

義守大學 101 學年度碩士班入學招生考試試題

系所別	管理學院管理碩士班(MBA)、 管理學院管理碩士班國際組(IMBA)	考試日期	101/3/18
考試科目	英文能力測驗	頁碼/總頁數	1/5

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※本科目不可使用計算機。

一、單選題(1-25 題，每題 3 分，共 75 分)

※ Management terms and knowledge :

- (1) The introduction of new goods and services is:
 - (A) invention.
 - (B) innovation.
 - (C) obsolescence.
 - (D) production.
- (2) Keeping costs low in order to achieve profits and prices that are attractive to consumers is:
 - (A) quality control.
 - (B) quality assurance.
 - (C) cost competitiveness.
 - (D) production obsolescence.
- (3) The management function of assembling and coordinating human, financial, physical, informational, and other resources needed to achieve goals is:
 - (A) organizing.
 - (B) coordinating.
 - (C) commanding.
 - (D) coercing.
- (4) High standards, self-confidence in competitive situations, and a willingness to keep growing and learning new things are requirements of:
 - (A) responsibility.
 - (B) success.
 - (C) accountability.
 - (D) authority.
- (5) Measures of various characteristics of the people who comprise groups of other social units are known as:
 - (A) environmental forces.
 - (B) regulators.
 - (C) demographics.
 - (D) micro forces
- (6) Lack of information needed to understand or predict the future is:
 - (A) virtual reality.
 - (B) supply chain management.
 - (C) environmental uncertainty.
 - (D) wholesale distributing.

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- (7) A narrative that describes a particular set of future conditions is a(n):
- (A) scenario.
 - (B) competitive reaction.
 - (C) economic uncertainty.
 - (D) fixed expense.
- (8) The process of comparing the organization's practices and technologies with those of other companies is:
- (A) reengineering.
 - (B) benchmarking.
 - (C) economic forecasting.
 - (D) management information certainty.
- (9) Information shared among people on the same hierarchical level is referred to as:
- (A) vertical communication.
 - (B) horizontal communication.
 - (C) centralized authority.
 - (D) one-way communication.
- (10) Firms that are not technology-oriented must develop new competencies in order to survive including the following except:
- (A) organizational suitability.
 - (B) competency development.
 - (C) technological feasibility.
 - (D) stagnation.
- (11) A motivation theory stating that people have conscious goals that energize them and direct their thoughts and behaviors toward a particular end is the:
- (A) equity theory.
 - (B) law of effect theory.
 - (C) goal-setting theory.
 - (D) expectancy theory
- (12) The process of sharing power with employees, thereby enhancing their confidence in their ability to perform their jobs and their belief that they are influential contributors to the organization is known as:
- (A) job enrichment.
 - (B) empowerment.
 - (C) growth need strength.
 - (D) restoring equity.

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(13) An invisible barrier that makes it difficult for certain groups, such as minorities and women, to move beyond a certain level in the organizational hierarchy is referred to as the:

- (A) black box theory.
- (B) glass ceiling.
- (C) job enrichment theory.
- (D) job enlargement concept.

(14) How tightly knit a group is and the degree to which group members perceive, interpret, and act on their environment in similar ways is referred to as:

- (A) coordination.
- (B) cohesiveness.
- (C) coerciveness.
- (D) power politics.

(15) Establishing a business agreement with a company in another country has long been a popular means for entering a new market through:

- (A) joint ventures.
- (B) licensing.
- (C) franchising.
- (D) subsidiaries.

※ Reading Comprehension:

The universities from which our own are descended were founded in the Middle Ages. They were established either by corporations of students wanting to learn, as in Italy, or by teachers wanting to teach, as in France. Corporations that had special legal or customary privileges for the purpose of carrying out the intentions of the incorporators were common in those days. The university corporations of the Middle Ages at the height of their power were not responsible to anybody, in the sense that they could not be brought to book by any authority. They claimed, and made good their claim, complete independence of all secular and religious control. The American university was, however, at first a corporation formed by a religious denomination or by the state for the purposes of the denomination or the state.

The American university in the seventeenth century was much closer to the American university today than to the medieval university. The Puritan communities needed ministers and professional men and so established universities to provide them. Later, religious groups built universities in order to extend their own influence. For example, the University of Chicago was founded by devout Baptists to combat the rising tide of Methodism in the Middle West. The president and the trustees of the university were required to have the proper religious affiliations in order to keep the university on the right path. Fortunately, the combination of John D. Rockefeller, William Rainey Harper, and the enlightened wing of the Baptist church preserved the university from too narrow an interpretation of its purpose.

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- (16) The passage states that French universities in the Middle Ages were founded by
- (A) students wanting to learn
 - (B) the state
 - (C) groups of professors
 - (D) the Catholic church
- (17) In line 10 “brought to book” means most nearly
- (A) required to teach certain books
 - (B) forced to set up printing houses
 - (C) forbidden to teach certain books
 - (D) required to explain their actions
- (18) The basic motive for setting up a university in a Puritan community was to
- (A) spread the religious ideals of the Puritans
 - (B) provide necessary personnel for the community
 - (C) educate the young about their religion
 - (D) prevent the spread of other religions
- (19) The author says the University of Chicago was established because of
- (A) the need for Baptist physicians in the Middle West
 - (B) the increasing lack of reverence in the Middle West
 - (C) a fear that Baptist beliefs were losing ground in the Middle West
 - (D) a strong desire to be the first university in the area
- (20) We can infer from the passage that the founders of the University of Chicago
- (A) were former Baptists
 - (B) were enlightened Baptists
 - (C) were strict Baptists
 - (D) had never been connected with the Baptist church
- (21) Which of the following does the passage tell us about John D. Rockefeller?
- (A) He wanted to spread the Baptist religion.
 - (B) He was a founder of the University of Chicago.
 - (C) He was an early president of the University of Chicago.
 - (D) He broadened the goals of the University of Chicago.

During surgery in a Chicago hospital, part of the ceiling of the operating theater fell in. The surgeon was concentrating so intently on the operation, however, that only afterward did he ask what all the plaster was doing on the floor behind him.

The surgeon's story came to light as part of the research by psychologist Mihaly Csikszenti (hereafter “Dr. C.”) at the University of Chicago on activities that are rewarding in and of themselves. Whenever individuals are involved in such activities, a feeling emerges which Dr. C. calls a “flow.”

- (22) The first paragraph of this article could best be described as
- (A) a definition of the subject
 - (B) a statement of the subject
 - (C) an illustration of the subject
 - (D) an analysis of the subject

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- (23) The article from which these lines were taken is mainly about
- (A) a surgeon
 - (B) the city of Chicago
 - (C) The medical profession
 - (D) Dr. C.'s research
- (24) Which of the following describes the surgeon's reaction when the ceiling collapsed?
- (A) He did not notice it when it happened.
 - (B) He was upset but completed the operation.
 - (C) He refused to complete the operation.
 - (D) He demanded to know why it had been allowed to happen.
- (25) The phrase "(hereafter "Dr. C.")" tells the reader that
- (A) the psychologist prefer to be called this
 - (B) the writer will refer to the psychologist in this way from now on
 - (C) surgeons and psychologist should both be called "Dr."
 - (D) most people refer to the psychologist in this way

二、挑錯並改正：(1-5 題，每題 3 分，共 15 分)

- (1) It is difficult in communication that causes visitors to Africa the most trouble.
(A) (B) (C)
- (2) Preservation of ice begun in prehistoric times.
(A) (B) (C)
- (3) Generally an adult gorilla standing up to six feet tall.
(A) (B) (C)
- (4) Rosemary, noted for the fragrance of its leaves, is also useful for to season in cooking.
(A) (B) (C)
- (5) The government must make every effort to prevent our environment from to be ruthlessly polluted.
(A) (B) (C)

三、短文寫作：(1 題，共 10 分)

In February 2012, the NBA player Jeremy Lin unexpectedly led a winning streak by New York while being promoted to the starting lineup, which generated a global following known as Linsanity. Please finish a short essay around 100 words to describe the phenomenon of Linsanity and your managerial implication.