

國立中央大學100學年度碩士班考試入學試題卷

所別：企業管理學系碩士班 一般丙組(一般生) 科目：管理學 共 5 頁 第 1 頁

本科考試禁用計算器

*請在試卷答案卷(卡)內作答

答對一題得5分，除第20為複選外，其餘皆為單選。

1. Sales taxes tend to be regressive, affecting poor people more severely than wealthy people. When all purchases of consumer goods are taxed at a fixed percentage of purchase price, poor people pay a larger proportion of their income in sales taxes than wealthy people do, It can be correctly inferred on the basis of the statements above that which of the following is true?
- (A) Poor people constitute a larger proportion of the taxpaying population than wealthy people do.
(B) Poor people spend a larger proportion of their income on purchases of consumer goods than wealthy people do.
(C) Wealthy people pay, on average, a larger amount of sales taxes than poor people do.
(D) The total amount spent by all poor people on purchases of consumer goods exceeds the total amount spent by all wealthy people on consumer goods.
(E) The average purchase price on consumer goods brought by wealthy people is higher than that of consumer goods brought by poor people.
2. To entice customers away from competition, Red Label supermarkets have begun offering discounts on home appliances to customers who spend \$50 or more on any shopping trip to red Label. Red Label executives claim that the discount program has been a high success, since cash register receipts of \$50 or more are up 30% since the beginning of the program.
Which of the following, if true, most seriously weakens the claim of the Red Label executives?
- (A) Most people who switched to Red Label after the program began spend more than \$50 each time they shop at Red Label.
(B) Most people whose average grocery bill is less than \$50 would not be persuaded to spend more by any discount program.
(C) Most people who received discounts on home appliances through Red Label will shop at Red Label after the program ends.
(D) Since the beginning of the discount program, most of the people who spend \$50 or more at Red Label are people who have never before shopped there and whose average grocery bill has always been higher than \$50.
(E) Almost all of the people who have begun spending \$50 or more at Red Label since the discount program began are longtime customers who have increased the average amount of their shopping bills by making fewer trips.
3. Teen-agers are often priced out of the labor market by the government-mandated minimum-wage level because employers cannot afford to pay that much for extra help. Therefore, if Congress institutes a subminimum wage, a new lower legal wage for teen-agers, the teen-age unemployment rate, which has been rising since 1960, will no longer increase.
Which of the following, if true, would most weaken the argument above?
- (A) Since 1960 the teen-age unemployment rate has risen when the minimum wage has rise.
(B) Since 1960 the teen-age unemployment rate has risen even when the minimum wage remained constant.
(C) Employers often hire extra help during holiday and warm weather seasons.
(D) The teen-age unemployment rate rose more quickly in the 1970's that it did in the 1960's.
(E) The teen-age unemployment rate has occasionally declined in the years since 1960.
4. Women generally do not receive lower pay for doing precisely the same work as men. Rather, regardless of their skills, women have disproportionately high representation in jobs traditionally paying lower wages. If jobs paid according to the skills and education required by them, this de facto segregation would not exit.
If the statements above are true, which of the following is most likely to be true?
- (A) Some jobs performed by more men than women pay higher wages than jobs requiring comparable skills, but performed by more women than men.
(B) Regardless of sex or occupation, a person could be paid an amount sufficient to suport his or her household.
(C) As men enter a field, earning tend to rise, not only for men but also for the women in the field.

注意：背面有試題

參考用

國立中央大學100學年度碩士班考試入學試題卷

所別：企業管理學系碩士班 一般丙組(一般生) 科目：管理學 共 5 頁 第 2 頁

本科考試禁用計算器

*請在試卷答案卷(卡)內作答

- (D) Little percentage gain has occurred in the number of women holding jobs traditionally held by men.
- (E) Generally accepted methods are available for evaluating the level of skill required in, and hence the appropriate pay for, any job traditionally held by women.
5. Six months or so after getting a video recorder, many early buyers apparently lost interest in obtaining videos to watch on it. The trade of businesses selling and renting videos is still buoyant because the number of homes with video recorders is still growing. But clearly, once the market for video recorders is saturated, businesses distributing videos face hard times. Which of the following, if true, would most seriously weaken the conclusion above?
- (A) The market for video recorders would not be considered saturated until there was one in 80% of homes.
- (B) Among the items handled by video distributors are many films specifically produced as video features.
- (C) Few of the early buyers of video recorders raised any complaints about performance aspects of the new products.
- (D) The early buyers of a novel product are always people who are quick to acquire novelties, but also often as quick to tire of them.
- (E) In a shrinking market, competition always intensifies and marginal businesses fail.
6. Corporations exist to make money for their shareholders. Corporations have no money to give away because any excess funds belong to the shareholders. Therefore, corporations should not contribute to charities. Which of the following most seriously weakens the reasoning in the argument above?
- (A) Managers are being trained to consider the ethical, moral, and social effects of their decisions in addition to the economic factors.
- (B) Some of the largest corporations in the country are known to be major contributors to philanthropic organizations.
- (C) Shareholders tend to make larger individual donations to charities than do people who hold no shares in corporations.
- (D) Most corporations contribute solely to large, well-known, and highly organized charitable organizations rather than to individuals in need.
- (E) The favorable publicity and tax advantages gained by corporate charity often result in an increase in profits greater than the actual costs of making for donations.
7. For larger farms to be as productive as they can be, their owners need to invest heavily in expensive machinery. This typically requires them to go into considerable debt, and interest on this debt is then a significant fixed cost. This high fixed cost makes those farmers vulnerable to operating losses if the prices of their products drop. The information above best supports which of the following inferences about large farms?
- (A) Being highly productive does not guarantee being profitable.
- (B) They tend to be so highly productive that they drive down market prices.
- (C) They tend to be consistently profitable if their owners borrow at low interest rates.
- (D) They respond to operating losses by increasing their productivity.
- (E) They cannot be profitable if their owners depend on credit.
8. Corporate management's increasing neglect of long-term growth is a result of pressures brought by investors holding large blocks of stock in a corporation who want to see concentration on long-term growth sacrificed in order to increase stock value over the short term. Which of the following, if true and known to all investors, would most seriously weaken the explanation above?
- (A) Investors who hold large blocks of stock tend to sell whenever the stock's value drops.
- (B) Investors who hold large blocks of stock in a corporation often have direct access to that corporation's top management.
- (C) A corporation's stock decreases in value when the corporation's short-term growth prospects are poor.
- (D) A corporation's stock increases in value when investors buy large amount of it.
- (E) A corporation's stock increases in value over the

注意：背面有試題

參考用

國立中央大學100學年度碩士班考試入學試題卷

所別：企業管理學系碩士班 一般丙組(一般生) 科目：管理學 共 5 頁 第 3 頁

本科考試禁用計算器

*請在試卷答案卷(卡)內作答

short terms only when the corporation's long-term growth prospects are good.

9. Businesses that are successful in a competitive market must be well managed. If they were not well managed, then they would not have been successful.

Which of the following most closely parallels the type of reasoning used in the argument above?

- (A) There must be rain to maintain water levels in the reservoirs. If there are no clouds, then there will be no rain.
- (B) A scientific theory should be able to generate predictions. If the predictions made by a theory were consistently right, then the theory would be good.
- (C) It must be true that drivers that are in automobile accidents are incompetent drivers. If they were not incompetent, they would not have been in accidents.
- (D) Given the poor record of survival of new products, there is great risk in being an innovator. If they compete in the same market, imitators are often more successful than innovators.
- (E) The advance of technology affects all products eventually. If a company ignores technological advances, it may not be competitive in the future.

10. An investigator divided 200 adults into two distinct groups (low and high consumption), based on each person's daily caffeine consumption. A significantly larger percentage of the high-consumption group than of the low consumption group demonstrated a high level of anxiety. The investigator concluded that it was greater caffeine consumption that resulted in higher anxiety. Which of the following, if true, most seriously weakens the conclusion above?

- (A) Some subjects in the high-consumption group experienced lower levels of anxiety than did other subjects in the high-consumption group.
- (B) Some subjects in the low-consumption group did not experience any anxiety.
- (C) High levels of anxiety when consuming large amounts of caffeine were the reason some subjects restricted their intake of caffeine.
- (D) Some subjects consumed caffeine by drinking coffee

and tea, but others consumed caffeine by taking medication that contained caffeine.

- (E) High levels of anxiety caused some subjects to consume large amounts of caffeine.

11. An investigator divided 200 adults into two distinct groups (low and high consumption), based on each person's daily coffee consumption. A significantly larger percentage of the high-consumption group than of the low consumption group demonstrated a high level of anxiety. The investigator concluded that it was greater caffeine consumption that resulted in higher anxiety. Which of the following, if true, most seriously weakens the conclusion above?

- (A) Some subjects in the high-consumption group experienced lower levels of anxiety than did other subjects in the high-consumption group.
- (B) Some subjects in the low-consumption group did not experience any anxiety.
- (C) High levels of anxiety when consuming large amounts of caffeine were the reason some subjects restricted their intake of caffeine.
- (D) Some subjects consumed caffeine by drinking coffee, but others consumed caffeine by taking medication that contained caffeine.
- (E) People who consume a large amount of coffee but have no anxiety are not included in the investigation.

12. While a quota on imported cars might protect jobs in the domestic automobile industry, it also means fewer inexpensive imported cars and less money for those buying cars to spend on other things. Therefore, such a quota will ultimately result in fewer jobs in domestic industries unrelated to the automobile industry than there would be without a quota.

Which of the following is an assumption made in drawing the conclusion above?

- (A) The number of car purchases will decrease if a quota is imposed on imported cars.
- (B) Most car buyers prefer inexpensive imported cars to inexpensive domestic cars.
- (C) Without a quota, money that car buyers would save by buying inexpensive imported cars would be spent on goods produced by unrelated domestic industries.

參考用

注意：背面有試題

所別：企業管理學系碩士班 一般丙組(一般生) 科目：管理學 共 5 頁 第 4 頁

本科考試禁用計算器

*請在試卷答案卷(卡)內作答

- (D) With a quota, the domestic automobile industry will employ more people than it currently does.
- (E) A quota on imported cars would cause the price of particular models of imported cars to rise.
13. Nearly one in three subscribers to *Financial Forecaster* is a millionaire, and over half are in top management. Shouldn't you subscribe to *Financial Forecaster* now? A reader who is neither a millionaire nor in top management would be most likely to act in accordance with the advertisement's suggestion if he or she drew which of the following questionable conclusions invited by the advertisement?
- (A) Among finance-related periodicals, *Financial Forecaster* provides the most detailed financial information.
- (B) Top managers cannot do their jobs properly without reading *Financial Forecaster*.
- (C) The advertisement is placed where those who will be likely to read it are millionaires.
- (D) The subscribers mentioned were helped to become millionaires or join top management by reading *Financial Forecaster*.
- (E) Only those who will in fact become millionaires, or at least top managers, will read the advertisement.
14. A study of attitudes toward new cars showed that cars that were identical in every aspect except for color received widely differing ratings for quality from potential buyers. Therefore, in future advertisements for cars of high quality, we can expect to see no variety in the color of car featured.
- Which of the following is an assumption made in the passage above?
- (A) If a car in a preferred color is not available, a buyer is usually willing to accept the car is another color.
- (B) New cars differ significantly from each other with respect to quality.
- (C) There is a single color generally associated with the highest quality rating in the study.
- (D) An advertisement for a particular car should display all of its significant advantage.
- (E) Potential buyers give more weight to color than to price in making decision about a car.
15. The government's recent policy of reducing payments to hospital and physicians will, in the long run, actually cost the public more. Every dollar saved by initially providing lower-quality services eventually leads to several dollars spent in caring for subsequent complications.
- Which of the following best serves as an assumption that would make the argument above logically correct?
- (A) The government is more concerned about limiting its costs than about the well-being of its citizens.
- (B) The government will be unwilling to pay for the complications that arise from providing inadequate health care.
- (C) The government believes that the provision of lower-quality services need not result in an increase in complications.
- (D) Hospitals and physicians will respond to reduced payments by reducing the quality of care they give.
- (E) Hospitals and physicians are paid too much money for the services they provide to the public.
16. Although most people know that exercise is good for the body, few realize the extent to which it is valuable to the mind. The blood circulates more rapidly after physical exertion, thus allowing all of the body's organs to operate efficiently. This increased activity enables the brain to receive more oxygen, thereby creating a higher capacity for concentration.
- The main point in the argument is that
- (A) The greater the amount of oxygen the brain receives, the better the brain functions.
- (B) Exercise serves more than one purpose.
- (C) Exercise helps the brain more than it does the rest of the body.
- (D) Exercise is a mental, as well as physical activity.
- (E) People can generally improve their powers of concentration by exercising more often.
17. Considering the current economy, the introduction of a new brand of cereal is unlikely to expand total sales of cereal, but rather will just cause some existing buyers of

注意：背面有試題

參考用

國立中央大學100學年度碩士班考試入學試題卷

所別：企業管理學系碩士班 一般丙組(一般生) 科目：管理學 共 5 頁 第 5 頁

本科考試禁用計算器

*請在試卷答案卷(卡)內作答

cereal to switch brands. So it makes no sense for the Coolidge Corporation to introduce another brand of cereal, since they will only hurt sales of the brands of cereal they already produce.

Which of the following, if true, would most seriously weaken the argument above?

- (A) Total sales of cereal will increase as the total population increases.
- (B) Many new brands of cereal sell extremely well for the first year of their existence.
- (C) Coolidge Corporation currently produces fewer brands of cereal than do its competitors.
- (D) Some cereal buyers regularly switch from brand to brand, even when no new brands have been introduced.
- (E) Research indicates that the new brand will attract more buyers of competitors' cereal than buyers of other Coolidge brands.

18. Companies considering new cost-cutting manufacturing processes often compare the projected results of making the investment against the alternative of not making the investment with costs, selling prices, and share of market remaining constant.

Which of the following, assuming that each is a realistic possibility, constitutes the most serious disadvantage for companies of using the method above for evaluating the financial benefit of new manufacturing processes?

- (A) Competitors that do invest in a new process might reduce their selling prices and thus take market share away from companies that do not.
- (B) The costs of materials required by the new process might not be known with certainty.
- (C) In several years interest rates might go down, reducing the interest costs of borrowing money to pay for the investment.
- (D) Some cost-cutting processes might require such expensive investments that there would be no net gain for many years, until the investment was paid for by savings in the manufacturing process.
- (E) The period of year chosen for averaging out the cost of the investment might be somewhat longer or shorter, thus affecting the result.

19. 「MBA 入學筆試考管理學，需涵蓋管理職能—規劃、組織、領導、控制，因為學生需具備這些相關能力，才能成功經營企業。」

以下哪個選項如果成立，最能削弱(weaken)上述說法？

- (A) 郭台銘、Bill Gates、Steve Jobs 都沒有 MBA 學歷，但經營企業都非常成功。
- (B) 郭台銘、Bill Gates、Steve Jobs 都沒有修過管理學，但經營企業都非常成功。
- (C) 郭台銘、Bill Gates、Steve Jobs 經營企業都非常成功，但都沒有 MBA 學歷。
- (D) 郭台銘、Bill Gates、Steve Jobs 參加 MBA 入學考試管理學成績不理想，但他們對規劃、組織、領導、控制都很擅長。
- (E) 郭台銘、Bill Gates、Steve Jobs 都很擅長規劃、組織、領導、控制，但都沒有取得 MBA 學位。

20. 「有一堂微積分共有 100 位大學生選修，從學期總成績中發現，出席率與學期總成績呈高度顯著相關。所以，學生上課出席率，影響學習效果甚鉅。」

以下哪個選項如果成立，能削弱(weaken)上述推論？(複選；全對才得分)

- (A) 學生出席在課堂，並不表示他認真聽課。
- (B) 學期總成績中，出席率佔 80%。
- (C) 學生認真聽課，並不表示他理解上課的內容。
- (D) 出席率高的學生，是屬於比較用功的學生，其考試成績通常較一般學生高。
- (E) 牛頓(Isaac Newton)上這堂課常翹課，但他學期總成績很高。

參考用