

國立高雄大學九十四學年度大學部二年制在職專班招生考試試題

系所組別：亞太工商管理學系  
二年制在職專班

科目：經濟學概論

考試時間： 90 分鐘

本科原始成績滿分 100 分

一、解釋名詞（每題各 10 分）

1. 消費者剩餘 (Consumers' Surplus)
2. 需求法則 (Law of Demand)
3. 實質國內生產毛額 (Real Gross Domestic Product)
4. 法定準備率 (Required-Reserve Ratio)

二、請用需求線 (Demand Curve) 與供給線 (Supply Curve) 架構說明某一種物品的均衡價格與均衡數量如何決定？(30 分)

三、根據古典學派的經濟理論，經濟社會具有自動調整機能，假設一個經濟社會處於膨脹缺口的狀態，請用總體需求 (Aggregate Demand) 和總體供給 (Aggregate Supply) 的架構說明膨脹缺口的自動消除。(30 分)

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系所組別：亞太工商管理學系

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※請將所有選擇題與非選擇題寫在答案卷上，並標明題號。

一、單選題 (50 分)

1. *Executive vice president, president, managing director, chief operating officer, chief executive officer, or chairman of the board* are positions associated with which of the following levels of management?  
A、 team leaders  
B、 middle managers  
C、 first-line managers  
D、 top managers
2. The lowest level of management is \_\_\_\_\_.  
A、 a nonmanagerial employee  
B、 a department of research manager  
C、 a vice president  
D、 a first-line manager
3. Someone who works with and through other people by coordinating their work activities in order to accomplish organizational goals is \_\_\_\_\_.  
A、 a very intelligent individual  
B、 a supervisor of production work  
C、 a manager  
D、 an operations supervisor
4. The management process functions consist of \_\_\_\_\_.  
A、 planning, organizing, staffing, and directing  
B、 planning, organizing, leading, and directing  
C、 planning, organizing, leading, and staffing  
D、 planning, organizing, leading, and controlling
5. In successful organizations, \_\_\_\_\_.  
A、 low efficiency and high effectiveness go hand in hand  
B、 high efficiency and low effectiveness go hand in hand  
C、 high efficiency and high effectiveness go hand in hand  
D、 high efficiency and high equity go hand in hand

6. Managers with titles such as *department head*, *project leader*, *plant manager*, or *division manager* are \_\_\_\_\_.
- A 、 first-line managers
  - B 、 top managers
  - C 、 production managers
  - D 、 middle managers
7. Managers who are responsible for making organization-wide decisions and establishing the plans and goals that affect the entire organization are \_\_\_\_\_.
- A 、 first-line managers
  - B 、 top managers
  - C 、 production managers
  - D 、 research managers
8. \_\_\_\_\_ is the process of getting activities completed efficiently and effectively with and through other people.
- A 、 Leading
  - B 、 Management
  - C 、 Supervision
  - D 、 Controlling
9. An automobile manufacturer that increased the total number of cars produced at the same cost, but with many defects, would be \_\_\_\_\_.
- A 、 efficient and effective
  - B 、 increasing efficiency
  - C 、 increasing effectiveness
  - D 、 concerned with inputs
10. Writing an organizational strategic plan is an example of the \_\_\_\_\_ management function.
- A 、 leading
  - B 、 coordinating
  - C 、 planning
  - D 、 organizing

11. Organizing includes \_\_\_\_\_.
- A 、 defining organizational goals
  - B 、 hiring organizational members
  - C 、 motivating organizational members
  - D 、 determining who does what tasks
12. A manager resolving conflict among organizational members is performing what function?
- A 、 controlling
  - B 、 commanding
  - C 、 directing
  - D 、 leading
13. The process of monitoring, comparing, and correcting is called \_\_\_\_\_.
- A 、 controlling
  - B 、 coordinating
  - C 、 leading
  - D 、 organizing
14. An organization's culture \_\_\_\_\_.
- A 、 constrains what managers can do and are rarely explicit
  - B 、 seldom constrains what managers can, cannot do, and are rarely explicit
  - C 、 seldom constrains what managers can, cannot do, and are rarely implicit
  - D 、 constrains what managers can, cannot do, and are rarely explicit
15. United Parcel Service (UPS) represents what relationship to the Federal Express (FedEx)?
- A 、 competitor
  - B 、 supplier
  - C 、 customer
  - D 、 government agency
16. The single EU currency will be called the \_\_\_\_\_.
- A 、 franc
  - B 、 franc-mark
  - C 、 pound
  - D 、 euro

17. Which of the following is a factor of production?
- A 、 bonds
  - B 、 interest
  - C 、 labor
  - D 、 service
18. \_\_\_\_\_ is the amount a business earns over and above what it spends for salaries, expenses and costs.
- A 、 profit
  - B 、 revenue
  - C 、 interest
  - D 、 retained earnings
19. A business incurs a \_\_\_\_\_ if its costs and expenses exceed its revenues.
- A 、 liability
  - B 、 debit
  - C 、 loss
  - D 、 dividend
20. The resources that businesses use to create wealth are known as:
- A 、 production coefficients
  - B 、 factors of production
  - C 、 production technologies
  - D 、 production aggregates
21. Last year, MacTeck Enterprises had total revenues of \$24 million while its total costs and expenses were \$22 million. Based on this information, MacTeck:
- A 、 earned a profit of \$2 million
  - B 、 earned a profit of \$24 million
  - C 、 suffered a loss of \$2 million
  - D 、 suffered a loss of \$22 million
22. \_\_\_\_\_ is a person who takes the risk of starting and managing a business
- A 、 entrepreneur
  - B 、 arbitrageur
  - C 、 speculator
  - D 、 account manager

23. High tax rates tend to:
- A、 increase standards of living
  - B、 make a nation's currency tradable
  - C、 discourage investment and entrepreneurship
  - D、 have no effect on the creation of wealth
24. \_\_\_\_\_ analysis is used to help companies evaluate their economic environments, assess their strengths and weaknesses, and identify competitive threats and market opportunities..
- A、 SWOT
  - B、 SWAMP
  - C、 ASSET
  - D、 WISH
25. Ho Han has just spent two hours going over quality reports to determine whether his department is meeting quality standards he set for the current month. Ho's efforts are part of the \_\_\_\_\_ function of management..
- A、 planning
  - B、 organizing
  - C、 leading
  - D、 controlling

## 二、問答題 (50 分)

1. 請簡單敘述馬斯洛(Maslow's hierarchy of needs)的五個層級需求理論？(10 分)
2. 請詳述波特(Michael Porter)的五力分析？(15)
3. 根據中國時報 06/11 報導：「國票金控董事長林華德遭金管會解任，但國票金控子公司國際票券公司臨時董事會通過林華德可領取退休金及廿個基數功績金計約一千萬餘元，被批「自肥」；財政部昨天已委由國票金控公司監察人官股代表的農銀，正式行文國票金控提出異議，在此疑點未釐清前，不得執行」，利用此例子闡述管理者的道德與責任？(10 分)
4. 請闡述「為什麼阿里山的神木這麼大」？對你的人生有何啓示？(15 分)