一、國際金融風暴連連，引發經濟危機。企業倒閉不斷，台灣亦無法幸免。政府為避免國人信心崩潰，導致經濟危機，乃採取若干措施，包括要求金融機構拉抬股市，對問題企業之放款勿雨天收傘等。此引起社會議論譁然，威脅此舉無異於救金融機構眾多股東之利益。請就企業所負之社會責任，及其是否與股東利益衝突之觀點分析上述之問題。

二、請就組織設計的觀點分析賣公司（或虛構）之組織有那些形式與優缺點，並分析其是否適合於實公司之經營型態與所面臨之營運環境。

三、「政府再造」是政府行政院所推行國家現代化工程的重要政策之一。在「政府再造」的各項活動中，監察院曾對國民卡之規劃實施一案提出糾正（請參閱下列報導）。試針對以下問題提出你的看法：

1. 由組織變革理論的觀點來看，「政府再造」亦是一種組織變革的活動，請根據變革理論，說明組織變革的程序應該如何進行，才能確保變革的成功？

2. 根據下列報導，你對政府規劃實施國民卡的整個過程有何建言？

國民卡決策不當 監院糾正政院

政府部門首度表達對國民卡立場指未經法律授權與討論，主管機關決策專斷

（此為目）監察院昨天舉行

國民卡決策不當 監院糾正政院

政府部門首度表達對國民卡立場指未經法律授權與討論，主管機關決策專斷

（此為目）監察院昨天舉行

國民卡決策不當 監院糾正政院

政府部門首度表達對國民卡立場指未經法律授權與討論，主管機關決策專斷

（此為目）監察院昨天舉行

國民卡決策不當 監院糾正政院

政府部門首度表達對國民卡立場指未經法律授權與討論，主管機關決策專斷

（此為目）監察院昨天舉行

國民卡決策不當 監院糾正政院

政府部門首度表達對國民卡立場指未經法律授權與討論，主管機關決策專斷

（此為目）監察院昨天舉行

國民卡決策不當 監院糾正政院

政府部門首度表達對國民卡立場指未經法律授權與討論，主管機關決策專斷

（此為目）監察院昨天舉行

國民卡決策不當 監院糾正政院

政府部門首度表達對國民卡立場指未經法律授權與討論，主管機關決策專断

（此為目）監察院昨天舉行

國民卡決策不當 監院糾正政院

政府部門首度表達對國民卡立場指未經法律授權與討論，主管機關決策專斷

（此為目）監察院昨天舉行

國民卡決策不當 監院糾正政院

政府部門首度表達對國民卡立場指未經法律授權與討論，主管機關決策專斷

（此為目）監察院昨天舉行

國民卡決策不當 監院糾正政院

政府部門首度表達對國民卡立場指未經法律授權與討論，主管機關決策專斷

（此為目）監察院昨天舉行

國民卡決策不當 監院糾正政院

政府部門首度表達對國民卡立場指未經法律授權與討論，主管機關決策專斷

（此為目）監察院昨天舉行

國民卡決策不當 監院糾正政院

政府部門首度表達對國民卡立場指未經法律授權與討論，主管機關決策專斷

（此為目）監察院昨天舉行

國民卡決策不當 監院糾正政院

政府部門首度表達對國民卡立場指未經法律授權與討論，主管機關決策專斷

（此為目）監察院昨天舉行

國民卡決策不當 監院糾正政院

政府部門首度表達對國民卡立場指未經法律授權與討論，主管機關決策專斷

（此為目）監察院昨天舉行

國民卡決策不當 監院糾正政院

政府部門首度表達對國民卡立場指未經法律授權與討論，主管機關決策專斷

（此為目）監察院昨天舉行

國民卡決策不當 監院糾正政院

政府部門首度表達對國民卡立場指未經法律授權與討論，主管機關決策專斷

（此為目）監察院昨天舉行

國民卡決策不當 監院糾正政院

政府部門首度表達對國民卡立場指未經法律授權與討論，主管機關決策專斷

（此為目）監察院昨天舉行

國民卡決策不當 監院糾正政院

政府部門首度表達對國民卡立場指未經法律授權與討論，主管機關決策專斷

（此為目）監察院昨天舉行
A very old marketing practice, that of selling items at only one or a few specific prices, seems to be catching on again. The old five-and-tens offered a variety of products, but all were priced at either a nickel or a dime. Variety stores rarely engage in this pricing technique anymore, but discount clothing stores are beginning to try it out.

One Price Clothing Stores, Inc., which began in 1984, opened 127 stores in the southeastern states within four years. The chain sells women's sportswear separates at $6 each. Shoe Town, another discount chain, advertises 100 pairs of shoes at $10 per pair.

Uniform pricing is convenient for the seller and appeals to low-income to moderate-income buyers. The seller can minimize overhead costs for price labels, employee training, displays, and so forth. The stores are primarily self-service and can sell garments for less than suggested list prices. They may also offer more expensive items that were purchased as a manufacturer's cancellation or overproduction. There is a quick turnover in merchandise, so steady customers can expect new items regularly.

The number of customers of moderate means is growing as the service sector of the economy employs more people and the manufacturing sector employs fewer. Working people whose jobs pay a bit more than minimum wages want to dress well at bargain prices. These consumers appreciate having clear information about prices before they begin to shop. They also know that, although the merchandise is discounted, it is neither damaged nor irregular.

Do one-price stores represent a wave of the future? Obviously, the success of several chains indicates that these stores fill a need met by neither traditional department stores nor discount clothing stores. Their customers, however, will probably find occasions when they need the assistance of salespeople or wish to buy in a higher price range. One type of retailer will not be able to satisfy all of the needs of most consumers. But the one-price stores may also attract the affluent buyer who is looking for a bargain.

The fashion retailing business covers a wide range of merchandise, prices, and customers, and there is ample room for experimentation. The success of the one-price stores depends on availability of merchandise and consumer acceptance. If they can continue to offer new items on a regular basis and attract a group of steady customers, they may do very well.

1. Today you would expect to find uniform pricing in a
   (A) discount shoe store.  (B) variety store.
   (C) fast-food chain.   (D) department store.

2. One-Price Clothing Stores, Inc.
   (A) has opened more than 100 stores.  (B) has been in operation since 1986.
   (C) sells all garments at $10 each.   (D) sells woman's suits at $6 each.

3. Merchandise in one-price stores is typically
   (A) damaged.    (B) discounted.
   (C) not exchangeable.   (D) irregular.

4. The future success of segmented pricing depends on
   (A) consumer acceptance.   (B) choice of location.
   (C) elimination of competition.   (D) employee training.

5. The main idea of the selection is that segmented pricing is
   (A) the wave of the future.
   (B) putting department stores out of business.
   (C) an alternative way of selling merchandise.
   (D) risky but will never be replaced.
The gross national product rose by $14.2 billion in the first quarter of this year, Commerce Department figures disclosed today. The final total of $648.8 billion for the nation's output of goods and services differed little from the preliminary figure published a month ago, although some of the components were altered both upward and downward.

The quarterly increase was the fourth largest since World War II and the second largest of the current business expansion. The biggest single factor in the large rise was a $5.7 billion jump in consumer purchases of durable goods. This was mainly by the spurt in automobile buying following the strike-induced shortages in late months of last year.

The report also showed that inventories were accumulated at a rate of $6.8 billion in the first quarter, up from $5.7 billion in the fourth quarter of last year and more than double the rate of each of the first three quarters of last year. This reflected both steel stockpiling and the buildup of depleted dealer stocks of cars. This is an inventory rate that undoubtedly will not be maintained.

The large rise in the gross national product increase of $14.2 billion occurred despite a drop of $2.7 billion in net exports caused by the dock strike.

Outside of consumer purchases, which rose $11.6 billion overall, the biggest single increase in the first quarter was a jump of $1.9 billion in business investment in equipment. Other components of the gross national product such as residential construction and government purchases of goods and services increased moderately.

6. The Commerce Department publishes its gross national product statistics
   (A) every month. (B) every three months.
   (C) every six months. (D) every twelve months.

7. The last quarter of the preceding year showed a total gross national product of
   approximately
   (A) $14 billion. (B) $50 billion.
   (C) $505 billion. (D) $635 billion.

8. The gross national product increase during the first quarter was the
   (A) greatest since the start of the present business boom.
   (B) second greatest since the Korean War.
   (C) third greatest of the decade.
   (D) fourth greatest since the 1939-1945 period.

9. Concerning accumulation of inventory,
   (A) the first quarter of this year was double the final quarter of last year.
   (B) each of last year's quarters was about the same.
   (C) the causes of the increase in this year's first quarter were comprised of factors
      that will probably not continue to operate.
   (D) the first quarter increase was due to the piling up of steel parts of used cars.

10. The greatest increase of all components of the gross national product during the first
    quarter was made in
    (A) home construction.
    (B) investment in equipment for business.
    (C) an increase in consumer purchases.
    (D) government purchase of services and goods.