Graduate School of Commerce Doctoral Program
September Entrance Examination 2018
Question Sheets

Instructions

1. Do not touch your examination documents until instructed to do so.
2. Confirm that you have received the Question Sheets and separate Answer Sheets.
3. Answer only the two questions from the subjects that you have selected as part of your Admissions Application. (Should you answer the wrong question, the scores for those questions will not be included in your test score.)
4. After receiving the signal to start the examination, write your test subject name in the specified box on your Answer Sheet (upper left corner). Be sure to also provide your examination ID number and name in the designated space.
5. Write your answers on the Answer Sheet provided using only a ballpoint, or other type of pen, in blue or black ink. Erasable ink pens are not allowed.
6. The use of correction fluid or correction tape is allowed.
7. Examinees must use their own writing implements, correction fluid, and/or correction tape, as none are available at the test venue.
8. Examinees will not be allowed to request additional Answer Sheets or have them replaced.

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September Entrance Examination 2018 Question Sheets

Answer only the two questions from the subjects that you have selected as part of your Admissions Application.

[Note]
1) The subject name should be written down on each answer sheet and Draft Paper in the designated space.
2) It is not necessary to write the questions sentence on the answer sheet.

Organizational Management

Answer all of the following questions.

(1) James Thompson argued that technology's implications for organizational structure derived from the need to coordinate interdependent activities. Explain the Thompson's three types of interdependence and coordination mechanism.

(2) There are some organizations with a strong culture, and others with a weak culture.

a. Explain why the organization has a culture.

b. Identify the difference between a strong organizational culture and a weak organizational culture.

c. Explain the effect of organizational culture to organizational behavior.

Strategic Management

Answer all the questions below:

(1)Why and how does a firm's product diversification create its economic value? Please explain three mechanisms of value creation through product diversification.
(2)Among the three mechanisms answered to Question 1, which is the most inimitable to rival firms? Please explain why.
(3)A firm's product diversification sometimes decreases its economic value. Why and how? Please explain two mechanisms of value disruption through product diversification.

Marketing

Answer all the following questions.

(1)Explain two typical timeline marketing theories with respective figures, and discuss their merits and demerits from marketing practice.
(2)Explain marketing background of SBU(Strategic Business Unit) from theoretical viewpoint.

Consumer Behavior

Answer all the following questions.

(1)Explain the the process of consumer choice using the following terms: consideration set, evoked set and memory.
(2)Describe the concept of perceived risk and discuss its influence on consumer decision making.

Financial Accounting 1

Review and comment on each of the following statements:

(1)The objectives of financial reporting should include reporting of the management's stewardship.
(2)All inventories should be measured at fair value in the statement of financial position.

Management Accounting 1

(1) Show the formula of Return on Equity, and explain what analysts try to figure out by analyzing the Return on equity.
(2) Decompose the formula of Return on Equity into three elements, and explain what feature the each element tries to capture.

Microeconomics

(1)An individual's utility function is $u = x_1^{\alpha}x_2^{\beta}x_3^{\chi}$ where $\alpha>0$, $\beta>0$, $\chi>0$. Explain that u and $log(u)$ represent an identical preference ordering. When $\alpha + \beta + \chi = 1$, show that this utility function is homogeneous of degree one.

(2)In the above problem ($\alpha>0$, $\beta>0$, $\chi>0$), prices of these three goods (p_1, p_2, and p_3) are given under perfect competition. Write the optimization problem with an income level ($M>0$).

(3)In the above problem, write the Lagrangian function (Z) with the Lagrangian multiplier (λ), and derive the first order condition and all the demand functions. Show that each demand is independent of the prices of other goods, and explain the reason utilizing the income and substitution effects.

(4)N number of identical individuals consume a public good (Y). Explain a condition to achieve the most efficient amount of consumption (Y^*).

(5)In the above problem, cost function is $C = 0.5Y^2$, and marginal utility function is $MU = 3 - 0.2Y$. When $N = 10$, calculate Y^* and C.

(6)Consider the above problem when $N = 1$. Compare the results between one and ten individuals' cases, assuming that each individual shares the cost evenly as the average (C/N).

Macroeconomics

Answer all the following questions.

(1) Explain the golden rule level of capital in the Solow model with population growth and labor-augmenting technological progress.

(2) Discuss the effect of an increase of expected inflation rate in the IS-LM model.

(3) Explain the consumer's budget constraints and the No-Ponzi-game condition in the Ramsey-Cass-Koopmans model.

Examinee's Number	
Name	
Subject Name	

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* Be sure not to write the Examinee's Number and Name in other than the appropriate space.

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