

中山大学

二〇〇七年攻读硕士学位研究生入学考试试题

科目代码: 420

科目名称: 微观经济学与管理学

考试时间: 1月21日下午

考生须知

全部答案一律写在答题纸上,
答在试题纸上的不得分;请用蓝、
黑色墨水笔或圆珠笔作答,答题
要写清题号,不必抄题。

第一部分: 微观经济学 (75分)

一、解释下列概念,并简述其联系或区别。(6分 * 5=30分)

- 1、劣等品(Inferior Goods)与吉芬商品(Giffen Goods)
- 2、规范分析(Normative analysis)与实证分析(Positive analysis)
- 3、规模经济(Economies of scale)与范围经济(Economies of scope)
- 4、逆向选择(Adverse selection)与道德风险(Moral hazard)
- 5、占优均衡(Dominant Equilibrium)与纳什均衡(Nash Equilibrium)。

二、已知某消费者的效用函数为 $U=X^2Y^2$,他面临的商品X和Y的价格分别为 P_X 和 P_Y ,如果消费者现有的收入为W,该消费者会把其收入的多少用于商品Y的消费?(10分)

三、简述科斯定理(Coase Theorem),并举例说明解决污染的外部性问题时,庇古税与科斯定理解决方案的区别。(12分)

四、假定一户居民拥有财富40万元,包括一辆价值10万元的轿车,该户居民所住地区时常发生盗窃,因此有30%的可能性该户居民的轿车被盗,假定该户居民的效用函数为 $U(W)=W^{\frac{1}{2}}$,其中W为财富价值(以千元计)。

- (1)计算该户居民的效用期望值。(3分)
- (2)根据效用函数判断该户居民是风险规避,还是风险偏好?(4分)
- (3)如果居民支付一定数额的保险费则可以在轿车被盗时从保险公司得到与轿车价值相等的赔偿,试计算该户居民最多愿意支付多少元的保险费?(5分)

五、假设一个垄断厂商面临的需求曲线为: $P=18-3Q$,成本函数为: $TC=Q^2+2Q$

- (1)求利润最大时的产量、价格和利润。(5分)
- (2)如果政府对该厂商生产的每单位产品征收产品税1单位,需求曲线和成本函数会如何变动?新的均衡点如何?(产量、价格和利润)(6分)

第二部分：《管理学原理》（75分）

一、名词解释和比较（要求：从以下6对名词中任选5题，每题6分，共30分）

1. 效率 (Efficiency) 与 效果 (Effectiveness)
2. 职权 (Authority) 与 权力 (Power)
3. 工作说明书 (Job description) 与 工作规范书 (Job specification)
4. 管理者 (Managers) 与 领导者 (Leaders)
5. 市场控制法 (Market control) 与 氏族控制法 (Clan control)
6. 价值链管理 (Value chain management) 与 供应链管理 (Supply chain management)

二、简答题（每题10分，共30分）

1. 委员会可以解释为从事执行某些方面管理职能的一组人，形式上表现为一种团体。在现代社会各种组织中，委员会正作为一种集体管理和团体决策的主要形式而被广泛地采用。但在实际管理中，尤其是在决策方面，委员会的效率问题一直是个倍受关注的难题。美国的一位专家批评说：“国防委员会在一个小时之内就讨论完了某一价值达数十亿美元的核设施计划，而围绕国防部大门的改造方案却讨论了一个下午”。请运用管理学相关理论简述一个组织如何才能改善和提高团体决策的绩效。

2. 2006年，党中央国务院提出要建立创新型社会的战略主张，其核心是要把增强自主创新能力作为发展科学技术的战略基点，走中国特色自主创新道路，并把增强自主创新能力作为国家战略，贯穿到现代化建设各个方面，激发全民族创新精神，培养高水平创新人才，形成有利于自主创新的体制机制，大力推进理论创新、制度创新、科技创新，请运用管理学理论知识简述一个企业如何才能激发创新？

3. 按照跨文化管理学说的观点，不同民族国家的文化存在很大差异。例如美国和加拿大是两个高个人主义价值取向的文化，而中国是一个高集体主义价值取向的文化。但工作团队方式却能在美加两国得以推广，而在中国要推广这种工作方式却比较难。请解释这一现象？并运用管理学理论知识简述中国企业如何才能建立更多的高绩效工作团队。

三、情景案例分析题（阅读以下案例短文，请用中文回答相关问题，15分）

XXL no more!

For more than a decade, McDonald's was the leader in pioneering what it thought customers wanted—larger and larger portions. Although its menu had remained relatively stable, McDonald's management was always looking for ways to improve sales and fend off strong competition from the likes of Wendy's and Burger King. It would also periodically add items to its menu to address small changes in people's fast-food desires, but these items often met with additional competition from other fast-food restaurants such as Taco Bell or even Subway. The one thing that McDonald's did to boost sales and create a marketing coup was the addition of the Supersized Meal. Starting in the early 1990s, customers at McDonald's could add to their meal an extra large soda and an extra large order of French fries by simply saying "super-size it." Nearly one in 10 customers took advantage of the company's

offer to "super-size" their meal for just 39cents.

But since this expanded offering hit stores, McDonald's has come under fire. Public concern with the fattening of America was often focused on McDonald's. The company's primary products were high in fat content, high in calories, and high in carbohydrates. Public pressure was mounting to the point that individuals sued McDonald's for causing their physical ailments brought about from obesity. Likened to the nicotine controversy surrounding cigarette smoking, lawyers were trying to make the connection that eating McDonald's food was addictive and a primary cause of obesity—especially among young people. Criticism reached its height early in 2004, when the effects of eating McDonald's food was the subject of an award-winning documentary. In it, the producer chronicled his 30-day effects of eating only McDonald's food for all of his meals. At the end of the monthlong experiment, this individual spoke of his deteriorating health due solely to eating this fast food—and the 24 pounds he gained during this time frame.

Changes in public health consciousness and competitive pressures, along with this documentary film, led McDonald's to announce in March 2004 that it would eliminate all supersized offerings. McDonald's management claims that such action was warranted to simplify its menu offering and to promote efficiency in the organization. Additionally, McDonald's has also begun altering its menu offerings. It now offers salads as an entrée meal, has reduced the fat content of its milk from 2 to 1 percent, and is attempting to promote itself as being more health conscious.

McDonald's action was largely driven by the reality that its sales had plummeted, as had its stock price. Competition from "health-friendly" alternatives was having a major effect on the company's revenues. McDonald's was losing market share and something had to be done. The company's announcement of the elimination of the supersized option and the addition of healthier substitutes is being viewed as a move that is entirely responsive to the changing market environment—something that executives at Burger King and Wendy's are watching very closely.

问题:

1. 请分析环境是如何迫使 McDonald 停止 "Supersized Meal" 计划的? 用图表描述出 McDonald 的这一决策过程并简单加以说明。
2. 请辨析主战略的几种类型, 结合文中内容分析说明 McDonald 采用的是哪种战略类型。