

管理研究所

資訊管理學系

銘傳大學九十二學年度國際企業學系碩士班招生考試

公共事務學研究所

國際事務研究所

第一節

管理學 試題

一、選擇題，請根據題意選出最適切的答案，每題二分

1. An organization that has division of labor, clearly defined hierarchy, detailed rules, and impersonal relationships would be described as what organizational type?
(a) Monopoly (b) Autocracy (c) Democracy (d) Bureaucracy (e) Cooperative
2. A _____ organization is one that has developed the capacity to continuously learn, adapt, and change (a) virtual (b) learning (c) traditional (d) bureaucratic
3. Which of the following are the two dimensions of environmental uncertainty? (a) Degree of change and degree of complexity (b) Degree of change and degree of volume (c) Degree of complexity and degree of impact (d) Degree of impact and degree of timing (e) Degree of timing and degree of complexity
4. The process that employees go through to adapt to an organization's culture is referred to as _____. (a) organizational specialization (b) organizational socialization (c) culture shock (d) locus of control
5. _____ is a personality attribute that measures the degree to which people believe they control their own fate. (a) Ego strength (b) Locus of control (c) Social responsibility (d) Social obligation (e) Social autonomy
6. When a decision maker chooses an alternative under perfect rationality, she chooses a _____ decision, whereas under bounded rationality she chooses a _____ decision. (a) minimizing; satisfying (b) satisfying; maximizing (c)

- maximizing; satisfying (d) maximizing; minimizing (e) minimizing; maximizing
7. The greater the environmental uncertainty, the more plans need to be _____.
 (a) strategic; long term (b) single use; short term (c) operational; long term (d) directional; short term (e) maximizing; satisficing (d) standing; long term
 8. _____ are positive external factors; _____ are negative. (a) Strengths; weaknesses (b) Opportunities; threats (c) Competencies; competitors (d) Strategies; objectives (e) SWOTs; SBUs
 9. According to the corporate portfolio matrix, the horizontal axis represents anticipated market growth (b) growth; profits (c) total firm profits; number of firms (d) current stock price; market share (e) desired growth; actual growth
 10. The two axes on the Gantt chart contain the factors of _____ and _____. (a) price; time (b) activities; budget (c) time; activities (d) personnel; budget (e) proposed; actual costs
 11. A _____ structure creates strategic business units. (a) matrix (b) functional (c) divisional (d) geographic (e) team-based
 12. _____ describes the degree to which decision making is concentrated at a single point in the organization. (a) Decentralization (b) Centralization (c) Transnationalism (d) Cross-sectional analysis
 13. A(n) _____ is an organizational communication network that uses Internet technology and is accessible only by organizational employees. (a) intranet (b) extranet (c) ranfernet (d) hypernet
 14. Which of the following is the process whereby a new employees is familiarized with the organization' s goals and other matters, such as dispelling any unrealistic expectations about the job? (a) Selection (b) Recruitment (c) Decruitment (d) Orientation (e) Job previews
 15. Which of the following terms is defined as "as employee' s orientation toward the organization in terms of his/her loyalty, identification, and involvement" ? (a) Job Satisfaction (b) Self-perception (c) Organizational commitment (d) Job involvement (e) Pay satisfaction
 16. The pressure to conform in groups is known by which of the following terms? (a) Management by objectives (b) TQM (c) Shirking (d) Groupthink (e) Group freeloading effect
 17. What type of leaders guide or motivate their followers in the direction of established goals by clarifying role and task requirements? (a) Transactional (b) Charismatic (c) Trait (d) Transformational (e) Informational
 18. What type of control can prevent ongoing problem situations from becoming too costly? (a) Concurrent control (b) Definitional control (c) Feed forward control (d) Feedback control (e) Projected control

19. The _____ is the entire series of organizational work activities that add value at each step beginning with the processing of raw materials and ending with finished product in the hands of end users. (a) supply chain (b) value chain (c) ethical chain (d) technology chain
20. _____ is the search for the best practices among competitors or noncompetitors that lead to their superior performance (a) Factoring (b) Correlating (c) Situating (d) Benchmarking

二、解釋名詞，(若為縮寫者，請先寫出其全文再加以解釋)，每題為二分

1. SWOT
2. ERP
3. TQM
4. MOB
5. SOPs
6. ESOP
7. authority
8. empowerment
9. stakeholders
10. span of control

三、下列列出了部份在管理學發展過程中的重要人物，請簡單說明他(她)們對管理學的貢獻，每題二分

1. Frederick W. Taylor
2. Fredrick Herzberg
3. Henri Fayol
4. Herbert A. Simon
5. Douglas McGregor
6. Peter M. Senge
7. William E. Deming
8. Henry Mintzberg
9. Michael E. Porter
10. Fred Fiedler

四、簡答題，每題十分

1. 「找到良好的人才」，往往是一個卓越組織所致力管理行為之一。請問，如何設計一次良好的人員甄選測驗(即測驗設計應該要注意的因素及可能發生的問題為何)?並請以研究入學測驗為例，說明並設計您的管學入學測驗內容概要。

2、您是一個地區的最高醫療行政主管，現在地區內發生不明原因的流行疾病的處置方式。請問您的決策過程為何(請以決策過程模式討論之)?此一問題與對應的決策類型(type)為何?在決策過程中，可能有部分必需採用群體決策的過程，請問有那些群體決策的模式?以及有那些體決策工具可以使用?

試題完