

國立臺灣海洋大學 103 學年度研究所碩士班招生考試試題

考試科目：空運經營與管理

系所名稱：航運管理學系碩士班甲組

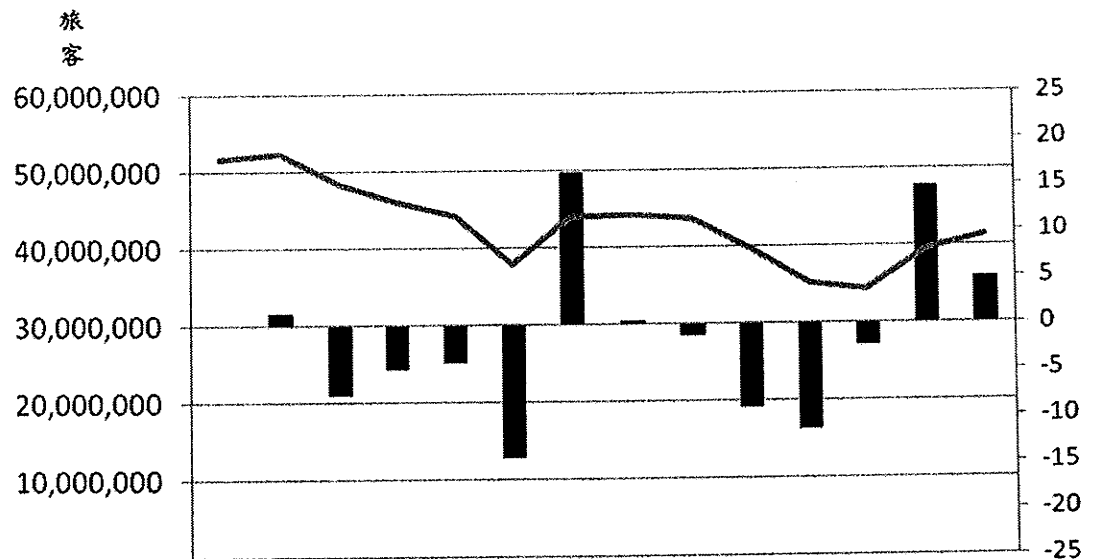
1. 答案以橫式由左至右書寫。2. 請依題號順序作答。

一、名詞解釋，請扼要說明各名詞之意涵。(20 分)

1. 營收 (Yield)
2. 持續下降作業 (Continuous Descent Operation, CDO or Continuous Descent Approach, CDA)
3. ULD (Unit Load Device)
4. AWB (Air Waybill)
5. Open-V 跑道

二、近期我國海基會與大陸海協會進行兩岸協議，其中空運部份「陸客中轉」成為最重要的課題。請申論目前兩岸航空客運市場之問題所在、「陸客中轉」之實質內涵、以及其成功後所能帶來的展望。(20 分)

三、下圖為某大學空運研究所學生所繪製民國 87 到 100 年桃園機場的旅客處理量與成長情形，請提出該圖可以改善之處，以使資訊的表達能更清楚；在列入你個人所指出的建議後，從圖中解析出五項有意義之訊息。(20 分)



四、請列出六項低成本航空公司 (Low Cost Carrier, LCC) 節省成本的策略，並評論華航與復興航空成立低成本航空公司後，對我國空運市場之影響。(20 分)

五、請閱讀下列一段英文摘要，並以你對其內容的理解，給予該論文一個適當的中、英文主題，以及 300 字以內的文獻回顧。(20 分)

Based on a unique data set of 760 air cargo transshipment routings to/from the Northeast Asian region in 2000, this paper applies an aggregate form of a multinomial logit model to identify the critical factors influencing air cargo transshipment route choice decisions. The analysis focused on the trade-off between monetary cost and time cost while considering other variables relevant for choice of transshipment airport. The estimation method considers the presence of unobserved attributes, and corrects for resulting endogeneity via a two-stage least-squares estimation using instrumental variables. Our empirical results show that choice of the air cargo transshipment hub is more sensitivity to time cost than the monetary costs such as landing fees and line-haul price. For example, our simulation results suggest that a one-hour reduction in total transport and processing time for a particular origin-destination air cargo traffic would be more effective than a \$1000 reduction in airport charges. This suggests that it is important to reduce air cargo connecting time at an airport via adequate investment in capacity and automation even by increasing landing and other airport charges.