

銘傳大學九十二學年度應用英語學系碩士班招生考試

第四節

管理學概論 試題

一、題非題(20%)

1. Management by objectives links goal setting to a charismatic leadership style.
2. Face-to-face communication, such as a job interview. Provides for rich information content and high levels of interactivity.
3. A divisional approach to organization design places employees into units based on sales, profits, and other revenues.
4. The first step of human resource planning is forecasting internal labor demand.
5. Strategic action plans are the most specific and operational plans management creates.
6. One major difference between a partnership and a corporation is that owners have liabilities limited to corporate, rather than personal assets.
7. An organizational culture can help management achieve company objectives.
8. Business ethics and laws are the same, since they regulate conduct that can be evaluated by court systems.
9. Efficiency is doing the right things, effectiveness is doing things right.
10. A cost leadership strategy involves creating a competitive advantage by being more efficient than the competition.

二、單選題(60%)

1. When a subordinate becomes nervous while speaking to the company president, which type of barrier is present?
A) sender. B) channel. C) status and power differences. D) diversity.
E) downward.
2. Communication channels that provide no opportunity for feedback are called:
A) directional B) senderless. C) operational D) one-way E) revised.
3. In ERG theory, the “G” stands for:
A) gratitude B) goals C) growth D) goodness E) generosity
4. The theory that states effective leadership depends on a match between a leader’s style and other factors is called:
A) trait theory B) behavioral theory C) need-based theory D) contingency theory. E) systems theory
5. When a leader can provide something that other people value in exchange for

effort, the leader holds:

- A) coercive power. B) reward power C) legitimate power D) expert power
E) referent power
- 6. Work samples are part of which selection tool?
A) on-the-job training B) ability tests C) performance simulation tests
D) outcome models E) resume evaluation
- 7. A list of the qualifications needed to successfully perform a job is called a:
A) on-the-job training. B) job analysis C) performance simulation tests D)
labor requirement E) job design
- 8. The idea that a subordinate should only have one direct supervisor is known as: A)
Span of control B) Authority C) Responsibility
D) Accountability E) Unity of command
- 9. The formal right to give orders, make decisions, and see things completed is called:
A) Ideology B) Authority C) Responsibility D) Accountability
E) Delegation
- 10. The first stage of decision making is :
A) Identifying and diagnosing the problem B) Spelling out the decision scope
C) Allocating resources to the problem D) Evaluating potential alternatives
E) Setting goals for the decision.
- 11. The willingness to allow subordinates to make decisions reflects:
A) Allocation skills B) Time management skills C) Delegation skills
D) Performance appraisal E) Situation sensitivity
- 12. Plans that are developed at the division or department level to complete the
strategic plan are called:
A) Allocation skills B) Time management skills C) Delegation skills
D) Middle management plans E) Situation sensitivity
- 13. When a company formally says, “ We plan to use our resources and capabilities
to maintain a strong presence in the marketplace through our innovations and the
ability to create new products, “it is stating the firm’ s :
A) Strategic intent B) Plan of action C) Strategy implementation D)
Strategic approach E) Industry analysis
- 14. In a SWOT analysis, the “T” stands for:
A) Treatment B) Territory C) Tradition D) Threat E) Timeliness
- 15. All of the following should be part of a business plan EXCEPT:
A) a description of the product or service B) a plan for manufacturing the
product C) a description of past economic conditions D) a plan for growth
of the business E) sources of funding
- 16. All of the statements below are myths or mistruths about entrepreneurship

EXCEPT: A)Entrepreneurs are born, not made. B) Entrepreneurs are mostly and white as the new millennium begins. C) It is necessary to have access to money to become an entrepreneur. D) Entrepreneurs tend to be successful on their ventures E) Entrepreneurship involves creating a business enterprise capable of entering new or established markets.

17.Operational managers are largely responsible for:

- A) The strategic direction of the organization
- B) Translating strategies into operational goals.
- C) Coordinating resources.
- D) Working with outside organizations.
- E) Dealing directly with non-management personnel.

18. Critics of social responsibility argue that:

- A) No one clearly knows what being responsible means.
- B) Firms that give profits a lower priority are more likely to fail.
- C) The court system covers all aspects of social responsibility.
- D) Most firms are already socially responsible.
- E) It is a form of political correctness.

19. When Cisco' s management team creates an environment of equality, creativity, and free-flowing operations, the organization is emphasizing its:

- A) Visible culture
- B) Espoused values
- C) Core beliefs
- D) Underlying cultural assumptions
- E) Notable cultural characteristics.

20. “Downsizing” and “rightsizing” are examples of terms which create employee suspicion related to the company' s cultural:

- A) Visibility
- B) Rituals
- C) Ceremonies
- D) Language
- E) Heroes

三、問答題:

何謂「管理程序」?管理者應具備哪些能力?(20%)