

科目：管理學

系所組：企業管理學系

管理學碩士班甲組

共計四題申論題，請在答案卷上標註題號並依序作答，未依規定作答者不予計分。

- 一、因應科技發展及消費者習慣改變，許多企業興起「數位轉型」的需求，進而帶動組織變革的發生。請說明組織變革的內部及外部驅動力來源為何？變革過程可能遭遇哪些抗拒？管理者該如何因應？（25%）
- 二、彼得·杜拉克（Peter Drucker）曾說過：「領導人的唯一定義，就是有追隨者的人」。在資訊科技與社群媒體崛起的當代，許多「網路名人」也擁有許多追隨者，因此亦被稱為「關鍵意見領袖（Key Opinion Leader, KOL）」。請說明領導人權力（Power）的五種來源為何？請比較企業管理人與網路名人的權力來源組成有何不同？有何管理意涵？（25%）
- 三、請說明 Robert L. Katz 提出管理者應具備的三種能力為何？隨著人工智慧（Artificial Intelligence, AI）時代來臨，將如何影響管理者能力的組成？身為一名準 MBA 學生，你將如何培養 AI 時代的管理者能力？（25%）
- 四、何謂企業的國際化（Internationalization）？請分析臺灣企業國際化的動機有哪些？臺灣企業在國際化時有哪些優勢、劣勢、機會與威脅？請選擇一個產業，試提出有助於臺灣企業國際化的策略方案。（25%）

※ 注意：1.考生須在「彌封答案卷」上作答。

2.本試題紙空白部份可當稿紙使用，試題須隨答案卷繳回。

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一、選擇題 (40%)

1. The social problem of resource allocation requires society to decide
  - a. all of the following
  - b. both d and e
  - c. how output should be produced
  - d. what goods and services should be produced
  - e. who gets what society produces
2. When all resources used in production are not perfectly substitutable,
  - a. specialization does not lead to greater production
  - b. the economy or firm is producing at a point outside of its production possibilities frontier
  - c. there will be constant opportunity costs
  - d. the production possibilities frontier will be concave (bowed outward)
  - e. the economy or firm will only produce one good in equilibrium
3. An excess supply of rice in a competitive market would indicate that
  - a. the problem of scarcity has been solved in that market
  - b. buyers want to purchase more rice at the current price than the sellers want to sell
  - c. the market will not be able to approach equilibrium
  - d. the entire supply curve must shift to the left in order to attain equilibrium
  - e. the current price exceeds the equilibrium price
4. If an excise tax is imposed on a good or service,
  - a. the supply curve shifts upward
  - b. the supply curve shifts downward
  - c. the price paid by consumers decreases
  - d. the net price received by sellers increases
  - e. the quantity produced and sold increases
5. When there is a positive cross-price elasticity of demand between two goods,
  - a. they are independent goods
  - b. they are complementary goods
  - c. they are substitute goods
  - d. they are normal goods
  - e. the income elasticity of demand is positive
6. Suppose that when the price of aspirin rises from \$2 to \$3 per bottle, the quantity demanded falls from 800 bottles per day to 700 bottles per day. Over this range, the demand for aspirin is
  - a. elastic
  - b. unitary elastic
  - c. perfectly elastic
  - d. inelastic
  - e. perfectly inelastic
7. If the substitution effect of a lowered price is partly or fully offset by the income effect, we know that the good in question is a(n)
  - a. complementary good
  - b. inferior good
  - c. luxury good
  - d. normal good
  - e. substitute good
8. When long-run average total cost increases as output increases, a firm experiences
  - a. diseconomies of scale
  - b. economies of scale

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- c. constant returns to scale
  - d. decreasing marginal cost
  - e. greater total cost in the long run than in the short run
9. Marginal revenue is
- a. the change in total revenue divided by total output
  - b. total revenue divided by total output
  - c. total revenue minus total cost then divided by total output
  - d. the change in total revenue divided by the change in price of output
  - e. the change in total revenue divided by the change in total output
10. One of the defining characteristics of a perfectly competitive market is
- a. both buyers and sellers are well informed about the market
  - b. a small number of buyers
  - c. high barriers to entry
  - d. a small number of buyers but a large number of sellers
  - e. buyers are better informed about the market than sellers
11. A monopolist should shut down in the short run if
- a. price is less than average variable cost
  - b. price is greater than average total cost
  - c. marginal revenue equals marginal cost
  - d. marginal revenue is less than marginal cost
  - e. price exceeds average fixed cost
12. All of the following, except one, would serve to increase competition in an oligopoly. Which is the exception?
- a. increased imports from foreign firms
  - b. an increase in the minimum efficient scale
  - c. an increase in the size of the market
  - d. new technologies that reduce barriers to entry
  - e. action by the U.S. Justice Department to break up large firms
13. A firm's labor demand curve shows the relationship between the
- a. wage rate and the quantity of labor supplied
  - b. marginal revenue product of labor and the marginal product of labor
  - c. wage rate and the quantity of labor demanded
  - d. marginal product of labor and the quantity of labor demanded
  - e. wage rate and the quantity demanded of the good produced by labor
14. Which of the following is a normative macroeconomic statement?
- a. An increase in government spending will reduce unemployment.
  - b. An active government policy should be employed to maintain a healthy economy.
  - c. The unemployment rate is 10 percent.
  - d. There is a positive relationship between inflation and the rate of growth of money
  - e. Gross domestic product grew 3 percent this year.
15. Cyclical unemployment
- a. is short-term joblessness experienced by those who are between jobs
  - b. is joblessness created by a mismatch between available jobs and workers' skills
  - c. is joblessness related to regular seasonal events such as holidays or weather changes
  - d. is joblessness caused entirely by microeconomic forces
  - e. does not exist when the economy is at full employment
16. Suppose that the inflation rate for a given year was 3%. In that year,
- a. all prices rose by 3%
  - b. prices on average rose by 3%
  - c. the economy was in an expansion

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- d. the economy was in a recession
  - e. the inflation rate was rising
17. If political influences, independent of any economic forces, lead to a larger government budget deficit, what will be the effect on the loanable funds market?
- a. The interest rate will rise and the amount of saving will increase.
  - b. The interest rate will fall and the amount of saving will increase.
  - c. The interest rate will rise and the amount of saving will decrease.
  - d. The interest rate will fall and the amount of saving will decrease.
  - e. The interest rate will rise but the change in saving will be ambiguous.
18. Which of the following is counted as money?
- a. Bonds
  - b. Credit card payments
  - c. Credit card limits
  - d. Currency
  - e. Corporate stock
19. Suppose the quantity of bonds demanded exceeds the quantity supplied at a given interest rate. What will happen to restore equilibrium?
- a. Bond prices will increase and the interest rate will rise.
  - b. Bond prices will decrease and the interest rate will fall.
  - c. Bond prices will increase and the interest rate will fall.
  - d. Bond prices will decrease and the interest rate will rise.
  - e. Bond prices will increase and the interest rate will stay the same, as bond prices are independent of the interest rate.
20. If the price level is increasing and output is falling, which of the following could be the reason?
- a. A negative demand shock
  - b. A positive supply shock
  - c. A positive supply shock combined with a positive demand shock
  - d. A negative supply shock
  - e. A positive demand shock

二、問答題 (60%)

1. 日本央行於 2023 年 9 月 25 強調仍要維持寬鬆貨幣政策，此言論一出即導致日元貶至 10 個月低點，試以 AS-AD 模型畫圖說明，當政府實施寬鬆貨幣政策時，經濟體系在短期及長期下會發生什麼樣的變化？(20%)
2. 政府為了抑制房價上漲，實施了多項政策，立法院於 2023 年 12 月 19 日三讀通過「房屋稅差別稅率 2.0 方案」，囤房稅率將從 1.5% 至 3.6% 調整至 2% 至 4.8%。請以經濟模型畫圖說明，政府調高囤房稅，會造成什麼樣的影響。(20%)
3. 大街小巷有各式各樣的餐廳，他們雖然看起來差不多，卻又各自有其特色，請問這些餐廳屬於哪一類型的廠商(市場結構)？為什麼？請畫出這類型廠商長期均衡的狀態？並說明其長期均衡下的利潤為何及其原因(20%)？

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科目：微積分

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- Determine whether the following function is continuous or discontinuous. If discontinuous, state where it is discontinuous:  $f(x) = \frac{12}{5x^3 - 5x}$  (10%)
- Find the derivative of each function.
  - $f(x) = \sqrt[3]{1 + \sqrt[3]{x}}$  (5%)
  - $f(x) = \sin(1 + \tan 2x)$  (5%)
- Find the tangent and normal to the curve  $x^2 - xy + y^2 = 7$  at the point  $(-1, 2)$ . (10%)
- Does the sequence whose  $n$ th term is  $a_n = \left(\frac{n+1}{n-1}\right)^n$  converge? If so, find  $\lim_{n \rightarrow \infty} a_n$ . (20%)
- Evaluate the following integral or state it is divergent.
  - $\int_{-\infty}^{\infty} \frac{e^{-x}}{1 + e^{-x}} dx$  (5%)
  - $\int_{-\infty}^{\infty} \frac{1}{1 + x^2} dx$  (5%)
- Evaluate the following integrals.
  - $\int x^3(x^2 - 1)^6 dx$  (10%)
  - $\int \sqrt{\ln x} \frac{1}{x} dx$  (10%)
- Find the absolute maximum and minimum values of  $y = x^{2/3}$  on  $[-2, 3]$ . (10%)
- An airline finds that if it prices a cross-country ticket at \$200, it will sell 300 tickets per day. It estimates that each \$10 price reduction will result in 30 more tickets sold per day. Find the ticket price and the number of tickets sold that will maximize the airline's revenue. (10%)

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