

國立屏東商業技術學院 100 學年度碩士班暨碩士在職專班入學考試試題

系所別：行銷與流通管理系碩士班

科目：管理學

第 2 節

第 1 頁，共 2 頁

注意事項：選擇題請於答案卡作答；非選擇題請於答案卷作答，未依規定作答不予計分。

注意：

1. 本試題共有二大項：第一大項為配合題，計 10 題；第二大項為問答題，計 3 題。請依序並標明題號作答於答案卷上。
2. 試題須隨答案卷一併繳回。

一、配合題 (30%，每小題 3 分)

請將下列解釋名詞配合 A~J 的陳述，選出一個最恰當的答案。

題號：

1. Organizational commitment
2. Knowledge management
3. Learning organizations
4. Quality management
5. Management information system (MIS)
6. Supply chain management
7. Emotion intelligence (EI)
8. Charismatic leader
9. Differentiation strategy
10. Social responsiveness

選項：

- A. An enthusiastic, self-confident leader whose personality and actions influence people to behave in certain ways.
- B. An assortment of non-cognitive skills, capabilities, and competencies that influence a person's ability to cope with environmental demands and pressures.
- C. The ability of a firm to adapt to changing societal conditions.
- D. An employee's orientation toward the organization in terms of his or her loyalty to, identification with, and involvement in the organization.
- E. A philosophy of management that is driven by continual improvement and

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- responding to customer needs and expectations.
- F. Cultivating a learning culture where organization members systematically gather knowledge and share it with others in the organization so as to achieve better performance.
 - G. A system used to provide management with needed information on a regular basis.
 - H. An organization that has developed the capacity to continuously learn, adapt, and change.
 - I. A business-level strategy in which a company offers unique products that are widely valued by customers.
 - J. Management of the facilities, functions, and activities involved in producing and delivering a product or service, from suppliers to customers.

二、問答題 (佔 70%，第(1)題 30 分，第(2)題 20 分，第(3)題 20 分)

- (1) 近來中國大陸的勞工管理問題，以及東日本大地震引發的連鎖效應...等，突顯出企業處於瞬息萬變的全球化環境中，隨時可能面對危及生存的突發性事件。若你/妳身為企業的執行長，會如何進行危機管理以因應層出不窮的經營挑戰？請說明之。
- (2) 事出必有因，為提昇工作績效，管理者往往必須探究員工行為背後的動機。請闡述歸因理論(Attribution theory)的意涵，並舉例說明歸因理論的應用。
- (3) 根據情境領導理論(Situational leadership theory)，領導型態的有效性要視部屬的成熟程度而定。請說明為因應部屬成熟度的差異，所採取的領導方式。