兩倍；中國還批准特斯拉，成為境內第一家 100%外資獨有的車廠。

超級工廠使他產能大增、成本大減，讓如今特斯拉有底氣降價。2022 年一月他推出中國版 Model Y，售價約人民幣三十四萬元(約合新台幣一百五十萬元)，比之前預售價下降 30%。特斯拉在中國對手之一、電動車廠蔚來創辦人李斌就表示，「我感覺他產能上來了，特斯拉按照成本定價，他們現在成本便宜了。」

特斯拉降價至少帶來三個影響。一，是讓電動車市場 M 型化。

第二，電動車將和燃油車直球對決。燃油車優勢之一是成本低，如今特斯拉打折促銷，燃油車價格優勢相對縮小；雙方直球對決。第三，凸顯中國的戰略轉變。過去中國秉持「以市場換技術」—外資進入中國市場，必須與當地企業 50%合資，分享利潤與技術；但近年來歐美「仇中派」當道，北京讓特斯拉成為首家 100%外資獨有的車廠，可宣示其願意「以市場換朋友」。

這對歐美企業堪稱是「無法拒絕的提議」。近來中歐投資協定就是在汽車大國德國、總理梅克爾(Angela Merkel)主導下完成簽署。當中條款包括中國承諾大幅開放汽車市場，准許歐洲車廠像特斯拉全資經營，甚至土地半賣半送等政策優惠，也都有得談。在這些利益下，未來中、歐意識形態分歧，歐盟如何反應，也有待觀察。雖然特斯拉如今受追捧，但降價也是雙面刃。

日本豐田年銷量是特斯拉的近 18 倍，如今市值卻不到特斯拉三分之一；特斯拉有如此高市值，乃是因為「物以稀為貴」—過去特斯拉定位成豪華超跑，如今砍成本降價，意味著它走向大眾化。

正如李斌所說：「特斯拉的目標就是想成為大眾(即福特)或福特。」

經濟學之父亞當斯密(Adam Smith)曾提出「鑽石與水的矛盾」—鑽石只能被人類拿來炫耀，價格卻奇高；水是人類生存所需，價格卻低。這個矛盾後來被「邊際效用」解決：任何事物的價值取決—邊際效用—多增加一個，能帶來多少價值

過去傳統車廠眾多，從通用到豐田、福特比比皆是，多一個傳統車廠毫不稀奇；但像特斯拉這樣的科技化電動車廠卻是鳳毛麟角。正因為特斯拉相對稀缺，多它一個對人們邊際效用極高，才如此尊貴不凡。

如今特斯拉降成本，意味著人人有電動車開，當電動車像燃油車一樣滿街跑，特斯拉變成另一家大眾化的豐田或福特後，它也將從「鑽石」變成「水」，稀缺性下降。

資料來源：修改至 商業周刊 1733 期

個案一 問題：

1. 為什麼特斯拉公司在電動車方面要降價？（5 分）
2. 你（妳）認不認同「特斯拉電動車降價，其市值就下降」的講法？為什麼？（10 分）
3. 作者認為：「Tesla 降價，電動車市場會趨於 M 型化」，你（妳）同意嗎？為什麼？（10 分）
4. Tesla 電動車降價，你（妳）是其他電動車廠商的主管，會採取什麼因應策略？為什麼？（10 分）
5. Tesla 電動車降價，你（妳）是燃油汽車廠商的主管，會採取什麼因應策略？為什麼？（10 分）
6. 你（妳）認同作者運用「鑽石與水的矛盾」所做的分析嗎？為什麼？（5 分）

備

註

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二、 個案二：Information Reports, Inc. (本題計 25 分，可以「中文」來作答)

Yi Chen was recently promoted to sales manager for Information Reports, Inc. Information Reports gathers huge business databases and formulates the data into reports that are sold to business firms. Reports include everything from credit reports to airline schedules to market research. Information Reports' major competitor is Dun & Bradstreet. Company growth has been rapid, and about the time Mr. Chen was promoted, eight new salespersons were added to his staff. They were college graduates and eager to make a mark with the company.

Within a few months, one of the new staffers approached Mr. Chen with an idea for a new product. A customer needed specialized data, and if the price was right this report could be a profitable new area for Information Reports to enter. Mr. Chen helped the new employee seek permission up the hierarchy to develop the idea. Several weeks passed and permission was not yet granted. The delay prompted Mr. Chen to propose the establishment of a design team, which would consist of three people from the sales, administrative services, and information analysis departments. Chen received an okay from his boss and talked to the other department heads. The design team was created on a trial basis, and it produced the new report in just three weeks. The customer was very satisfied, and several other customers were excellent prospects as buyers for the new report. Seeing the success of the new report, other new salespeople began to suggest new product possibilities. Some older salespeople were skeptical because the new products changed the products they were used to. They gradually agreed to go along if an idea worked out, but were reluctant to make suggestions of their own. Soon Mr. Chen had several design teams coordinating work on new information products. He even recommended that the teams do special "upset" analyses to look for unusual product variations of existing reports.

Things were going well except for the long-term employees. They seemed to be fearful about the rapid changes and the direction sales was heading. Four senior salesmen came to Mr. Chen's office to protest the pace at which new reports were generated. They pointed out how the last idea hadn't worked at all, and that the effort developing it had been equivalent to five employees for six weeks. The failure had set everyone behind because several customers were interested and then Information Reports was unable to deliver. Mr. Chen admitted that he had made a serious mistake in judgment in accepting the design team's recommendation.

The older workers preferred the slower method of passing a new idea from one department to the next and getting top management approval before starting. This gave the salespeople a chance to learn about the data content of a new report and to update the catalogs they used to sell reports to customers. "We don't want to stifle change," said one of the senior workers. "We just want to do a good job with the products we have. We don't see why you should force change through these design teams, and we would like to see them disbanded."

Mr. Chen wasn't sure what to do. He believed that the success of the design teams would give him a good shot at promotion to the position of marketing vice-president, which would be free with the retirement of his boss next year. If the established workers were unhappy, however, his promotion was not assured. If he disbanded the design teams, the younger salespeople would be frustrated and would consider leaving the company. Mr. Chen saw that resentment was growing between the two groups, and he wondered what he could do that would satisfy everyone. To make matters worse, at a recent executive committee meeting, the president stressed the importance of creating a corporate culture in which all employees felt involved and committed to the organization and satisfied with their work.

備 註	一、作答於試題上者，不予計分。 二、試題請隨卷繳交。
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考試科目	管理個案分析	系所別	科技管理與智慧財產研究所	考試時間	2月3日(五) 第二節
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個案二 問題：（可以「中文」作答即可）

1. What is the problem in this case? How could Mr. Chen get the older workers more involved in the development of new products? (13分)
2. Is Mr. Chen using the right techniques for developing new products? If so, why are the older workers unhappy? How can he satisfy both groups of workers? (12分)

三、 個案三：台積電(TSMC)至海外設廠（本題計 25 分）

（本個案修改整理至今日新聞 NOWnews, 202202）

有日本媒體報導，台積電美國亞利桑那州 5 奈米廠的興建時程延遲，相較原定計畫延後 3 到 6 個月，但台積電回應否認延宕，強調該廠依計畫進行。事實上，國外設廠不如想像中那麼簡單，台積電創辦人張忠謀也曾指出，國外設廠成本可能過高，且台灣的管理經驗在當地並不一定行得通，另外，鴻海創辦人郭台銘也曾表示，美國工人並不好找。《日經亞洲》評論引述知情人士消息報導，台積電美國廠的興建計畫可能推遲 3 至 6 個月，原訂 2022 年 9 月引進晶片生產設備的行程，可能延遲至 2023 年 2 月或 3 月左右，但消息人士也強調，不會影響晶片量產計畫，因為台積電之前已為此預留緩衝時間。

台積電美國亞利桑那州晶圓廠已經動工興建，原預計 2022 年下半年裝機、2024 年第一季開始以 5 奈米製程量產，估月產能 2 萬片。對於市場傳出亞利桑那州廠可能延遲 3 到 6 個月傳聞，台積電否認這樣的說法，並表示該廠依計畫進行。事實上，國外設廠不如外界想像那麼簡單，台積電其實早就知道，尤其創辦人張忠謀不只一次說過，與「美國製造」相比，「台灣製造」有絕對優勢。他曾在公開演講時說到，美國雖然在土地和水電上占有優勢，但人才包括工程師、技工、領班都不如台灣，（有人特別提到：數年來台灣人勤奮的結果，十萬青年十萬肝，每天全天候的輪班努力而來。這些技術與經驗累積，才有今天的台積電，稱為「護國神積」，一點也不為過。美國的工程師/產線人員會願意那麼拼命嗎？）短期美國當地政府雖有補助，但無法彌補長期的競爭劣勢。尤其在人才成本上，更是比想像中高，不僅因為台灣派遣過去的主管「台灣式管理」可能無法讓當地人接受，近年來美國工資上漲也是不爭的事實，結果使得整體單位成本顯著較台灣高。況且，距離台積電亞利桑那州廠不遠處還有英特爾(Intel)這間國際大廠同樣要擴廠競爭搶奪人才，台積電求才若渴！

然而，近期全球興起保護主義，各國都在擴充半導體產能、興起「在地製造」，為此，張忠謀也曾在 APEC（亞太經濟合作會議）非正式領袖閉門會的會後記者會上說，各國政府若是想改變半導體產業鏈全球分工的現狀，可能會嘗到苦果，因為在投注龐大金額與時間後發現，整體供應鏈成本還是很高，畢竟不只台積電一家廠商過去，部分相關「供應鏈」也得一起跨海設廠。值得注意的是，即使有當地政府大力支持，也難保不會有「變天」的一天！像是鴻海在 2017 年 7 月和時任美國總統川普共同敲定，鴻海決議在威斯康辛州投資 100 億美元設廠，郭台銘與川普還在動土典禮上同框，但後來換了州長也讓外界聯想投資案可能卡關，傳出鴻海無法創造特定數量的工作機會，進而沒辦法獲得稅賦減免的優惠。隨後鴻海澄清投資計畫仍持續進行中，但郭台銘曾在媒體訪問時暗示「美國工人難找」，讓相關設廠進度仍不時躍上新聞版面。更雪上加霜的是，這兩年遇上新冠肺炎，許多廠區嚴重時甚至停工，沒有停工的，也怕找不到工人，疫情讓人不敢出門工作，缺工問題成為每個企業找人的夢魘，企業只好加薪找人，進而人事成本大增，讓海外設廠在招工上出現前所未有的困境。

備 註

- 一、作答於試題上者，不予計分。
- 二、試題請隨卷繳交。

考 試 科 目	管理個案分析	系 所 別	科技管理與智慧財產研究所	考 試 時 間	2月3日(五) 第二節
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既然海外設廠困難重重、各單位成本又高，但為何台積電近年來走向全球布局，包括美國、日本、德國都有計劃設廠？這是因為台積電在創辦時就決定以客戶而非以產品為導向，台積電屢次說過，要不要在海外設廠他們沒有設限，全看客戶需求。換句話說，當遇上疫情與全球塞港問題，使供應鏈斷鏈加劇，若再加上國安地緣政治與分散風險的考量，客戶想要「在地化」，台積電也只好配合客戶需求。尤其世界局勢已不再是安寧的世界，台積電做為地緣策略者的必爭之地，海外設廠的各種陣痛，勢必都已評估在內，而可以確定的是，不管局勢如何改變，台積電將持續堅守誠信、發揮技術領先、製造優越等三大優勢迎接未來挑戰。

個案三 問題：

1. 台積電何以要到美國設廠？請分析其在美國設廠的挑戰、與利弊得失？該公司在美國的經營管理上應該要注意什麼？（15分）
2. 台積電目前亦評估「是否前往」日本及德國設廠？請提出你（妳）的看法與建議。（10分）



備

註

- 一、作答於試題上者，不予計分。
- 二、試題請隨卷繳交。