

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：管理學乙【企管系甲班碩士班乙組】

題號：441006

※本科目依簡章規定「不可以」使用計算機

共 4 頁第 1 頁

請於答案卷上作答

一、單選題 50%（每題兩分，不倒扣）

1. An employee who discovers and tries to put an end to a company's unethical, illegal, or socially irresponsible actions by publicizing them is called _____.
A) outside contractor
B) top management
C) whistle-blower
D) investor
2. Which of the following is NOT a typical part of a business plan?
A) a financial plan
B) a sales forecast
C) general description of the business concept
D) terms for credit purchases
3. In a _____, two or more organizations collaborate on a project for mutual gain, and each partner owns a share of the new enterprise.
A) vertical merger
B) professional corporation
C) joint venture
D) strategic alliance
4. In which international organization structure does a firm have greater control over foreign activities?
A) licensing arrangements
B) strategic alliances
C) exporting
D) agents
5. Statements of how organizations will achieve their purposes in the environments in which they conduct their business are called _____.
A) mission statements
B) intermediate goals
C) short-term goals
D) long-term goals
6. Departments linked to the production and sales of specific products are _____.
A) matrix departments
B) staff departments
C) line departments
D) organizational departments
7. Everyday social interactions among employees that transcend formal jobs and job interrelationships are called the _____.
A) formal organization
B) informal organization
C) production organization
D) gossip structure

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共 4 頁第 2 頁

8. Which of the following is a natural part of organizational growth?
- A) entrepreneurship
 - B) retrenchment
 - C) job specialization
 - D) outsourcing
9. When a company turns out costumes in time for Halloween, it creates _____ utility.
- A) ownership
 - B) time
 - C) place
 - D) form
10. Time-and-motion studies are associated with which theory of management?
- A) two-factor theory
 - B) human relations theory
 - C) behavior theory
 - D) scientific management
11. Which statement is true regarding charismatic leadership?
- A) Charismatic leadership ideas are unpopular among contemporary managers.
 - B) Taking over a leadership role from a charismatic leader is typically easier than following a leader lacking in charisma.
 - C) Ethical concerns about charismatic leadership trouble some people.
 - D) Many studies have attempted to test the impact of charismatic leadership.
12. At Ace Products, employees receive a fixed dollar amount for benefits, but they may choose between various health insurance, life insurance, disability insurance, and educational benefits through a(n) _____ plan.
- A) equal employment
 - B) profit-sharing
 - C) cafeteria benefits
 - D) gain-sharing
13. Randy told Rob that an effective hiring process is important to value chain management because _____.
- A) value chain management requires a diverse group of highly specialized employees
 - B) flexible job designs require flexible people to fill them
 - C) value chain management requires highly experienced and knowledgeable employees
 - D) employees need to have the knowledge and tools they need to do their jobs efficiently
14. The primary issue that motivated Taylor to create a more scientific approach to management was _____.
- A) worker efficiency
 - B) worker absenteeism and turnover
 - C) worker effectiveness
 - D) workplace safety

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共 4 頁 第 3 頁

15. Which of the following is not a reason why the division of labor enhances productivity?
- A) It encourages labor-saving inventions.
 - B) It increases worker skill and dexterity.
 - C) It saves time lost in changing tasks.
 - D) It requires strict management control over worker time and motion.
16. The three essential managerial skills include _____.
- A) technical, human, and empirical
 - B) human, empirical, and conceptual
 - C) technical, interpersonal, and controlling
 - D) technical, human, and conceptual
17. An innovative organizational culture is characterized by all of the following characteristics except _____.
- A) freedom
 - B) conformity
 - C) debates
 - D) risk taking
18. Managers with a(n) _____ attitude view every foreign operation as different and hard to understand.
- A) geocentric
 - B) polycentric
 - C) ethnocentric
 - D) transnational
19. The socioeconomic view is that management's social responsibility goes beyond making profits to include _____.
- A) placing members of society on welfare
 - B) protecting and improving society's welfare
 - C) minimizing the welfare of society in exchange for profits
 - D) protecting and improving the organization's profits
20. When decision makers assess the likelihood of an event based on how closely it resembles other events or sets of events, they are using _____.
- A) availability bias
 - B) framing bias
 - C) selective perception bias
 - D) representation bias
21. To a degree, an organization's commitment to quality and continuous improvement can differentiate it from competitors, but constant improvement and reliability of an organization's products and/or services may result in a competitive advantage that is _____.
- A) weighted
 - B) sustainable
 - C) conservative
 - D) uncertain

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22. According to the group behavior model, group size is an example of what factor of group determination of effectiveness?
- A) external conditions
 - B) group structure
 - C) group processes
 - D) group tasks
23. Which of the following is not an internal force of change?
- A) technology
 - B) strategy
 - C) workforce
 - D) employee attitudes
24. If a company is concerned with high member satisfaction, which of the following communication networks is best?
- A) chain network
 - B) horizontal network
 - C) wheel network
 - D) all-channel network
25. Which of the following leadership styles describes a leader who provides little direction or support?
- A) telling
 - B) selling
 - C) participating
 - D) delegating

二、簡答題 50%

1. 何謂企業永續能力 (sustainability)? (6%)
2. 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%)
3. 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%)
4. 請問企業經理人需要哪些技能? (9%)
5. 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%)