

大同大學 102 學年度研究所碩士班入學考試試題

考試科目：經營概論

所別：事業經營研究所

第 1/2 頁

註：本次考試 不可以參考自己的書籍及筆記； 不可以使用字典； 不可以使用計算器。

A. Multiple Choices:

1. In a small organization, which of the following is NOT likely to be true? (A) Relationships are more likely to be informal. (B) The design of the organization is likely to be less structured and complex. (C) Planning is not likely to be an orchestrated ritual. (D) Workers are likely to be observed by computerized monitoring systems.
2. The culture of an organization is analogous to the _____ of an individual. (A) skills (B) ability (C) personality (D) motivation
3. Which of the following is NOT a typical attempt by management to provide flexibility in the workplace? (A) on-site day care (B) job sharing (C) telecommuting (D) benefits for part-time employees
4. Mid-level managers in a country with high power distance are _____ than managers from a low power distance country. (A) less likely to make safe, conservative decisions (B) more likely to disagree with their leaders' decisions (C) less likely to make risky decisions (D) more likely to make risky decisions
5. The more uncertain a situation is, the more _____ plans must be. (A) short term (B) unspecific (C) long term (D) flexible
6. All of the following are part of the process of organizational design EXCEPT _____. (A) determining goals for the organization (B) determining rules for employee behavior (C) deciding how specialized jobs should be (D) determining the level at which decisions are made
7. Eric is offered a chance to help direct the efforts of some employees assigned to his work group. This is a chance for Eric to experience _____. (A) authority (B) responsibility (C) functional structure (D) divisional structure
8. Which of the following would be most likely to result in a manager recommending counseling for an employee? (A) The employee has not been adequately trained. (B) The employee does not have the skills required for the job. (C) The employee isn't putting out enough effort. (D) The employee and the job are mismatched.
9. Keena's company needs to increase the diversity of its workforce. Which choice might this requirement rule out? (A) advertising (B) school placement (C) private employment agency (D) employee referral
10. Which of the following is an external force that would cause a company to make an organizational change? (A) a widening span of control for managers (B) a booming economy (C) the naming of a new CEO (D) an organization-wide restructuring
11. _____ refers to the ability to combine ideas in a unique way or to make unusual associations between ideas. (A) Open-minded thinking (B) Innovation (C) Imagination (D) Creativity
12. Managers who want creative and innovative employees should _____. (A) stress that there is only one path to a goal (B) not place much emphasis on goals (C) focus on ends rather than means (D) focus on means rather than ends
13. Attribution theory is primarily concerned with explaining _____. (A) the perceptions of others (B) one's own perceptions (C) the behavior of others (D) the behavior of groups
14. Which of the following is NOT a characteristic of Gen Y workers? (A) goal oriented (B) little interaction with colleagues (C) seek out creative challenges (D) high expectations
15. In a global team, team members should guard against _____, which can be a source of discord and resentment among team members. (A) diversity (B) ambiguity (C) stereotyping (D) risk
16. This is one thing that global teams usually fail to attain. (A) team goals (B) consensus (C) organizational goals (D) team cohesiveness

<背面繼續>

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考試科目：經營概論

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第 2/2 頁

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17. Theory Y assumes that people inherently _____. (A) want to control their own destiny (B) are driven by fear (C) don't trust one another (D) are unhappy
18. Expectancy theory and goal-setting theory align well with American workers because American culture places a strong emphasis on _____. (A) collectivism and achievement (B) low power distance and high uncertainty avoidance (C) individualism and high power distance (D) achievement and individualism
19. Path-goal theory assumes that environmental factors such as _____ can change a leadership situation. (A) skills and abilities of followers (B) personal work experience of followers (C) work group structure of followers (D) locus of control of followers
20. Which of the following is NOT a reason that the importance of trust has increased in today's business climate? (A) Only 60 percent of U.S. employees trust their leaders. (B) Downsizing has eroded the faith that workers have in their leaders. (C) Job performance is related to trust. (D) Job satisfaction is related to trust.
21. The average listener can understand language at a rate that is _____ the average speaker can speak. (A) a little bit slower than (B) the same rate that (C) much faster than (D) much slower than
22. How does jumping to conclusions affect the communication process? (A) Jumping to a conclusion causes the listener to feel shortchanged because he or she is not hearing the entire message. (B) Jumping to a conclusion causes the speaker to feel nervous because he or she feels obligated to expand on his or her basic message. (C) Jumping to a conclusion causes the listener to stop listening because he or she has already formed a view of what the speaker is attempting to express. (D) Jumping to a conclusion causes the speaker to stop speaking because he or she sees no reason to carry on to a listener who already knows what is being said.
23. Which kind of control takes place while the actual work is carried out? (A) reverse (B) feedforward (C) concurrent (D) feedback
24. When comparing Mexico to Scotland, you would expect Scottish workers to have _____. (A) lower productivity and lower labor cost per worker (B) lower productivity but higher labor cost per worker (C) greater productivity and higher labor cost per worker (D) greater productivity but lower labor cost per worker
25. It is easier to see the transformation process at work in manufacturing organizations than in service organizations because manufacturing organizations _____. (A) produce physical goods (B) turn inputs into outputs (C) turn inputs into physical and nonphysical products (D) produce goods and services
- B. 列舉事業機能(Business function)與經營機能(Management function)各包括那些機能？各機能名稱請中英文並列。(15%)
- C. 試繪出損益兩平點圖(breakeven chart)，並由 $TR=TC$ 導出以數量表示(Breakeven in units)的損益兩平點及以金額表示(Breakeven in dollars)的損益兩平點(只列公式給一半分數)。(15%)
- D. Translate the following sentence into Chinese:
- a. The key difference between economic systems is the way in which they manage the factors of production. Different types of economic systems manage the factors of production in different ways. (8%)
- b. *Management* refers to the process of getting activities completed efficiently and effectively with and through other people. (7%)
- c. Exchange rate fluctuation can have an important impact on balance of trade. (5%)