

國立臺北大學 113 學年度碩士班一般入學考試試題

系(所)組別：企業管理學系乙組

科目：管理學

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1. Multiple Choice (10% for each, 60%)

Please select the most appropriate option and explain each incorrect choice, such as identifying the meanings associated with the options that are not correct.

(1) Transactional leaders are leaders _____.

- (A) whose personalities and actions influence people to behave in certain ways
- (B) who have the ability to create and articulate a realistic, credible, and attractive vision of the future that improves on the present situation
- (C) who lead primarily by offering rewards to followers
- (D) who stimulate and inspire followers to achieve extraordinary outcomes

(2) The final link in the communication process is _____.

- (A) translating a received message
- (B) converting a message into a symbolic form
- (C) checking to see how successfully a message has been transferred
- (D) converting a message into a symbolic form

(3) Self-managed work teams, _____.

- (A) which are formal groups of employees who operate without a manager and are responsible for a complete work process or segment
- (B) which are teams from the same department of the functional area involved in efforts to improve work activities or to solve specific problems
- (C) which are teams made up of individuals from various departments that cross traditional department lines
- (D) which are teams that use technology to link physically dispersed members to achieve a common goal

(4) Which of the following is correct?

- (A) Individualism and collectivism are mutually exclusive.
- (B) Power distance is the same as social inequality.
- (C) Feminine cultures prioritise the needs of the group over the needs of each individual.
- (D) Indulgent cultures are more individualistic than restrained cultures.

(5) Bounded Rationality _____.

- (A) assumes that managers have complete information and can process all the information they have
- (B) recognises limitations and accepts good enough decisions
- (C) expects managers to understand something without the need for conscious reasoning
- (D) takes account of the best available evidence and critical thinking

試題隨卷繳交

接背面

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(6) Which of the following is correct?

- (A) Studying history is a way to achieve strategic thinking, see the big picture, and improve conceptual skills.
- (B) One of the criticisms of scientific management is it acknowledges only variance among individuals
- (C) Most early interpretations of the Hawthorne studies agreed that money was the cause of the increased output
- (D) Maslow's hierarchy of needs started with belongingness, progressed to safety, and finally led to esteem

2. Please read the following paragraph and respond to the associated questions. Consider providing detailed and thoughtful answers.

“When Steve Jobs returned to Apple, in 1997, it had a conventional structure for a company of its size and scope. It was divided into business units, each with its own P&L responsibilities. Believing that conventional management had stifled innovation, Jobs laid off the general managers of all the business units (in a single day), put the entire company under one P&L, and combined the disparate functional departments of the business units into one functional organization.” quoted from How Apple is Organized for Innovation, Harvard Business Review, November–December 2020. Note: P&L means profit and loss.

(1) Provide a detailed description of the characteristics of a functional organizational structure, highlighting its key features. Additionally, (2) explain how a functional structure can play a role in facilitating innovation within an organization. (20%)

3. Over the past few years, sharing economy businesses such as Uber and Airbnb have transformed economic transactions, created new organisation forms and contributed to changes in consumer culture. However, the sharing economy has also attract some heated debates about its social responsibilities.

(1) Define sharing economy; (2) use Stakeholder Theory to describe AT LEAST one ethical concern about sharing economy. (20%)

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