

北京外国语大学硕士研究生入学考试样题

招生专业：工商管理

科目名称：工商管理基础

(考试时间 3 小时，满分 150 分，全部写在答题纸上，答在试题页上无效)

注：试卷中题干为中文的小题用中文作答，题干为英文的小题用英文作答。

第一部分 微观经济学

注：试卷中题干为中文的小题用中文作答，题干为英文的小题用英文作答。

一. 单项选择题 (10 分，每小题 2 分，共 5 个小题)

1. 生产理论中的扩展线类似于消费者理论中的 ()。

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| A. 恩格尔曲线 | B. 收入—消费曲线 |
| C. 价格—消费曲线 | D. 预算约束线 |

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二. 名词解释 (10 分，每小题 5 分，共 2 个小题)

1. 纳什均衡
2. 价格—消费曲线

三. 简答题 (20 分，每小题 10 分，共 2 个小题)

1. 为什么完全竞争厂商的需求曲线、平均收益曲线和边际收益曲线是重叠的?

2. Why does production eventually experience diminishing marginal returns to labor in the short run? Use an example to illustrate.

四. 计算分析题 (15 分，每小题 15 分，共 1 个小题)

1. Suppose you are in charge of a toll bridge that costs essentially nothing to operate. The demand for bridge crossings Q is given by $P=15-Q/2$

- a. Draw the demand curve for bridge crossings.
- b. How many people would cross the bridge if there were no toll?
- c. What is the loss of consumer surplus associated with a bridge toll of \$5?
- d. The toll-bridge operator is considering an increase in the toll to \$7. At this higher price, how many people would cross the bridge? Would the toll-bridge revenue increase or decrease? What does your answer tell you about the elasticity of demand?
- e. Find the lost consumer surplus associated with the increase in the price of the toll from \$5 to \$7.

五. 论述分析题（20分，每小题20分，共1个小题）

1. What is tariff? Suppose the congress imposes a tariff on imported autos to protect the U.S. auto industry from foreign competitions. Assuming that United States is a price taker in the world auto market, show on diagram and explain in detail: the change in the quantity of imports, the loss to U.S. consumers, the gain to U.S. manufactures, government revenue, and the deadweight loss associate the tariff. The loss to consumers can be decomposed into three pieces: a transfer to domestic producer, a transfer to the government, and a deadweight loss. Use your diagram to identify these three pieces. Explain the advantage and disadvantage of this tariff policy.

第二部分 管理学

注：试卷中题干为中文的小题用中文作答，题干为英文的小题用英文作答。

六. 单项选择题（10分，每小题2分，共5小题）

1. 组织面对极不稳定的市场环境，市场竞争激烈，需要以高度的专业分工不断开发和生产出新颖的产品时，组织会采用（ ）组织结构。

- A. 矩阵式
B. 混合式
C. 职能式
D. 简单式

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七. 名词解释（15分，每小题5分，共3小题）

1. 服务利润链

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3. Strategic Management

八. 简答题（30分，每小题10分，共3小题）

1. 简述目标管理的主要内容。

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3. What is human resource management? Please list major activities in human resource management.

九. 论述分析题（20分，每小题20分，共1小题）

1. 请简要介绍古典管理理论学派的代表人物及其主要思想，并论述在当代新经济条件下其适用性及局限性。