一、單一選擇題(每題 2 分)

1. Research on group demography demonstrates that ___ are positively related to ___
a. similar member attributes; performance
b. dissimilar member attributes; performance
c. similar member attributes; turnover
d. dissimilar member attributes; turnover.

2. The group size that exercises the best elements of both small and large groups is:
a. 3 to 4 members.
b. 4 to 5 members.
c. 5 to 7 members.
d. 7 to 9 members.

3. McClelland's need for achievement best approximates Maslow's need for:
a. esteem.
b. self-actualization.
c. love.
d. success.

4. Achievers prefer jobs that offer
a. personal responsibility.
b. feedback.
c. moderate risks.
d. all of the above.

5. Cognitive dissonance is the difference between:
a. attitudes and values.
b. rights and justice.
c. job satisfaction and reward.
d. belief and action.

6. In contrasting values and attitudes, which one of the following is true?
a. They come from different sources
b. There is no significant correlation between the two
c. Attitudes are more stable than values
d. Values are more stable than attitudes

7. ___ is detrimental to group cohesiveness.
a. Diversity
b. Education
c. Teamwork
d. Trust

8. A ___ leader focuses entirely on people concerns and not on task concerns in the Managerial Grid.
a. 9,1
b. 9,9
c. 1,9
d. 5,5

注意：背面有試題

9. Which model represents the theory that effective leadership depends upon a proper match between a leader's style of interacting with subordinates and the degree to which the situation gives control and influence to the leader?
a. Leader-member Exchange Theory
b. Fiedler Contingency Model
c. Hersey and Blanchard's Situational Theory
d. Situational Leadership Theory

10. Which of the following styles offered by Hersey and Blanchard most approximates the 9,9 leader ?

a. telling
b. selling
c. delegating
d. participating

二、解釋名詞

1. Selective Perception　　　　　　　　(5%)

2. Social Loafing　　　　　　　　　　(5%)

3. Dural-core Model of Change　　　　(5%)

4. Self-fullfiling Prophecy　　　　　　(5%)

5. Customer Relationship Management, CRM　(5%)

6. Flexible Manufacturing Technology　　(5%)

7. Portfolio Planning Matrices　　　　(5%)

8. Turbomarketing　　　　　　　　(5%)

三、問答題

1. "High cohesiveness in a group leads to higher group productivity." Do you agree this statement? Why or why not? (10%)

2. 試述企業在國際化時可能面臨成本縮減與當地回應的壓力有哪些？並說明企業進入國際環境競爭時，可能採行的四種國際化策略。(15%)

3. 試比較分析管理學的古典研究路線與行為研究路線的基本假設，並說明當代管理學兩大新興思潮在管理學上應用的差異性。(15%)