

**Department of Accounting, College of Commerce
National Chengchi University
Managerial Accounting, Ph.D. Qualification Examination
November 15, 2010, PART2 - 50%**

- 1. Please discuss the effects of cost allocation on the competitive decisions in oligopoly market when the firms produce two products. You are suggested to consider comparing *the model* in Alles and Datar (1998) with *the model* in Banker and Potter (1993). What is the main implication of such effects? (25%)**

*** Rajiv D. Banker and Gordon Potter. 1993. Economic implications of Single cost driver systems. *Journal of Management Accounting Research* 5:15-32.**

Alles, M. and Datar, S., 1998, Strategic Transfer Pricing, *Management Science*, 451-461.

- 2. In order to avoid managers' myopia behaviors, firms design long term incentive schemes to motive workers cooperating with team. The challenge work for them is how to use the suitable set of accounting measures to motivate workers to achieve the long run goal of company. Please establish a model and analyze the work in the model to explain the use of performance measures to consider the long term goal and cooperative purpose. (25%)**