

所別：企業管理學系碩士班 一般丙組(一般生) 科目：管理學 共 2 頁 第 1 頁
 企業管理學系碩士班 一般戊組(一般生)

本科考試禁用計算器

*請在試卷答案卷(卡)內作答

一、選擇題(60%;單選,每題4分;答案務必填於答案卡)

1. John and Mary have both applied for acceptance at NCU. This University admits students based on their GPA and interview scores, which are combined to produce a total score. They will only accept either John or Mary. John has a 3.0 GPA and obtained a score of 78% on the interview. Mary has a 3.5 GPA and obtained a 60% on the interview.

If the above statements are true, which of the following assertions is best supported?

- (A) Both John and Mary will be admitted to NCU.
- (B) If the total score is based mainly on the interview, Mary will be admitted.
- (C) If the total score is based mainly on the GPA, John will be admitted.
- (D) If the total score is based mainly on the interview, John will be admitted.
- (E) If the total score is based equally on the GPA and interview, Mary will be admitted.

2. The cost of producing toys in Japan increases by 30%. As a result, to increase profits, a corporation decides to import these goods from another location. The cost to produce these goods decreases by 15%. The cost to import these goods adds 10% to the total cost. A tax is also imposed to bring these goods into Japan.

If all of the above statements are true, which of the following assertions is best supported?

- (A) The company will save money if the tax imposed is less than 10%.
- (B) The company will save money if the goods are of equal quality.
- (C) The company will lose money if the tax imposed is more than 5%.
- (D) The company's profits will remain the same if the tax imposed is less than 3%.
- (E) The company will lose money, regardless of whether a tax is imposed.

3. In an attempt to abate the pernicious decline in FastQuicks revenue brought about by shrinking demand, FastQuick is trying to offer customers a 30% discount for the next three months.

Which of the following assumptions most underlies the FastQuick's offer of a discount?

- (A) FastQuick expects this discount to help the company retain existing customers and gain new ones, enabling the firm to survive in the long-term.
- (B) There are no other competing chip companies with prices lower than the reduced price
- (C) The government will provide massive technology tax credits to businesses, spurring them to purchase chips and other related products.
- (D) The government will not pursue FastQuick if in fact its behavior in offering a deep discount amounts to a violation of predatory pricing laws.
- (E) The decrease in revenue brought about by the reduction in price will be smaller than the anticipated increase in revenue brought about by the increase in demand.

4. A company that buys Internet advertising will get maximum brand recognition.

The statement above logically conveys which of the following?

- (A) Internet advertising is the most important factor in marketing campaigns.
- (B) Maximum brand recognition will help a candidate to win a higher percentage of votes cast in the city.
- (C) Internet advertising reaches every demographically distinct sector of the target market.
- (D) For maximum brand recognition, a company needs not spend on media channels other than Internet advertising.
- (E) A company's record of achievement do little to affect its brand recognition there.

5. Arthur: The profitability of Company X, restored to private ownership five years ago, is clear evidence that businesses will always fare better under private than under public ownership.

Jeff: Wrong. A close look at the records shows that X has been profitable since the appointment of a first-class manager, which happened while X was still in the public sector.

Which of the following best describes the weak point in Arthur's claim on which Jeff's response focuses?

- (A) The evidence Arthur cites comes from only a single observed case, that of Company X.
- (B) The profitability of Company X might be only temporary.
- (C) Arthur's statement leaves open the possibility that the cause he cites came after the effect he attributes to it.
- (D) No mention is made of companies that are partly government owned and partly privately owned.
- (E) No exact figures are given for the current profits of Company X.

6. In 2011, Notebook PC Unit of Company Y set a new record for annual sales by that unit. This record is especially surprising because Notebook PC Unit has the smallest potential market and the lowest sales of any of Company B's divisions.

Which of the following identifies a flaw in the logical coherence of the statement above?

- (A) If overall sales for Company Y were sharply reduced, the Notebook PC Unit's new sales record is irrelevant to the company's prosperity.
- (B) Since the Unit is competing against its own record, the comparison of its sales record with that of other units is irrelevant.
- (C) If this is the first year that the Notebook PC Unit has been last in sales among Company Y's units, the new record is not surprising at all.
- (D) If overall sales for Company Y were greater than usual, it is not surprising that the Notebook PC Unit was last in sales.
- (E) Since the Notebook PC Unit has the smallest potential market, it is not surprising that it had the lowest sales.

7. Which of the following best completes the statement below?

Which of the following best completes the passage below? Sales campaigns aimed at the faltering smartphone market have strongly emphasized ease of use, called user-friendly. This emphasis is oddly premature and irrelevant in the eyes of most potential buyers, who are trying to address the logically prior issue of whether

- (A) user-friendly also implies that owners can service their own computers.
- (B) smartphones cost more the more user-friendly they are.
- (C) currently available models are user-friendly enough to suit them.
- (D) people promoting smartphones use them in their own homes.
- (E) they have enough sensible uses for a smartphone to justify the expense of buying one.

8. The average age of chief executive officers (CEO's) in a large sample survey is 57. The average age of CEO's in those sample companies 20 years ago was approximately eight years younger. On the basis of those data, it can be concluded that CEO's in general tend to be older now.

Which of the following casts the most doubt on the conclusion drawn above?

- (A) The dates when the CEO's assumed their current positions have not been specified.
- (B) No information is given concerning the average number of years that CEO's remain in office.
- (C) The information is based only on companies that have been operating for at least 20 years.
- (D) Only approximate information is given about the average age of the CEO's 20 years ago.
- (E) Information concerning the exact number of companies in this survey has not been given.

9. An electric-power company gained greater profits and provided electricity to consumers at lower rates per unit of electricity by building larger-capacity more efficient plants and by stimulating greater use of electricity within its area. To continue these financial trends, the company planned to replace an old plant by a plant with triple the capacity of its largest plant.

注意：背面有試題

國立中央大學101學年度碩士班考試入學試題卷

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The company's plan as described above assumed each of the following EXCEPT:

- (A) Demand for electricity within the company's area of service would increase in the future.
- (B) Expenses would not rise beyond the level that could be compensated for by efficiency or volume of operation, or both.
- (C) The planned plant would be sufficiently reliable in service to contribute a net financial benefit to the company as a whole.
- (D) Safety measures to be instituted for the new plant would be the same as those for the plant it would replace.
- (E) The tripling of capacity would not result in insuperable technological obstacles to efficiency.

10. Some scholars argued that understanding managing and having working experiences are more critical for students' success in management education. However, most MBA students in Taiwan attending MBA programs directly after their undergraduate education lack of working experience than somewhat older adults.

Which of the following conclusions can be properly drawn from the statements above?

- (A) If young people like to success in their MBA program, they must better have some first hand working experience.
- (B) Thorough studies of managing should be made a required part of undergraduate education.
- (C) It should be suggested that prospective students without working experience, should not pursue their MBA education directly after graduating from undergraduate programs.
- (D) If young people are not to be overly influenced by academic knowledge, they must increase their working experience.
- (E) On knowing and doing management knowledge, young people tend to confuse real value of having working experience.

11. Which of the following best completes the statement below?

In a survey of job applicants, one-fifths admitted to being at least a little dishonest. However, the survey may underestimate the proportion of job applicants who are dishonest, because

- (A) some dishonest people taking the survey might have claimed on the survey to be honest.
- (B) some generally honest people taking the survey might have claimed on the survey to be dishonest.
- (C) some people who claimed on the survey to be at least a little dishonest may be very dishonest.
- (D) some people who claimed on the survey to be dishonest may have been answering honestly.
- (E) some people who are not job applicants are probably at least a little dishonest.

12. FastChain has relied on a "supermarket concept" of computerized inventory control and customer self-service to eliminate sales clerks from its force of employees. It now plans to employ the same concept in selling children's clothes.

The plan of FastChain assumes that

- (A) supermarkets will not also be selling children's clothes in the same manner.
- (B) personal service by sales personnel is not required for selling children's clothes successfully.
- (C) the same kind of computers will be used in inventory control for both clothes and toys at FastChain.
- (D) a self-service plan cannot be employed without computerized inventory control.
- (E) sales clerks are the only employees of FastChain's World who could be assigned tasks related to inventory control.

13. The price of purchasing a car in Country J is 120 percent less than the price of purchasing a car in Country T. Even after transportation fees and tariff charges are included, it is still cheaper for a buyer to import car from Country J to Country T than to buy car in Country T.

The statements above, if true, best support which of the following assertions?

- (A) Gasoline prices in Country J are 120 percent below those in Country T.
- (B) Importing cars from Country J to Country T will eliminate 120 percent of the sales of cars in Country T.
- (C) The tariff on a car imported from Country J to Country T is less than 120 percent of the price of a car in Country T.
- (D) The fee for transporting a car from Country J to Country T is more than 120 percent of the price of a car in Country J.
- (E) It takes 120 percent less time to transport a car in Country J than it does in Country T.

14. University official: In our university, the cost of housing is the single largest component of the cost of living for students. Currently, housing costs in the university's North campus are higher than in the university's West Campus but lower than in the university's East Campus. The cost of living in the West Campus is greater than in the East Campus.

If all of the above statements are true, which of the following must also be true?

- (A) Housing costs in the East Campus are greater than in the West Campus.
- (B) The cost of living in the North Campus is greater than in the West Campus.
- (C) The average cost of renting a house is greater in the East Campus than in the West Campus.
- (D) Housing costs in the East Campus are greater than in the North Campus.
- (E) Housing costs are greater in the North Campus than in the West Campus.

15. Design houses, like MT, SP, etc. provide stock options to their employees. These companies are employing the highest number of people in the industry. People wonder why most design houses cannot provide the same benefits to their employees.

Which of the following if true would weaken the arguments?

- (A) Stock options is not offered to all the employees of a company.
- (B) MT and SP have fewer members on their board.
- (C) Most other design houses do not have the tax benefits that MT and SP have because they are the biggest employers in the industry.
- (D) Other design houses have much more business.
- (E) The trend to offer stock options in the industry has not caught on yet.

二、問答 (40%)

1. A君負責某手機代工廠的面板採購,需要向某面板廠的業務代表B君,確認該面板廠新一代OLED產品技術規格與產能,以便滿足今年第三季的產品上市需求。

- (a) 請從A君的立場,對某面板廠的業務B君以Email方式發出一封詢問信(5%)
- (b) 試說明會影響該手機代工廠商成功生產此一最新規格產品的因素有哪些?(10%)

2. A君在2010年度代表該部門的獲選全公司當年度的最佳員工,而在2011年度的績效評估卻成為該部門最低分的員工。該部門主管告知A君主要是因為A君在2011年度曾因生產/育嬰假請假2個月。您認為這樣的評估結果是否合理?請選擇適當的管理理論來說明您的論點。(10%)

3. C公司預計舉辦全公司的年度春酒,該公司應如何執行此一活動?請從管理功能的角度來說明(15%)。

注意：背面有試題