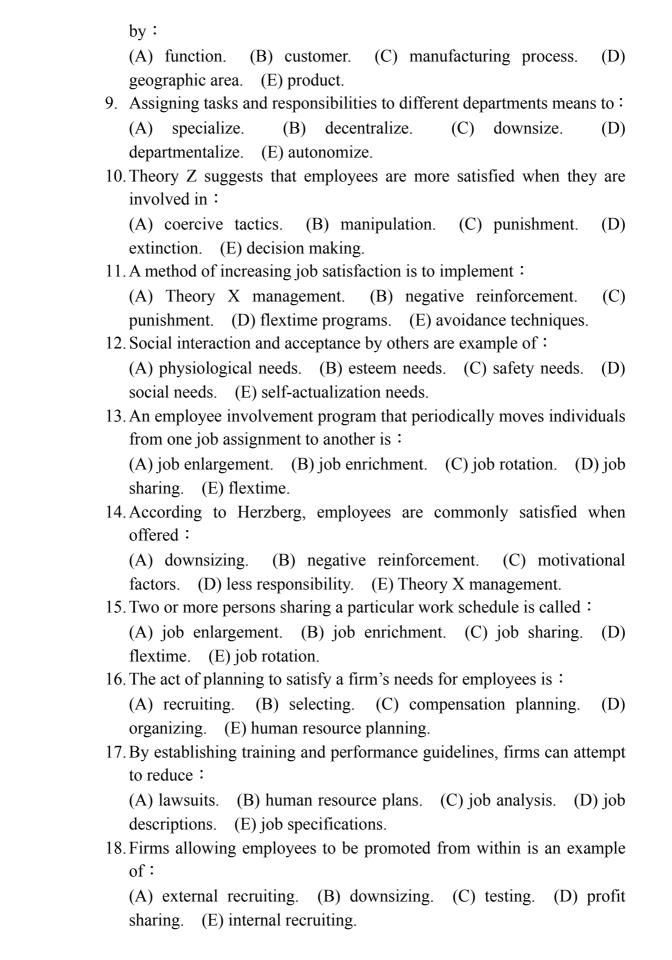
銘傳大學八十九學年度二年制在職進修專班招生考試

第二節

管理學 試題

- 一、 選擇題<單選題,選擇最好的答案><75%,每小題3分>
 - 1. Managers responsible for producing a safe product are called:
 - (A) marketing managers. (B) finance managers. (C) sales managers.
 - (D) human resource managers. (E) production managers.
 - 2. The function of management used to provide feedback as to whether employees satisfied the firm's expectations is:
 - (A) planning. (B) controlling. (C) organizing. (D) leading. (E) time management.
 - 3. The skills managers use to understand the relationships between the various tasks of the firm are:
 - (A) interpersonal. (B) technical. (C) decision-making. (D) conceptual. (E) problem-solving.
 - 4. The type of leadership style that is effective when employees can offer a different perspective to the manager is :
 - (A) autocratic. (B) command-oriented. (C) contingency. (D) authoritative. (E) participative.
 - 5. A strategic plan that focuses on increased sales will likely require more:
 - (A) production and financing. (B) policies and rules. (C) prioritizing tasks. (D) authoritarian management. (E) autocratic management.
 - 6. The skills that managers need to communicate with customers and employees are:
 - (A) organizing skills. (B) control skills. (C) motivating skills. (D) conceptual skills. (E) interpersonal skills.
 - 7. When the managers of a financing function rely on the marketing managers to make decisions, this is an example of:
 - (A) contingency planning. (B) autocratic leadership. (C) departmentalization. (D) board of directors. (E) cross-functional teamwork.
 - 8. It is common for larger firms with many products to departmentalize



- 19. In satisfying the consumer, the ultimate goal is to develop a product that is:
 - (A) higher priced. (B) price sensitive. (C) copyrighted. (D) patented. (E) superior to others.
- 20. A firm's human resource manager can obtain detailed information about the applicant's past work experience through a(n):
 - (A) employment test. (B) physical exam. (C) interview. (D) orientation program. (E) job analysis.
- 21. Some pricing decisions are directly related to the supply of:
 - (A) social values. (B) social norms. (C) maintenance operations.
 - (D) creditors in the market place. (E) inventory.
- 22. The promotional mix for a firm includes the following except for:
 - (A) target marketing. (B) personal selling. (C) advertising. (D) sales promotion. (E) public relations.
- 23. The firm's primary goal is described by the strategic plan based the firm's:
 - (A) tactical plan. (B) mission statement. (C) operating plan. (D) bottom-up plan. (E) contingency plan.
- 24. The function of management that represents the monitoring and evaluation of tasks is:
 - (A) planning. (B) organizing. (C) controlling. (D) leading. (E) motivating.
- 25. In a merchandising firm, a report explaining how products should be allocated to floor space in order to meet profitability objectives is an example of:
 - (A) a strategic plan. (B) a tactical plan. (C) an operational plan. (D) a contingency plan. (E) a bottom-up plan.

二、 試解釋下列名詞<25%,每小題5分>

- 1. Management by Objective.
- 2. Risk Management.
- 3. Supply Chain Management.
- 4. Management by Exception.
- 5. Logistic Management.