

國立中山大學 102 學年度碩士暨碩士專班招生考試試題

科目名稱：管理學甲【企管系甲班碩士班甲組】

題號：441007

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請於答案卷上作答

一、單選題 50% (每題 2 分, 不倒扣)

1. Green Marketing encompasses a wide variety of business strategies and practices such as production process, product modification and

- A) consumers have right to save products
- B) packaging reduction
- C) painting products the color green for better advertising
- D) none of the above

2. Which of the following is the most significant disadvantage of franchising?

- A) high startup costs
- B) lengthy contracts
- C) difficulty in obtaining financing
- D) increased chance of failure

3. The roles of shareholders, directors, and other managers in corporate decision-making are called

- A) bylaws
- B) corporate governance
- C) articles of incorporation
- D) partnership agreements

4. Which of the following types of payments are usually received by an exporter as an ongoing payment calculated as a percentage of the license holder's sales?

- A) flat fees
- B) royalties
- C) direct investments
- D) agent fees

5. The purpose of _____ strategy is to determine what business or businesses a company will own and operate.

- A) functional
- B) mission
- C) corporate
- D) business

6. _____ is the obligation employees have to their manager for the successful completion of an assigned task.

- A) Centralization
- B) Authority
- C) Accountability
- D) Span of control

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7. Creating and maintaining the innovation and flexibility of a small business environment within the confines of a large, bureaucratic structure is referred to as _____.
- A) process organization
 - B) basic structuring
 - C) intrapreneuring
 - D) extrapolating
8. Sears can calculate the profits it generates from appliances, home furnishings, and every other department in the store if it treats each department as a _____.
- A) profit center
 - B) economic unit
 - C) cost center
 - D) centralized unit
9. Which of the following is true regarding quality management?
- A) Because it sets the tone for everything that follows, planning for quality is the most important stage in quality management
 - B) In controlling for quality, managers should establish specific standards and measurements.
 - C) TQM focuses on production to ensure that products are produced according to specifications..
 - D) TQM is sometimes called quality insurance.
10. _____ are industrial engineering techniques applied to each facet of a job in order to determine how to perform it most efficiently.
- A) Human relations
 - B) Inducement exercises
 - C) Job analyses
 - D) Time-and-motion studies
11. At Nordic Enterprises, Johann Ruud is most effective in carrying out the management of daily tasks that must be performed. Which of the following approaches most likely characterizes Johann's management style?
- A) situational
 - B) transactional
 - C) transformational
 - D) charismatic
12. Accessing a Web site in search of magazine articles about a product before its purchase is an example of what part of the consumer buying process?
- A) post-purchase evaluation
 - B) purchasing the product
 - C) information seeking
 - D) evaluation of alternatives
13. The sales and marketing departments are planning to undertake a large departmental reorganization. This project will require hundreds of individual activities, some of which must be done simultaneously and some of which can't begin until preceding activities have been completed. How might managers schedule such a complex project?
- A) load chart
 - B) PERT network analysis
 - C) Gantt chart
 - D) collaborative planning and forecasting

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14. Fayol was interested in studying _____, whereas Taylor was interested in studying _____.
- A) administrative theory; macroeconomics
 - B) all managers; first-line managers
 - C) bureaucratic structures; chains of command
 - D) senior managers; effective managers
15. Open organizations are those that _____.
- A) interact with their environments
 - B) are influenced by their environments, but do not interact with them
 - C) consist of interdependent parts
 - D) operate independently of their environments
16. Many of Mintzberg's roles align with the basic functions of management. For example, the _____ role is a part of planning.
- A) liaison
 - B) leader
 - C) figurehead
 - D) resource allocation
17. An organization's specific environment _____.
- A) is unique and changes with conditions
 - B) is determined by the top level of management
 - C) is the same regardless of the organization's age
 - D) must be quantified to establish its existence
18. Successful global management requires an attitude that is best described as _____.
- A) ethnocentric
 - B) polycentric
 - C) parochial
 - D) geocentric
19. According to the classical view, corporate managers should _____.
- A) maximize value to shareholders
 - B) maximize value to stockholders
 - C) emphasize charitable donations
 - D) represent society whenever possible
20. Which of the following is not a valid assumption about rationality?
- A) The problem is clear and unambiguous.
 - B) Preferences are clear.
 - C) A single, well-defined goal is to be achieved.
 - D) Preferences are constantly changing.
21. Using a single objective can result in unethical practices because managers _____.
- A) will manipulate the outcomes reported to assure that the one objective is achieved
 - B) want to satisfy the stockholders of the organization
 - C) will ignore other important parts of their jobs in order to look good on that one measure
 - D) will use overtime to accomplish that single objective without reporting it

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22. When the span of control _____, employee performance suffers due to a lack of time, leadership, and support.
- A) remains too small
 - B) becomes less cost efficient
 - C) becomes too large
 - D) becomes moderate
23. Which of the following represents the relationship between organizational culture and change?
- A) Culture and change are naturally compatible.
 - B) Culture tends to be very resistant to change.
 - C) Culture can never be purposely changed.
 - D) Culture can change in months but not weeks.
24. The cognitive dissonance theory proposed that the desire to reduce dissonance is determined by _____.
- A) importance, influence, and rewards
 - B) awareness, status, and punishments
 - C) stability, position, and power
 - D) economics, politics, and organizational structure
25. The job characteristics model (JCM) identifies _____ as the degree to which a job has substantial impact on the lives or work of other people.
- A) task identity
 - B) task significance
 - C) skill variety
 - D) autonomy

二、簡答題 50%

1. 請問企業經理人需要哪些技能? (9%)
2. 企業決策影響企業策略執行與成功,然而各企業之決策各不相同.請問其決策風格分為哪兩種? (6%)
3. 世界各國,各行各業都在強調“創新”的重要性.請問企業可從哪三方面著手激勵創新? (9%)
4. 企業倫理 (business ethics)在組織中常被忽略,但卻是相當重要的議題.請問企業組織經理人該如何建立重視倫理的企業文化? (5%)
5. 20 世紀 80 年代以來,全球化已成為一種現象和基本特徵。請問企業走向全球化的方式有哪 7 種? (21%)