

國立中央大學 105 學年度碩士班考試入學試題

所別： 企業管理學系 碩士班 一般丙組(一般生)
企業管理學系 碩士班 一般戊組(一般生)

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科目： 管理學

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*請在答案卷(卡)內作答

申論題：共100分，每題25分

- (1) Please analyze the following paragraph by the concepts of management theories. What managerial implications might be obtained from the 1.5 degrees Celsius? (25 分)

An historic agreement to combat climate change and unleash actions and investment towards a low carbon, resilient and sustainable future was agreed by 195 nations in Paris today. The Paris Agreement for the first time brings all nations into a common cause based on their historic, current and future responsibilities. The universal agreement's main aim is to keep a global temperature rise this century well below 2 degrees Celsius and to drive efforts to limit the temperature increase even further to 1.5 degrees Celsius above pre-industrial levels. The 1.5 degree Celsius limit is a significantly safer defense line against the worst impacts of a changing climate. Additionally, the agreement aims to strengthen the ability to deal with the impacts of climate change. "The Paris Agreement allows each delegation and group of countries to go back home with their heads held high. Our collective effort is worth more than the sum of our individual effort. Our responsibility to history is immense" said Laurent Fabius, President of the COP 21 UN Climate change conference and French Foreign Minister. (Source: UN Climate Change Newsroom Historic Paris Agreement on Climate Change, [http://newsroom.unfccc.int/unfccc-newsroom/finale-cop21/Dec 12 2015](http://newsroom.unfccc.int/unfccc-newsroom/finale-cop21/Dec%2012%202015))

- (2) Please analyze the following paragraph by the concepts of management theories. What managerial implications might be obtained from the Gogoro E-Scooter pricing? (25 分)

Taiwan-based electric scooter (e-scooter) battery swap company Gogoro has finally unveiled pricing for the most ambitious e-scooter program in the world. Gogoro's e-scooter, called the Smartscooter, and access to a battery swap network will cost consumers \$4,100 and about \$30 per month, respectively. For the company's first deployment in Taipei, it is offering 2 years of free maintenance, 1 year of theft insurance, and 2 years of free battery swapping. The Gogoro Smartscooter became available for pre-order in Taipei on June 27. There are several ways to interpret the pricing announced by Gogoro. On one hand, for an exceptional looking and performing e-scooter, the price seems fair. Gogoro's Smartscooter has a range of 60 miles and a top speed of 60 mph (going from 0 mph to 31 mph in 4.2 seconds). Advanced features, such as smartphone integration, light-emitting diode (LED) headlights and tail lights, an intelligent security system, a digital dashboard, and an overall sleek design, make this scooter far more attractive than most other electric models. On the other hand, many consumers in Asian megacities, including Taipei, are accustomed to paying \$500 or less for low-end gasoline-powered scooters. A higher-end, more comparable 125cc gas scooter costs roughly \$2,600, which is still considerably less than Gogoro's Smartscooter. There were some serious cuts, coming just three months after the scooters went on sale; they suggest Gogoro isn't selling as many units as it would like. (Source: Ryan Citron — July 1, 2015: Is the Gogoro E-Scooter Priced Too High? <https://www.navigant-research.com/blog/is-the-gogoro-e-scooter-priced-too-high> Nov 29 2014)

注意：背面有試題

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- (3) Please analyze the following paragraph by the concepts of management theories. What managerial implications might be obtained from the ageing issue? (25 分)**

Population ageing is a global phenomenon. According to the UN's medium population projections, the number of people aged over 65 could rise from just over 600 million today to close to 2.5 billion by 2100. Indeed in the next 20 years, the older population is expected to almost double in size. The rate of growth in older people (people aged over 65) is expected to far outpace the rise of the working age population (people age 15-64). The old age population will grow by over 300% over the course of this century by comparison to the working age population which will grow by less than 50%. Clearly the fact that populations are growing older is cause for celebration, with unprecedented gains in life expectancy attributed to continued economic development and advances in healthcare and technology. But population ageing will also pose an economic and fiscal challenge. (Source: Ben Franklin https://agenda.weforum.org/2015/10/what-are-the-economic-implications-of-ageing-populations/?utm_content=bufferf933c&utm_medium=social&utm_source=facebook.com&utm_campaign=buffer Oct 2 2015)

- (4) Please analyze the following paragraph by the concepts of management theories. What managerial implications might be obtained from the entrepreneurship and entrepreneur? (25 分)**

"To be entrepreneurial, a country does not necessarily need the most entrepreneurs. They need the best," said Zoltan Acs, the founder and president of the Global Entrepreneurship Development Institute. Taiwan is ranked the best place to start a business in Asia, ranking No. 8 out of 130 countries in the world, based on the recently released 2015 Global Entrepreneurship Index (GEI). Among the 16 pillars that make up the index, Taiwan receives a full score for "risk capital," "product innovation" and "high growth." Taiwan has received a high score in "human capital," "opportunity startup," and "process innovation." Taiwan ranks lower on "competition," "startup skills" and "internationalization." The United States topped the rankings again this year, Canada placed second. The report indicates that the Asia-Pacific region should increase export-focus among entrepreneurs, especially the opportunity recognition, culture support and risk acceptance. (Source: 2016 Global Entrepreneurship Index Provides Roadmap for Policymakers on Entrepreneurship Growth <http://matternews.com/2016-global-entrepreneurship-index-provides-roadmap-for-policymakers-on-entrepreneurship-growth/> Nov 12, 2015)

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