 PART (A)
假如貴公司的總經理要你提出一個「降低全公司成本」的推動計劃，要你對他提出簡報，你打算如何做？
(1) 貴公司相關背景介紹 (8 %)
(2) 你的簡報希望達到的目的為何？ (8 %)
(3) 你的簡報「大綱」與「重要內容」為何？ (17 %)

PART (B)
請以貴公司為例證明下列問題：
(1) 貴公司那些問題可以用工業工程與管理的知識解決？ (10 %)
(2) 解釋貴公司的「工製造(Manufacturing)」、「創新(Innovation)」與「技術
(Technology)」之精義與關係。 (12 %)
(3) 請簡要擬一份貴公司可以與交通大學工業工程與管理專班建教合作之研究
計劃。 (12 %)

PART (C)
A company produces a high-tech product, most of the product is electronics. The
upper echelon of their market is willing to pay $1,000,000 for a full-blown
product, the middle echelon is willing to pay $500,000 for a product that has less
functions. The lower echelon can afford only $200,000 for a more modest product.
The market sections are also quite different in size; the company can expect to
sell (at the above prices) in the upper section only 100 units, in the middle one
300 units and in the lower, 800 units.
The development expense for the top unit is $80,000,000; the middle level unit $60,000,000 and the lower one $40,000,000. The production expenses (including materials) is $100,000 for the top unit, $90,000 for the middle unit and $80,000 for the lower unit.

Suppose that the company cannot invest more than $100,000,000 in development.

(1) What should the company do and what will be the resulting net profit? (9%)

OH, by the way:

It is technically possible and very easy to downgrade the top product to be the middle and lower products. The additional development will require only $1,000,000. Of course doing so will cause the production costs of the middle and lower product to be equal to the top one.

(2) What is your recommendation now? (12%)

(3) What is the resulting net profit? (12%)