

# 大同大學 九十 學年度研究所碩士在職專班入學考試試題

考試科目：企業經營實務

所別：事業經營研究所

第 1/4 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。

1. What are joint ventures and their potential purposes? Why have joint ventures become more common in recent years? 15%
2. What is the exchange rate? Suppose that on March 7, Tatung Wine Shops imported Bordeaux wine from Pierre Bourgeois in France on credit. The price is 30,000 francs, and the exchange rate on March 7 was NT\$5.2 against 1 French franc. Suppose that the franc has fallen to \$5.0 by the time Tatung paid Bourgeois on April 16. How much gains or losses does Tatung have due to exchange rate changes. Moreover, please draw a conclusion about the impact of purchasing on credit with shifting exchange rates (appreciation or depreciation) on foreign currency transaction gains or losses. 10%
3. What is TQM? Describe the key elements of TQM and identify the steps that a firm must take to implement TQM. 10%
4. What is the so-called downsizing? List the alternatives that can be used to achieve the purposes of downsizing and briefly state the pros and cons of these alternatives. 15%
5. Explain the importance (purposes) of setting goals and formulating strategies as the starting points of effective management. List the principles of setting goals and the steps for formulating strategy. 15%
6. Integrated supply chain management (SCM) is becoming recognized as a core competitive strategy. Describe the key concepts and goals of an Integrated SCM system. 15%
7. What are your views on "84 working hours per two weeks" Act, which had been passed by the Legislative Yuan last year? Please analyze the potential impacts on business management in Taiwan. 10%
8. (1) Joanna is currently working a total of 12 hours per day to produce 240 "Tommy" dolls. She thinks that by changing the paint used for the facial features and fingernails that she can increase her rate to 360 dolls per day. Total material cost for each doll is approximately \$3.50; she has to invest \$20 in the necessary tools (expendables) per day; energy costs are assumed to be only \$4.00 per day; and she feels that she should be making \$10 per hour for her time. Viewing this from a total factor productivity perspective, what is her productivity at present and with the new paint? (2) How would productivity change if using the new paint raised Joanna's material costs by \$0.50 per doll? 10%