

# 大同大學 102 學年度研究所碩士班甄試複試考試試題

考試科目:英文

所別:事業經營研究所

全一頁

註:本次考試 不可以參考自己的書籍及筆記; 不可以使用字典; 不可以使用計算器。

## I. Translate the following passages into Chinese. (50%)

Our principle is pay for performance.. This principle involves providing monetary rewards through carefully designed compensation systems that base pay on measured performance within the control of participants. It also includes incorporating appropriate concerns for procedural and distributive justice. In most situations, properly designed pay for performance systems will lead to better performance results.

Pay for performance systems make major contributions to performance through two main mechanisms. First, they positively influence the motivation to perform. Second, they impact the attraction and retention patterns of organization (i.e., who joins and who remains), thereby affecting the ability of individuals available to perform.

## II. Translate the following passages into English. (50%)

製造業經常使用「價值工程」的方法，也就是在不影響產品機能和品質的情況下，尋求成本較低的零組件來替代，因此價格雖然維持不變，但與使用原來成本較高的零組件相較，廠商可以獲得較高的利潤。

廠商也可以透過推出新產品的方式調漲價格，因為消費者在評估新產品時，並無該產品過去的價格作為參考，故較不會影響其對於新產品的接受度。