

## 國立中山大學100學年度碩士班招生考試試題

科目：管理實務【企管系乙班碩士班】

第一部份：此部份包括選擇題與問答題，共五十分，請於答案卷中作答

選擇題：(單選題，每題三分，共四十五分)

1. Ruby is in charge of the company newsletter. She provides the newsletter by both e-mail and hard copy to each employee. In the newsletter she includes changes in company policy, awards employees have received, and general interest articles about the company staff. Ruby is participating in
  - A. Information management
  - B. E-management
  - C. Project management
  - D. Knowledge management
  - E. Software management
  
2. A manager at a Cosmetics company is attempting to determine which type of people to hire. This is an example of
  - A. planning.
  - B. organizing.
  - C. leading.
  - D. controlling.
  - E. marketing.
  
3. Marilyn works for a small, private, mid-western university as a budget manager. She has just been to a leadership conference where she learned new tools that she thinks will benefit her staff. On the plane home Marilyn began planning how she would encourage employees to use this new knowledge to modify their behavior to help her department reach its goals. Based on this information, which of the following is the best description of the type of organization for which Marilyn works?
  - A. a bureaucratic organization
  - B. an organization that believes in Theory X
  - C. an organization that practices Theory Z
  - D. a purposeful organization
  - E. a learning organization
  
4. The field that is dedicated to better understanding and managing people at work is called
  - A. organizational behavior.
  - B. organizational development.
  - C. organizational culture.
  - D. organizational strategy.
  - E. organizational science.

5. The comprehensive approach to continuous quality improvement, training, and customer satisfaction is known as
- quality assurance.
  - quality control.
  - total quality management.
  - reengineering.
  - operations management.
6. According to the illustrations describing the product life cycle, during which stage of the cycle is there a strong likelihood that negative profits will be the norm?
- Introduction
  - Growth
  - Maturity
  - Decline
  - Death
7. A company allows a foreign firm to pay it a fee and a share of the profits for using the first company's brand name and a package of materials and services. This is called
- outsourcing.
  - franchising.
  - licensing.
  - countertrading.
  - a joint venture.
8. When Thailand's currency dropped precipitously in value in the 1990s, the \_\_\_\_\_ helped by loaning money to various Asian countries.
- World Bank
  - IMF (International Monetary Fund)
  - WTO (World Trade Organization)
  - EU (European Union)
  - ASEAN (The Association of Southeast Asian Nations)
9. Which of the following is in the correct order?
- mission statement, vision statement, strategic planning, tactical planning, operational planning
  - vision statement, mission statement, strategic planning, operational planning, tactical planning
  - vision statement, mission statement, strategic planning, tactical planning, operational planning
  - mission statement, vision statement, strategic planning, operational planning, tactical planning
  - mission statement, vision statement, tactical planning, strategic planning, operational planning

10. Which of the following is the best statement of a goal?
- A. I want to lose weight.
  - B. I want to lose 20 pounds by June 1, 2010.
  - C. I want to lose 40% of my body mass by next month.
  - D. I want to look better.
  - E. I want to start losing weight soon.
11. Having just spent \$1500 for a new engine for his old car, Raimundo now learns his transmission needs to be replaced. Raimundo decides to junk the car. Raimundo has avoided continuing the \_\_\_\_\_ bias.
- A. anchoring
  - B. adjustment
  - C. availability
  - D. representativeness
  - E. escalation of commitment
12. The extent to which an employee feels positively or negatively about various aspects of their work refers to
- A. job involvement.
  - B. job performance.
  - C. organizational commitment.
  - D. job satisfaction.
  - E. job enrichment.
13. The activities managers perform to plan for, attract, develop and retain an effective workforce are called
- A. strategic planning.
  - B. contingency planning.
  - C. job analysis.
  - D. human resource management.
  - E. performance appraisal.
14. The extent to which people are able to observe their own behavior and adapt it to external situations is called
- A. self-esteem.
  - B. self-efficacy.
  - C. self-monitoring.
  - D. agreeableness.
  - E. locus of control.

## 國立中山大學100學年度碩士班招生考試試題

科目：管理實務【企管系乙班碩士班】

15. Bonita, a manager, provides a bonus to Beverly, one of her subordinates, for effectively dealing with a difficult customer's complaint. This is an example of the use of \_\_\_\_\_ power.
- legitimate
  - referent
  - reward
  - punishment
  - expert

簡答題 (本題五分):

- 何謂競爭優勢？如何取得競爭優勢？常見的競爭優勢策略包含哪些？

第二部份：此部份問題請以不超過一百字回答，力求簡明扼要。請在答案本上作答，書寫請力求工整，以利批改作業。

- 當你想自己創業當老闆時，你覺得下列各項，哪個因素最為重要（只能選擇一項）？簡單扼要說明你的理由：資金、市場、團隊、人脈、產品，或是其他？（本題十分）
- 請說明標準作業流程(SOP)的特性，你認為什麼狀況下適合使用此標準流程，什麼情形下不適合？並請扼要說明原因。（本題十分）
- 產品（服務）品質與成本，該如何取捨，並保持平衡？（本題十分）
- 根據下列新聞：如果你是通豪飯店主管，請在接到廣達訂單後，列出你的計畫與執行方式，以防止下列新聞的事件發生。（本題二十分，可以不超過二百字回答）

2011年01月16日 07:04 蘋果日報

筆記型電腦代工大廠廣達前晚砸下5000萬元席開417桌吃尾牙，特別請台中通豪飯店辦外匯。尾牙一桌6千元，菜單上列了12道菜，沒想到6時準時開席，前一個半小時只有3道菜，到了9時才來了5道菜，飲料也是催了2個半小時才來。許多員工在寒風中餓肚子看表演，撐不到李宗盛的壓軸表演，提早退席回家吃泡麵。尾牙結束之後，員工上網罵翻天，還向本報投訴，廣達福利委員會昨天緊急決定發給每個人500元賠禮，並向台中通豪飯店求償。