

銘傳大學 98 學年度轉學生招生考試

企業管理學系、國際企業學系、會計學系、財務金融學系、
應用統計資訊學系、經濟學系、醫療資訊與管理學系

7 月 23 日第三節

管理學試題

(第 1 頁共 4 頁) (限用答案本作答)

可使用計算機 不可使用計算機

一、單擇題 40% (共 20 題, 每題 2 分)

※請在答案卷中畫出跟下列所示相似的表格來作答。

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

1. Wasting resources is considered to be an example of managerial _____.
 - a. efficiency
 - b. effectiveness
 - c. inefficiency
 - d. ineffectiveness
2. According to Mintzberg's management roles, the _____ roles are those that involve people and other duties that are symbolic in nature.
 - a. informational
 - b. interpersonal
 - c. technical
 - d. decisional
3. Joint ventures are a type of _____.
 - a. license
 - b. franchise
 - c. foreign subsidiary
 - d. strategic alliance
4. _____ is a cultural measure of the degree to which people will tolerate risk and unconventional behavior.
 - a. Power distance
 - b. Uncertainty avoidance
 - c. Achievement
 - d. Nurturing
5. The belief that businesses should be responsible because such actions are right for their own sake is known as which argument for social responsibility?
 - a. public expectation
 - b. ethical obligation
 - c. public image
 - d. discouragement of further government regulation
6. An organization's use of outside firms to provide necessary products and services is known as _____.
 - a. outsourcing
 - b. downsizing

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- c. reengineering
d. rightsizing
7. When an organization is analyzing its labor supply, it is studying its _____.
- a. organizational culture
b. internal environment
c. external environment
d. organizational structure
8. _____ and _____ are outcomes from a study of the external environment.
- a. Threats; weaknesses
b. Strengths; weaknesses
c. Weights; measures
d. Opportunities; threats
9. The first step in the decision-making process is which of the following?
- a. Develop the alternatives.
b. Analyze alternatives.
c. Identify decision criteria.
d. Identify the problem.
10. A _____ span of control is associated with many levels of management, which gives rise to a _____ organizational structure.
- a. wide; tall
b. wide; flat
c. narrow; tall
d. narrow; flat
11. The number of persons reporting directly to a single manager is an organizational issue relating to _____.
- a. functional authority
b. centralization
c. line and staff relationships
d. span of control
12. Power based upon one's expertise, special skills, or knowledge is
- a. coercive power.
b. legitimate power.
c. expert power.
d. referent power.
13. _____ is the process used by organizations to attract a qualified pool of job applicants.
- a. Socialization
b. Recruitment
c. Human resource planning
d. Affirmation action

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(第 3 頁共 4 頁) (限用答案本作答)

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14. To be effective, selection devices need to measure the same variable consistently. This is known as which of the following?
- reject errors
 - reliability
 - validity
 - recruitment
15. Jose is a manager in the finance department. He has just been given his objectives by his boss and is not sure whether he or his boss is responsible for completing the monthly budget forecast; this is an example of _____.
- role conflict
 - role overload
 - role ambiguity
 - role inconsistency
16. The "free rider" tendency explains why _____.
- the productivity of groups is exponential
 - there is always one person who does not work as hard as other group members
 - as groups get larger, the individual contribution often decreases
 - group productivity grows in a linear fashion
17. The two factors in Herzberg's theory are motivators and _____.
- growth
 - hygiene
 - power
 - achievement
18. The _____ theory of motivation is based on the premise that employees compare their inputs and outcomes to other people in a similar situation to determine if they are being fairly treated.
- expectancy
 - equity
 - McClelland needs
 - motivation-hygiene
19. _____ leaders usually make decisions on their own and announce them to their direct reports.
- Autocratic
 - Democratic
 - Participative
 - Charismatic
20. _____ is a control approach that emphasizes authority and relies heavily on administrative rules, policies, and procedures.
- Market control
 - Bureaucratic control
 - Clan control
 - Price control

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二、解釋名詞 40% (共 5 題, 每題 8 分)

※請根據各題解釋內容, 寫出該解釋內容所代表之中文、英文專有名詞。

各名詞需寫出完整的文字, 僅以縮寫或簡稱來表示者不計分。

※在答案卷中請畫出與下列相似的表格來作答。

| | 中文 | 英文 |
|---|----|----|
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |
| 5 | | |

1. A function of how much decision-making authority is pushed down to lower levels in the organization.
2. A system in which specific performance objectives are jointly determined by subordinates and their supervisors, progress toward objectives is periodically reviewed, and rewards are allocated on the basis of that progress.
3. A statement of the minimum acceptable qualifications that an incumbent must possess to perform a given job successfully.
4. A model of leadership behavior that reflects how a leadership style in accordance with the readiness of followers.
5. The assignment of authority to another person to carry out specific activities.

三、問答題 20%

1. 人們在判斷他人時經常會產生偏誤, 請針對以下兩種偏誤, 分別詳述其意義, 並舉管理上的案例說明之。(1) 刻板印象; (2) 月暈效果。

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試題完