

# 國立臺中教育大學九十七學年度研究所碩士班

## (含在職進修專班)招生考試

### 英文試題

適用學系：事業經營研究所

#### I. Choose the Most Proper Word to Fill in the Blank (40 %)

Not too long ago, fiction, fairy tales, or comic strips were viewed as dangerous to children's mind for several reasons. They simply do not tell the truth and don't \_\_\_ 1 \_\_\_ show what reality is. For instance, giants and dwarfs in the stories are not the \_\_\_ 2 \_\_\_ that live around us. And no wolves would come to little pigs' houses to huff and puff. These tales portray unrealistic \_\_\_ 3 \_\_\_. They are addictive and \_\_\_ 4 \_\_\_ in nature. Many parents therefore would like to forbid their children from reading these tales, as they \_\_\_ 5 \_\_\_ a false sense of reality in their mind.

As time went by, parents gradually came to understand the value of imagination in literary tales. Now we understand that giants and dwarfs do live around us. These giants are bullies in school, and the dwarfs can mean those who are \_\_\_ 6 \_\_\_ malicious to people. Imaginary stories help develop \_\_\_ 7 \_\_\_ into human behavior and relationships.

Imaginary tales offer \_\_\_ 8 \_\_\_ as well as other psychological experiences. Historical novels, for example, lead the readers to go back to the \_\_\_ 9 \_\_\_ to explore what happened at that time. By learning of the events, conflicts, pains, \_\_\_ 10 \_\_\_, or joys that those who lived in the past experienced, the readers are provided with a chance to \_\_\_ 11 \_\_\_ their mind, knowledge, wisdom, and understanding that all humans need respect, love, freedom, \_\_\_ 12 \_\_\_ and , regardless of which period they lived in.

Imaginary tales provide a chance for reflection. Again, historical fiction, provides the readers with a chance to see and \_\_\_ 13 \_\_\_ the mistakes that happened in the past. The readers are able to prevent certain injustices of the past from \_\_\_ 14 \_\_\_ again. The readers can picture and imagine what kind of world they wish to create and live in.

Parents today know the importance of valuing literature in the home and at school in order to \_\_\_ 15 \_\_\_ the personal life of each child.

1. ( ) (a) correct (b) incorrect (c) accurate (d) accurately
2. ( ) (a) character (b) characters (c) protagonists (d) antagonists
3. ( ) (a) scent (b) scenery (c) scenarios (d) sceneshifters
4. ( ) (a) distract (b) distracted (c) distracting (d) distraction
5. ( ) (a) stop (b) stopped (c) trigger (d) triggering
6. ( ) (a) extreme (b) wandering (c) wonderfully (d) extremely
7. ( ) (a) insight (b) scrutineer (c) sightseeing (d) investigating
8. ( ) (a) enjoy (b) joyful (c) jubilant (d) enjoyment
9. ( ) (a) past (b) cave (c) present (d) tunnel
10. ( ) (a) despairs (b) designs (c) desolations (d) desegregations
11. ( ) (a) boast (b) aboard (c) broaden (d) boarding
12. ( ) (a) save (b) secure (c) security (d) seclusion
13. ( ) (a) judge (b) judging (c) decide (d) decision
14. ( ) (a) occur (b) reoccur (c) occurring (d) reoccurrence
15. ( ) (a) add (b) rich (c) enrich (d) decrease

The simile and metaphor are two important literary devices that are often used in tales. An understanding of these two devices helps develop pleasure of reading literary tales. A simile helps us understand an idea by making a comparison in the imagination between two things, using the words *like* or *as*. When 16 snowflakes falling, we may say that they look like icy popcorn balls. Of a beautiful woman, we might say that she is 17 a blossoming sunflower.

The metaphor is similar to a simile, except that it doesn't use the words *like* or *as*. It says what it means directly. For instance, of someone that we like very much, we might say that they are "our sunshine." We might say that a 18 companion is a "ball and chain," or that a strong, 19 person is a "bear."

It is fun to learn these literary devices as they not only stimulate our imagination, but also they 20 our lives.

16. ( ) (a) describe (b) described (c) describing (d) description
17. ( ) (a) as (b) like (c) alike (d) likely
18. ( ) (a) need (b) needed (c) needy (d) needing
19. ( ) (a) burn (b) burned (c) burly (d) burliness
20. ( ) (a) season (b) light (c) bright (d) sprinkle

## II. 中譯英：30%

美國房地產住宅市場在歷經兩年的走軟之後，今年是持續疲軟或是已經觸底將反彈，一直是地產界和經濟學者都極為關注的問題。而次級抵押貸款是否波及整個未來美國房市前景，也已經成為地產專家經濟學者的爭議焦點。

持悲觀論的學者認為，隨著一批發放「次級貸款」的金融機構陷入困境，美國房產信貸市場的部份基石正在坍塌，且隨著信貸收緊，美國民眾消費將受到影響，甚至將拖累美國整體經濟陷入衰退；持相反看法的一派相信，次級抵押貸款問題，只是對地產市場產生一定程度的短期影響，對規模龐大的信貸市場幾乎不能激起漣漪。

## III. 英翻中：30%

Emigrants are arguably the most important source of new ideas and capital. Granted, emigration can be costly: computer engineer, scientists and doctors, trained at public expense at home, go to work abroad. But money and skills flow back. Nearly half the \$40 billion-worth of foreign direct investment in China in 2000 came from Chinese abroad. Remittances have doubled in the past ten years and now account for roughly 2% of developing countries' GDPs—more than foreign aid. An émigré banker returned to set up Bangladesh's Crameenphone banking network last years; it now has 15 million customers.

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(含在職進修專班)招生考試

## 管理學概論試題

適用學系：永續觀光暨遊憩管理研究所、事業經營研究所

一、請解釋下列名詞：(25%) (每題五分，每題回答盡量不超過一百字)

1. 走動式管理 (Management by walking around, MBWA)
2. 標竿管理 (Benchmarking)
3. 網路式組織 (Network organization)
4. 目標管理 (management by objective, MBO)
5. 利害關係人 (stakeholder)

二、問答題 (75%) (每題二十五分)

1、「奇異電器公司 (General Electric Company, GE) 前任的總裁 (CEO) 傑克 威爾許 (Jack Welch) 當年接管 GE 後，將公司進行組織再造，改革人事，精簡人員，關閉沒有效率的廠房、停掉很多對 GE 公司績效沒有幫助的生產線，消除官僚制度，改善工作流程與企業文化，減少沒有價值的工作。在過去，GE 公司的主要業務一直著眼於生產與工程，不重視服務專案的業務。然而，威爾許上任以後，開始重視服務領域，積極推動 GE 在運輸、發電、健保、電腦服務外包的業務，因為傑克 威爾許預判到只要 GE 能利用核心的產業力量提供資金與人力資源，就會有機會在服務業的領域大幅的成長；事後也證明他的推斷觀點是正確的。在他的任內，使 GE 公司的收益大幅成長，成為全世界最有價值的公司之一。」請回答下列問題：

(1) 依 Katz 的能力論，認為一個管理者必須具有三大關鍵能力，請問是哪三大關鍵能力，試說明之？ (15%)

(2) 依上述的描述，你認為傑克 威爾許是運用了三大能力中的哪一項能力使 GE 能在競爭激烈的環境中績效成長？ (10%)

2. 試就工作動機之內容理論，比較 Maslow 需求層次理論、Herzberg 雙因子理論、Alderfer 三需求理論之異同。(25%)

3. 何謂交易型領導 (transactional leadership)？何謂轉型領導 (transformational leadership)？試比較兩者之差異。(25%)

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註：命題請於三月十七日（星期一）之前完成。

科目：

命題教授： (簽章)

一、選擇題，可能單選也可能是複選，複選須全部答對才給分，每題 2 分。

1. What's the meaning of a commodity supply curve in a competition market.  
(A) Firm's profit. (B) Firm's marginal cost. (C) Firm's average cost (D) Firm's total production cost.
2. Which condition(s) will be the equilibrium condition(s) as a profit is maximized for a firm. (A) Marginal revenue equals marginal cost. (B) Average revenue equals average cost. (C) Marginal productivity for each factor divided by its factor price for all factors are equal (D) Marginal utility divided by commodity price for each product are equal.
3. Based on consumers' behavior theory, we could find (A) Indirect utility function. (B) Product supply function. (C) Product demand function. (D) Consumption expenditure function.
4. Which factor(s) will affect product demand elasticity: (A) The degree of substitution effect among products. (B) The ratio of consumption expenditure divided by income. (C) Time trend. (D) Product weight.
5. Which statement is correct. (A) An inferior goods must be a Giffen goods (B) A Giffen goods must be an inferior goods. (C) Product demand function is derived from an utility maximization. (D) Marginal utility finally will be decreased as quantity increases.
6. What's the reason to reduce a farmer's revenue when the price of an agricultural product is low. (A) Bad Harvest. (B) Farmers' lower income. (C) Higher

- production cost. (D)Smaller demand elasticity.
7. What's the necessary condition to satisfy the profit maximization for a monopoly firm: (A) The absolute of demand elasticity is larger than one (B) The absolute of demand elasticity is smaller than one (C) The absolute of demand elasticity equals one (D) No relationship with demand elasticity.
8. How many markets are involved to form an aggregated demand function. (A) Only the equilibrium of commodity market. (B) Only the equilibrium of monetary market. (C) The equilibrium for both the commodity and monetary markets. (D) The equilibrium for the commodity, monetary, and labor markets.
9. What are the reasons to increase the aggregated productivity given an aggregated production function: (A)Capital increases. (B) Labor increases. (C) Interest rate decreases. (D) Technology improvement.
10. Which component occupies the most highest ratio of GDP in Taiwan:(A) Consumption expenditure. (B) Investment. ( C ) Government expenditure. (D) Net trade value.
11. What's the long term effect to affect a general price index: (A) Government fiscal policy. (B) Government monetary policy. (C) Consumers' expectation.(D) Consumers' purchasing power.
12. Suppose the demand function is  $Q_D = 30 - P$ , and the supply function is  $Q_S = 2P - 15$  in a competition market, what is the equilibrium price. (A) 5 (B) 10 (C) 15 (D) 20.
13. If a government put a volume tax on a commodity, and we also know that the absolute of product demand elasticity is very smaller, then (A) Consumers will share more burden than producers. (B) Producers will share more burden than consumers. (C) Both consumers and producers share the same burden. (D) No relation with the demand elasticity.

14. Suppose  $Y=C+I$ , and  $C= 50+0.75Y$  given  $I = 40$ , please find the equilibrium GDP:

(A) 0.75 (B) 50. (C) 100 (D) 360.

15. What's the reason to affect time preference. (A) Income (B) Interest Rate. (C)

Government expenditure. (D) Monetary supply.

二、假設只有兩種產品  $X$  與  $Y$ ，令某甲的效用函數為  $U = \ln X + \ln Y$ ，且產品的價格分別為  $P_X, P_Y$ ，而其可支配所得為  $M$ 。

(1)請推導某甲對  $X$  產品的普通需求函數?

(2)若假設此需求函數為市場的需求函數，且市場的均衡數量為  $X_0$ ，請問  $X$  產品的需求彈性為何?

(3)若均衡數量由變  $X_0$  為  $X_1$  時，則  $X$  產品的消費者剩餘變動為何?(20 分)

三、假設有兩組商品，在價格  $(P_1^1, P_2^1)$  時該消費者選擇了  $(X_1^1, X_2^1)$  的數量；當價格為  $(P_1^2, P_2^2)$  時，該消費者選擇了  $(X_1^2, X_2^2)$  的數量，請寫出滿足消費者在偏好

$(X_1^1, X_2^1)$  的組合甚於  $(X_1^2, X_2^2)$  的組合之必要條件為何?(10 分)

四、假設在一個產品市場中有兩個廠商，其產量分別為  $q_1, q_2$ ，而其生產成本分別為  $TC_1(q_1), TC_2(q_2)$ ，假設市場的需求函數為  $P(Q), Q = q_1 + q_2$ ，試求

1). 試求此二廠商追求最大利潤的一階均衡條件?(10 分)

2). 試推導猜測變量(Conjectural Variation)的數值的不同與市場結構之間的關係，若假設此二廠商的猜測變量一樣，且為  $-1$ 、 $0$  及大於  $0$  時，市場的結構為何?(10 分)

五、最近的國際原油價格已上漲至每桶 100 美元的大關，而央行總裁亦在近日表示台灣目前有可能面臨輸入型的通貨膨脹，請利用總體經濟理論來說明，當國際原油價格上漲之後，對國內的 GDP、物價水準、利率及就業水準會如何的影響。

在說明時，請以圖形或者是以總體的數學模型來說明。(20 分)