

科目：管理學

適用：國企系

考生注意：

1. 依次序作答，只要標明題號，不必抄題。
2. 答案必須寫在答案卷上，否則不予計分。
3. 限用藍、黑色筆作答；試題須隨卷繳回。

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編號：231

一、選擇題（共 80 分，每題 4 分）

1. The four principles of scientific management include all the following except:
A) one best way to perform the job. B) bureaucracy.
C) financial incentives. D) scientific selection of personnel.
2. Decentralizing means the organization:
A) establishes an efficient bureaucracy. B) establishes participative decision-making.
C) appoints functional foremen. D) creates a separate division for each product.
3. Clarifying your objectives when solving a problem include all the following steps except:
A) converting concerns into objectives. B) banishing fuzzy thinking on objectives.
C) testing your objectives. D) identifying alternative solutions.
4. Lower-level managers usually deal with _____ decisions.
A) nonprogrammed B) programmed
C) unexpected and unique D) strategic
5. The selection and interpretation of information we receive through our senses and the meaning we give to the information is:
A) knowledge. B) perception.
C) psychological set. D) bounded rationality.
6. A manager's values, abilities and limited capacity for processing information restricts his/her decision-making rationality according to the _____ theory of decision making.
A) cognitive B) bounded rationality C) rational D) classical
7. Planning can't eliminate change. Managers plan in order to _____.
A) be prepared for when changes in management at the top occurs
B) anticipate changes and develop the most-effective response to changes
C) have the appropriate materials available when the demand for them comes about
D) decide what needs to be done when a change in environments happen

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8. The goal of forecasting is to provide managers _____.
- A) decisions as to what customers will be demanding and when
B) with information that will facilitate decision making
C) accurate predictions of trends and events
D) information about the dynamics of environmental change
9. Concentration, vertical integration and diversification are examples of a _____ strategy.
- A) competitive. B) functional. C) corporate-level. D) global.
10. Determining the duties of the jobs and the kinds of people to hire for them is:
- A) recruiting B) job analysis C) job satisfaction D) selecting
11. Our behavior is motivated by _____ of stimuli that reach us via our sense organs.
- A) experience B) self-efficacy C) perceptions D) self-concept
12. A leader without _____ is really not a leader because he/she has no chance of influencing anyone to do anything.
- A) professional skill B) motivation C) power D) drive
13. The nonverbal part of communicating is more important in some societies than in others because:
- A) gestures have different meanings in different cultures.
B) different societies utilize different communication channels.
C) a message's verbal content is more important than nonverbal content.
D) some societies do not utilize nonverbal communication.
14. A governmental influence that is usually aimed at reducing the competitiveness of imported products or services is its:
- A) trade barriers. B) quotas. C) command economy. D) tariffs.
15. Faster, more responsive decisions can be made by _____ organizations.
- A) compartmentalized B) flat C) tall D) matrix

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16. Participation of two or more companies in an enterprise in which each party contributes assets, owns the entity to some degree and shares risk is a:

- A) direct investment. B) wholly owned subsidiary.
- C) joint venture. D) strategic alliance.

17. Successful global management requires _____.

- A) enhanced sensitivity to differences in national customs and practices
- B) teaching English to foreign nationals
- C) Americanization of foreign managers
- D) rigid application of home-country practices

18. A tendency to respond to people or events in either a positive or negative way is:

- A) perception. B) attitude. C) stereotyping. D) self-concept.

19. A theory that suggests that employees compare their inputs and outcomes from a job to the ratio of input to outcomes of relevant others is known as _____.

- A) goal setting B) equity theory
- C) action motivation D) reinforcement theory

20. The most widely used control device is a:

- A) income statement. B) budget. C) balance sheet. D) audit.

二、簡答題 (共 20 分)

假設您是統一集團總裁，旗下有若干事業。請使用右圖中的模型，對您旗下所有事業進行歸類，並針對這四種類型的**事業各舉一例**說明之，並簡單說明您的**歸類理由**。（舉的例子可以是實際存在的統一事業，也可以由您虛構）

試 題

BCG Matrix

