

銘傳大學九十一學年度傳播管理研究所碩士班招生考試

第二節

管理學 試題

一、單選題 (60%)

1. A person who is able borrow money from a bank at a good rate is exhibiting:
 - A) negotiation skills
 - B) personal networking skills
 - C) business networking skills
 - D) leadership skills
2. All of the following are skills needed for strategic management EXCEPT:
 - A) Environmental assessment skills
 - B) Strategy formulation skills
 - C) Task or job design skills
 - D) Mission-defining skills
3. All of the following are elements of the planning process EXCEPT
 - A) Objectives
 - B) Actions
 - C) Regulations
 - D) Resources
4. A sales forecast helps a manager create which aspect of planning most directly?
 - A) Objectives
 - B) Actions
 - C) Adaptation
 - D) Implementation
5. If PepsiCo were contemplating entry into the bottled water market, the scope of the decision would be:
 - A) Strategic
 - B) Tactical
 - C) Operational
 - D) Corporate
6. When a manager directly controls the work of subordinates by hiring, firing, evaluating, add rewarding, the manager has:
 - A) Line authority

- B) A high chain of command
 - C) Staff authority
 - D) Functional authority
7. If the names of the departments in a company are production, sales, marketing, accounting, and quality control, the type of departmentalization is most likely:
- A) Functional
 - B) Divisional
 - C) Matrix
 - D) Operational
8. Which structural approach can suffer from communication barriers and conflict between departments, difficulty in coordinating products and services, and a focus on departmental rather than organizational goals?
- A) Functional approach
 - B) Divisional approach
 - C) Matrix approach
 - D) Product approach
9. Asking employees to list their educational backgrounds, training experiences, and the foreign languages they speak helps create:
- A) an employee network
 - B) job specifications for new positions
 - C) a skills inventory
 - D) an assessment program
10. All of the following skills are associated with managing human resources EXCEPT:
- A) sales forecasting skills
 - B) congruency skills
 - C) training skills
 - D) performance appraisal skills
11. Which is an on-the-job training technique?
- A) an apprenticeship for a carpenter
 - B) a simulation game with an attorney practicing a trial
 - C) vestibule training for an assembly line worker
 - D) computer assisted instruction of a manager trainee
12. A formal document that says, “this job requires lifting boxes onto pallets and reading directions, It reports to the outside dock foreman” is a(n):
- A) job description
 - B) job specification

- C) work order
 - D) employment profile
13. The ability to lead based on making people worry about being harmed is called:
- A) coercive power
 - B) reward power
 - C) legitimate power
 - D) expert power
14. The motivational theory that ties effort to performance, outcomes, and valences is called:
- A) expectancy theory
 - B) equity theory
 - C) job enrichment
 - D) need satisfaction
15. Job enrichment theory would reflect which aspect of two-factor theory?
- A) Hygiene factors
 - B) dissatisfiers
 - C) motivators
 - D) extrinsic rewards
16. Performance evaluations, job descriptions, orientation of new employees, praise, and recognition are which form of communication?
- A) standardized
 - B) informal
 - C) downward
 - D) upward
17. Sam Walton visited his Wal-Mart stores frequently to talk to employees because he strongly believed in the concept of :
- A) downward communication
 - B) horizontal communication
 - C) management by wandering around
 - D) direct intrusion into the workplace
18. The production process doesn't begin until orders are received according to which approach?
- A) total quality management
 - B) just-in-time
 - C) kaizen
 - D) kanban
19. A system that provides information to managers for use in making

decisions is:

- A) a neural network system
 - B) artificial intelligence
 - C) a management information system
 - D) a data selection protocol
20. McDonald's menu, cooking methods, ingredients, and the physical appearance of individual units are consistent throughout the world because the company uses:
- A) Exporting
 - B) Licensing
 - C) Consistency
 - D) Franchising

二、問答題 (40%)

1. 何謂運籌管理(Logistical Management)? 何謂供應鏈管理(Supply Chain Management)? (10%)
2. 何謂組織文化(Organizational Culture)? 何謂組織變革(Organizational Change)? (10%)
3. 企業應負哪些社會責任? 請說明企業需負社會責任的正反兩面理由? (20%)

試題完