

# 中山大学

## 二〇一〇年攻读硕士学位研究生入学考试试题

科目代码: 831

科目名称: 微观经济学与管理学

考试时间: 1 月 10 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, 不必抄原题。

### 第一部份: 微观经济学 (75 分)

#### 一、名词比较 (每题 5 分, 共 20 分)

- 1、替代品 (Substitutes) 与互补品 (Complements)
- 2、垄断竞争 (Monopolistic Competition) 与寡头 (Oligopoly)
- 3、公共物品 (Public Goods) 与公有资源 (Common Resources)
- 4、市场势力 (Market Power) 与市场失灵 (Market Failure)

二、图 1 中: 圆圈 1 和 2 代表两个纯消费者, 圆圈 X 和 Y 分别代表两个生产商品 x 和 y 的厂商; 实线代表厂商的产品流向, 虚线代表消费者卖给厂商的劳动及其他生产要素。请问:

- 1、简述消费者决策过程与原则? (4 分)
- 2、简述厂商的决策过程与原则? (4 分)
- 3、简述市场上供需交互作用的决策过程? (5 分)

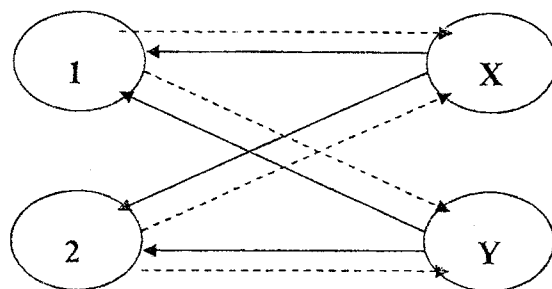


图 1 新古典经济学分析框架

三、某公司推出一种新型节能空调, 在 1—2 年内可在市场取得完全垄断地位, 在 3—4 年内就会出现类似产品与之竞争, 4 年后则有大量的同类产品问世, 形成完全竞争局面。同时, 由于人们收入水平的提高, 对空调的需求量也大增。假设该公司的成本函数始终为  $TC=22500+1000Q+10Q^2$ ; 目前的需求函数为  $P=7000-5Q$ , 问:

- 1、公司处于垄断时, 利润最大化的产品价格和产量是多少? (4 分)

考试完毕, 试题和草稿纸随答题纸一起交回。

第 1 页 共 3 页

2、在 3—4 年内，出现类似产品的竞争，假设公司的需求函数为  $P=X-5Q$ ，此时利润最大化的产品价格和产量是多少？（4 分）

3、4 年后完全竞争时，公司产品的长期价格和产量又是多少？（4 分）

四、俗话说“三个和尚没水喝”，请你：

1、分析“三个和尚没水喝”的原因？（7 分）

2、假若你是寺庙方丈，你如何利用效率工资理论来设计一套激励机制让“三个和尚有足够的水喝”？（8 分）

五、信息不对称的存在，使拥有信息优势的一方常常隐蔽自己的真实信息（逆向选择），请你论述：

1、信息不对称怎样导致产品市场的“劣币驱逐良币”现象？（7 分）

2、利用信号显示机制，谈谈怎样避免“劣币驱逐良币”（8 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 题中任选 5 题，每题 6 分，共 30 分）

1. 机械式组织 (Mechanic organization) 与 有机式组织 (Organic organization)
2. 创业 (Entrepreneurship) 与 内部创业 (Intrapreneurship)
3. 魅力型领导 (Charismatic leadership) 与 愿景型领导 (Visionary leadership)
4. 良性冲突 (Functional conflict) 与 恶性冲突 (Dysfunctional conflict)
5. 计算机辅助设计 (Computer-aided design) 与 柔性制造系统 (Flexible manufacturing systems)
6. 运营管理 (Operations management) 与 供应链管理 (Supply chain management)

二、简述题（每题 10 分，共 30 分）

1. 许多企业虽然制定了严格的控制系统，但是，当环境发生了重大的变化，诸如 2008 年所发生的金融危机，这些企业还是表现出了极大的不适应性，甚至出现控制失调现象。请归纳哪些因素会影响到控制系统的有效性，如何才能有效地避免控制失调问题？
2. 近几年，随着中国经济开始走向全球化，越来越多的企业员工呈现出多元化的格局，像联想集团在并购了 IBM PC 业务后，员工人数达到了两万多名，分布在全球数百个国家，员工多元化问题毫无疑问已经对当今管理者提出了更高的要求，例如，联想的人力资源部发现，美国的同事来中国出差时发现中国人“太好客”，总是“全程陪伴”，总是会抱怨没有给他们一点“私人空间”。请结合实际谈谈当前中国的企业家们该如何有效地激励多元化的员工队伍。
3. 2009 年 10 月 23 日被业界称为“中国纳斯达克”的创业板举行了具有里程碑意义的开板仪式，这对于推动中国自主创新战略的实施以及中国经济产业结构的优化升级将具有划时代的意义。10 月 30 日，首批 28 家创业板企业在深交所正式挂牌，“创新性”与“高成长性”成为这些上

市企业的最重要特征，请结合中国新创企业当前面临的商业环境以及所存在的发展机遇，谈谈一个创业者如何才能识别自己的竞争优势，进而实现自己的创业梦想。

### 三、综合性案例分析题（阅读以下案例短文，请用中文回答相关问题，共 15 分）

Coke versus Pepsi. in the battle to sell the most soft drinks, who dominates the beverage market? Who has the best advertisements and the best celebrities representing them? Whose product tastes the best? These questions have driven the competition between Coca-Cola and Pepsi for decades—a battle for dominance in the soft-drink marketplace. This fierce competition and its high stakes and “winner take all” mentality help explain why information about one’s competition is so critical. Because this information is so important, to what extent do you suppose that executives from these two companies are willing to go to make their company number one in the market? That answer may surprise you. Early in 2006, Pepsi executives received a letter on Coca-Cola letterhead from an individual who was offering information that might be of value to Pepsi executives. That information, if Pepsi wanted it, would include the recipe for Coke products as well as a sample of a new product Coke was about to launch in the marketplace. The letter sender was asking \$10000 to reveal this information.

Imagine if the information were true! What a coup it would be for Pepsi to have knowledge of the Coke recipe, something that only about five people in Coca-Cola have access to and clearly one of the best guarded secrets in the industry. Such information could significantly affect the competitive war between these two soda giants. But instead of paying \$10000 to get the closely guarded secrets, Pepsi executives contacted the FBI. A Pepsi spokesperson explained the reason for this decision, “Competition must be fierce, but it also must be fair and legal.”

What followed was one of a corporate executive’s greatest fears. Based on surveillance work and hidden cameras, the FBI determined that the “threat” was real. They discovered that one of the executive’s administrative assistants had, in fact, stolen the Coke recipe. She, along with two accomplices, was taking sensitive information, copying it, and putting it together to sell to Pepsi. They were also seen on hidden camera stealing a sample of Coke’s new product from the company’s premises. Through a series of investigative techniques, a “sting” was set, and the culprits made contact with FBI agents posing as Pepsi executives. After exchanging the information for cash, the culprits were apprehended and charged with wire fraud and unlawfully stealing and selling trade secrets from the Coca-Cola Company.

Pepsi’s ethical executives’ actions are exemplary, but the story doesn’t end there. Coke executives recognized they must review all security measures in protecting company secrets. Nothing could be left to chance or to the assumption that loyal employees wouldn’t do something, anything, like it again. That these individuals gained unauthorized access to something that was so critical to the company’s success showed a serious lack of internal controls and security procedures. Coke executives learned a significant lesson, thanks to some Pepsi executives who did “the right thing.”

问题：

1. 管理者需要面对各种复杂环境做出各种决策，这些决策水平的高低决定着组织的成败。百事公司面临的决策问题属于哪一类决策？其选择的决策结果是否恰当？请运用管理学的相关理论进行分析？

2. 相互信任的企业文化对于创新型企业至关重要，但为了防止商业机密的泄露而对员工处处设防的做法也司空见惯，如案例中可口可乐公司的做法，信任与防范两者之间往往表现为一对矛盾体，经常产生冲突，就组织领导而言如何才能在两者之间寻得平衡呢？