

國立中央大學100學年度碩士班考試入學試題卷

所別：會計研究所碩士班 不分組(一般生) 科目：管理學 共 / 頁 第 / 頁

本科考試禁用計算器

*請在試卷答案卷(卡)內作答

1. (4pts) 近來由於美元對於各國貨幣的貶值，造成例如各國政府的緊張。試說明美元貶值造成台幣升值，對國內的出口商(特別是出口到美國)的影響。
2. (10pts) 試畫出 supply curve、demand curve、equilibrium point。並指出 surplus、及 shortage 的區塊(注意：X、Y 軸單位需註明)
3. (10pts) 請解釋組織架構中常見的 flat organization 和 tall organization，並試著比較兩者之優缺點。
4. (10pts) Describe and explain Maslow's Hierarchy of Needs
5. (5pts) Compute the break-even volume if the initial investment (total fixed costs) for selling the products was \$80,000 and a product sold for \$25? Suppose that the variable costs of a product include the material cost, the labor, and indirect and overhead fees. Materials to produce 100 products cost \$1000. Direct labor costs \$2.50 per product. Total indirect costs & overhead is 10% of the selling price.
6. (9pts) Product development generally focuses on total product offer. There are three levels, i.e. core, actual and augmented, of benefits that a product is developed to offer. Explain the three levels of product benefits.
7. (16pts) 員工的工作訓練有許多方式，請分別說明 Apprentice training 和 Simulation/vestibule training 方法，並各舉出兩個適用的工作例子。
8. (12pts) Explain the following four ethical principles: utilitarian, moral rights, justice, and practical rules
9. (24pts) 試解釋下列的英文專有名詞或辭彙：
 - (A) brand equity
 - (B) brand association
 - (C) price skimming
 - (D) private brand
 - (E) predatory pricing
 - (F) penetration pricing
 - (G) trade deficit
 - (H) whistleblower

參考用