

國立中央大學103學年度碩士班考試入學試題卷

所別：企業管理學系碩士班 一般丙組(一般生) 科目：管理學 共 / 頁 第 / 頁
企業管理學系碩士班 一般戊組(一般生)

本科考試禁用計算器

*請在試卷答案卷(卡)內作答

英文選擇題(選擇題答案請填於答案卡。單選題，每題5分，共15題)

1. Which one of following ideas is not part of management processes? (A) Organizing (B) Leading (C) Developing (D) Controlling (E) Planning.
2. Which one of following needs is not affiliated with Maslow's hierarchy of needs? (A) Safety (B) Self-fulfillment (C) Esteem (D) Belonging (E) Psychological
3. John is a technical manager that tries to develop and promote a new product idea in his company. Which one of following roles John play? (A) Figurehead (B) Decision makers (C) Liaison (D) Entrepreneur (E) Negotiator
4. Which one of following concepts refer to the ideas of a SWOT analysis? (A) Strategies (B) Weather (C) Technologies (D) Organization (E) Weakness
5. Organizational structure of a firm can be divided by following ideas, except: (A) Function (B) Geography (C) Product (D) Stakeholder (E) Matrix
6. Organization design needs to consider lots of factors, except (A) Strategy (B) Technology (C) Environment (D) Size (E) Departmentalization.
7. Organizations can be imaged as the following metaphors, except (A) Machines (B) Living systems (C) Cultures (D) Nouns (E) Psychic prisons
8. In a decision making process, which one of following ideas is less important to put into considered? (A) Bounded rational (B) Political consideration (C) Personal preference (D) Certainty (E) Information asymmetry
9. Two dimensions of Blake and Mouton's Managerial grid include (A) Task and team (B) Experience and ability (C) Directive and supportive attributes (D) Concerns for people and production (E) Consultative and participative
10. According to reinforcement theory, a boss wants to reinforce employees' behaviors, he/she should not use one of following tools: (A) Avoidance learning (B) Punishment (C) Positive reinforcement (D) Goal setting (E) Extinction
11. According to Elton Mayo's research on Hawthorne works, working output are more related with (A) Operational routines (B) Optimal operations (C) supportive and cooperative environment (D) Working conditions (E) Incentive system
12. A consulting firm has which kind of power while delivering its proposal to clients (A) Status (B) Reward (C) Coercive (D) Expert (E) Legitimate
13. Which one of following tools is not mainly used in management control? (A) 360 degree feedback (B) Financial reports (C) Balanced scorecard (D) Organizational chart (E) Gantt chart
14. According to Coca-Cola's international operations, it is more like to implement which of one of following strategies? (A) International (B) Multidomestic (C) Global (D) Export (E) Transnational
15. In the behavioral context for corporate renewal, which one of following characteristics is not included (A) Support (B) Stretch (C) Trust (D) Constraint (E) Discipline

問答題(共兩題。共25分)

1. 許多企業在被發現違反企業社會責任的作為之際，均將其原因歸咎於同業間的歷史共業所致。請根據您所熟悉的管理知識來說明單一企業能如何處理歷史共業這樣的包袱。(15%)
2. 平台競爭已成為當前產業競爭的重要方向。請舉出一個具備平台競爭特性的產業，並指出身處平台競爭環境的廠商所可能面對的一個管理議題。(10%)

參考用