

銘傳大學 102 年度研究所碩士班招生考試

企業管理學系碩士班乙組、國際企業學系碩士班、風險管理與保險學系碩士班、
傳播管理學系碩士班、資訊管理學系碩士班

第二節

「管理學」試題

(第 1 頁共 2 頁) (限用答案本作答)

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一、單選題 40%

※ 在回答問題時，請就該題所題供的選項選擇一個最適合的答案。

※ 請在答案卷上以下列表格方式呈現答案

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20

- When feedback control shows that planning goals and actual performance were dramatically different, the most likely conclusion is that _____.
A) planning was on-target B) planning was not on-target C) goals do not need to be changed
D) performance measurements were unreliable
- A household that cuts back on supermarket spending after going over-budget on its food budget is using the budget as a(n) _____.
A) leading tool B) controlling tool C) planning tool D) organizing tool
- Michelle is the general manager of a power plant. This morning she will meet with city officials to discuss environmental issues. After the meeting, she will confer with the plant's section managers to address the concerns of the city representatives. This afternoon Michelle will meet with a team leader to go over a complaint filed by an employee. After the complaint meeting, Michelle plans to spend time in the library and on the Internet researching new technologies that can be used to improve the performance of her plant. **When Michelle spends time searching for new technologies for her plant, she is performing which management role?**
A) entrepreneur B) leader C) disturbance handler D) spokesperson
- As shown in Question 3, which type of management skill does Michelle use most during the day?
A) interpersonal B) conceptual C) informational D) political
- When a firm advertises that it only uses recycled paper products, it is _____.
A) being socially responsive B) meeting its social obligation C) paying attention to the bottom line
D) being cynical
- A factory that has adhered to all pollution control standards has _____.
A) been economically responsible B) been socially responsive C) met its social obligation D) been ethical
- What is a heuristic?
A) a purely intuitive method of decision making
B) a shortcut or rule of thumb that is used for decision making
C) a totally unreliable method of decision making
D) a complicated and systematic method of decision making
- A banker opts for short-term gain despite indications that his decision might not pay off in the long run. Which error or bias is the banker guilty of?
A) immediate gratification B) selective perception bias C) overconfidence D) representation
- Groups decisions are usually _____ individual decisions.
A) more efficient but less effective B) less efficient than C) equal in efficiency to D) more efficient than
- The interactionist view of conflict states that conflict _____.
A) is natural and inevitable B) is necessary for successful group performance
C) is easily prevented D) must be avoided
- Your boss has total control over hiring, firing, and promotions in your department. He has _____.
A) low task structure B) high task structure C) high position power D) low position power
- All of the following appear to be universal elements of transformational leadership EXCEPT _____.
A) dynamism B) aggressiveness C) trustworthiness D) vision

本試題係兩面印刷
Exam Printed on 2 sides.

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(第 2 頁共 2 頁) (限用答案本作答)

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13. In the chain of command, each person above you _____.
- A) has special privileges B) has no right to give you orders C) receives higher pay D) has line authority
14. A soap company that features a bath soap department, a laundry detergent department, and a dish soap department is using which of the following?
- A) customer departmentalization B) process departmentalization C) functional departmentalization
D) product departmentalization
15. The chain of command answers this question.
- A) How do I know when the task is complete? B) Who reports to whom? C) What are the rules?
D) Where do I go for help?
16. The first step in any employment planning process involves making a _____.
- A) human resource inventory B) job description C) job specification D) product evaluation
17. A person who believes that "the ends justify the means" would be likely to have a high level of which personality trait? A) social skills B) Machiavellianism C) empathy D) self-awareness
18. _____ is the process of organizing and interpreting sensory impressions to give meaning to the environment. A) Learning B) Perception C) Attribution D) Selection
19. In attribution theory, if a person is conscientious in five separate tasks, but in the sixth task fails to be conscientious, this task is said to have _____.
- A) low consensus B) high distinctiveness C) high consensus D) low distinctiveness
20. A theory that suggests that employees compare their inputs and outputs from a job to the ratio of relevant others is known as _____.
- A) reinforcement theory B) action motivation C) goal setting D) equity theory

二、問答題

60%

- (一)「溝通」是管理中相當重要的議題。請回答以下問題：20%
1. 說明溝通的程序。
 2. 請任以一個電視廣告為例，並依您在上題中所回答的溝通程序來說明廣告主與閱聽眾之間的溝通。
- (二)「期望理論(expectancy theory)」常被視為一種完整的激勵理論。請說明何謂「期望理論(expectancy theory)」？請以您過去所修習過的某一門課程為例來說明「期望理論」。15%
- (三)假設您在今年七月份有出國觀光的規劃，請說明您對於此出國觀光規劃的決策制定程序。15%
- (四)請以您曾經看過的一本管理相關書籍為例，說明該本書對您的啟發與影響【在您的答案中需指出書本名稱】。10%

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試題完
End of exam