

# 大同大學 九十一 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 / 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. How do total factor productivity ratios differ from partial factor ratios? Please write down the formulas for calculating total factor productivity and partial factor productivity. And explain the relationship among total factor productivity, specific factor intensity and specific factor productivity. 15%
2. A customer-driven operations strategy reflects a clear understanding of the firm's long-term goals as embodied in its corporate strategy. It also requires a cross-functional effort by marketing and operations to understand the needs of each market segment, and to specify the operating advantages that the firm needs to outperform competitors. We called these operating advantages competitive priorities. What are the key capabilities (or competitive priorities) that operations must develop to compete successfully in a market segment? Does a firm can outperform its competitors in all these criteria at the same time? 15%
3. What are the sources of short-term financing for business operations? Identify the advantages and disadvantages of each. 15%
4. Six Sigma ( $6\sigma$ ) quality program was proposed by Motorola in 1981. By 1996, Six Sigma quality has been achieved. Plot a figure to explain the meaning of the term Six Sigma quality and explain why implementing  $6\sigma$  quality program is so important to an enterprise? 15%
5. Stock values are expressed in three different ways: as par, market, and book value. Explain and differentiate these three terms. 15%
6. The service sector of the economy is significant. However, service operations were largely ignored. Identify the key characteristics that distinguish service operations from goods productions and explain the main differences in the service focus. 10%
7. Explain the following terms in Chinese : 15%
  - (1) price-earnings ratio
  - (2) insider trading
  - (3) process capability
  - (4) demographic variables
  - (5) BPR