

國立高雄大學 103 學年度研究所碩士班招生考試試題

科目：管理學
考試時間：100 分鐘

系所：經營管理研究所(乙組)
本科原始成績：100 分

是否使用計算機：否

I. Multiple Choice Questions (40 points)

Please select ONE most appropriate answer in the following questions.

- () 1. Ron is a senior production manager at an avionics product research and development organization. Which of the following would be part of Ron's responsibility for managing change?
- A) Providing a vision of where his unit is going.
 - B) Providing expertise to facilitate the overall process of managing change.
 - C) Developing legally sound performance management systems.
 - D) Respecting the dignity of each individual in his unit.
- () 2. Which of the following is **NOT TRUE**?
- A) Labor unions exist to assist workers with the management of an organization.
 - B) Labor unions act on behalf of their members to secure wages, hours, and employment.
 - C) Labor unions promote and foster grievance procedure.
 - D) When a union is present, the employer can fire employees for unjustified reasons.
- () 3. What is needed to estimate future personnel requirements?
- A) labor hours required to produce one unit of product.
 - B) maximum sales projection.
 - C) probable sales projection.
 - D) all of the above.
- () 4. Which of the following is **NOT** a consideration when designing a training program that motivates the trainees?
- A) provide the opportunity to apply the material.
 - B) provide prompt feedback.
 - C) utilize a half or three-fourths day schedule.
 - D) pay the trainees for the time spent in training.
- () 5. A competency assessment is important to career development because:
- A) It identifies any behavioral issues the employee may have that will prevent them from being promoted.
 - B) It identifies which knowledge, skills and abilities the employee may need to achieve their career goals.
 - C) It selects which jobs within the organization are best for the employee.
 - D) None of the choices are correct.

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- () 6. _____ is **NOT** one of the five basic needs identified by Maslow.
- A) Psychological
 - B) Esteem
 - C) Love
 - D) Safety
- () 7. _____ refers to the idea that decision makers are constrained by a variety of factors.
- A) Optimizing.
 - B) Unaided analytic strategy.
 - C) Bounded rationality.
 - D) Conceptual decision style.
- () 8. Valued knowledge or information gives an individual _____ power over those who need such knowledge or information.
- A) Expert
 - B) Legitimate
 - C) Coercive
 - D) Reward
- () 9. The decision procedure that empowers a subordinate the most is:
- A) joint decision-making
 - B) delegation
 - C) proactive consultation
 - D) reactive consultation
- () 10. Which type of activity is **LEAST** likely to be delegated to a self-managed team?
- A) evaluating each team member's task performance
 - B) firing a team member who has unsatisfactory performance
 - C) determining the work procedures to be used by the team
 - D) determining which team member will carry out each task

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- () 11. Which of the following is **NOT** a common variable in marketing segmentation?
- A) Identification with role models
 - B) Gender
 - C) Lifestyle
 - D) Race
- () 12. All of the following are ways that instrumental learning may occur **EXCEPT** _____.
- A) positive reinforcement
 - B) negative reinforcement
 - C) punishment
 - D) distinction
- () 13. In a _____ culture, members of the culture tend to be loosely knit and words carry most of the weight in messages.
- A) Southern context
 - B) high-context
 - C) northern-context
 - D) low-context
- () 14. _____ refers to a pattern of consumption reflecting a person's choices of how he or she spends time and money.
- A) Lifestyle
 - B) Motivation
 - C) Pattern development
 - D) AIO inventory development
- () 15. The functional theory of attitudes was initially developed to explain how _____.
- A) people buy products
 - B) attitudes facilitate social behavior
 - C) people reject certain classes of products without rational reasons
 - D) global marketing can deal with cultural changes around the world

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- () 16. The World Trade Organization, which came into existence on January 1, 1995, is the successor of another organization with the abbreviation:
- A) ASEAN.
 - B) GATT.
 - C) NAFTA.
 - D) FTAA.
- () 17. A characteristic of a low-context culture which is prevalent in United States, Switzerland, and Germany is:
- A) messages are explicit and specific.
 - B) negotiations are long and protracted.
 - C) less information is contained in verbal communication.
 - D) major emphasis on a person's values and position in society.
- () 18. When illegal copies of movies are made, what form of intellectual property has been wrongly appropriated?
- A) trade secrets
 - B) trademark
 - C) down loading
 - D) copyright
- () 19. Which of the following is **NOT** a characteristic of global strategic alliances?
- A) Participants agree not to compete in areas unrelated to the alliance.
 - B) Participants maintain independence outside the framework of alliance.
 - C) Participants make ongoing contributions in technology, products, and other areas.
 - D) Participants share benefits of the alliance.
- () 20. Which of the following is identified by Porter as one of the possible types of barriers to entry in an industry?
- A) access to distribution channels
 - B) product differentiation
 - C) switching costs
 - D) all of the above

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II. Essay Questions (60 points)

1. Why ethical issues are important in business? (20 points)
2. What are the important skills for the frontline employees to provide the high quality service to customers? Discuss why these skills may influence the perceived service quality of customers. (20 points)
3. What is cognitive learning theory? Give an example how to apply this theory in marketing. (Note: In developing your answer be sure to give a rationale as to why the concepts and theories are the most relevant and appropriate for the situation described.) (20 points)