

## NATIONAL SUN YAT-SEN UNIVERSITY

MA Entrance Examination  
Subject: English  
Health Management Department  
March 30, 2008

This exam consists of a Grammar and Vocabulary part, and a Reading Comprehension part. The total number of questions is 50 (2 points per correct answer). You have 100 minutes for this exam.

- For the Grammar and Vocabulary part, choose the word or phrase that first best in the blank of the given sentence.
- For the reading Comprehension part, choose the answer that comes closest to the meaning of the text.

**Grammar and Vocabulary**

1. Jealousy is his \_\_\_\_\_ attractive characteristic.  
a) less                      b) least                      c) last                      d) lesser
2. Please turn down the TV: the noise is so \_\_\_\_\_!  
a) strong                      b) heavy                      c) intrusive                      d) conclusive
3. I once knew a philosopher who had never read \_\_\_\_\_ by Plato.  
a) anything                      b) something                      c) once                      d) all
4. -What time did you come home last night?  
-I don't know. It wasn't light \_\_\_\_\_.  
a) already                      b) almost                      c) yet                      d) approximately
5. The Swiss police succeeded in \_\_\_\_\_ two of the stolen paintings.  
a) redirecting                      b) relocating                      c) recurring                      d) retrieving
6. -What sort of job does he have?  
-Something in \_\_\_\_\_ fashion, I think.  
a) male's                      b) man's                      c) mens                      d) men's
7. \_\_\_\_\_ from behind, he looked much older.  
a) Walking up                      b) Seen                      c) Fair                      d) Far
8. His computer crashed so often that he was \_\_\_\_\_ to throw it through the window.  
a) forced                      b) seduced                      c) angered                      d) tempted
9. -Have you eaten yet?  
-Yes, \_\_\_\_\_. And you?  
a) thanks                      b) very much                      c) let's go                      d) wonderful
10. Carlos is a paramedic, \_\_\_\_\_ to be a doctor.  
a) studying                      b) studying how                      c) study for                      d) studying about
11. The balance of power in the world is \_\_\_\_\_ from the West to the East.  
a) changing                      b) going                      c) sliding                      d) shifting

12. The politician's adulterous affair \_\_\_\_\_ not only his name, but also his marriage.  
 a) counteracted      b) contravened      c) jeopardized      d) corroborated
13. Why did the governor's wife stand by her man after the scandal was \_\_\_\_\_?  
 a) diverted      b) digressed      c) divulged      d) divorced
14. Some spiders weave the most \_\_\_\_\_ webs.  
 a) intricate      b) intrepid      c) integral      d) intravenous
15. Carlo demanded that Isadora \_\_\_\_\_ stalking him.  
 a) stopped      b) stops      c) stop      d) stopping
16. By the time she was 13, she \_\_\_\_\_ an eventful life.  
 a) has been leading      b) leads      c) already had had      d) has been having
17. Tears were \_\_\_\_\_ in Jacob's eyes when Rachel broke up with him.  
 a) streaming      b) streaking      c) crying      d) stinging
18. \_\_\_\_\_ copyrights are getting to be better protected.  
 a) Authors'      b) Author's      c) Authorized      d) An authors'
19. -I am so fed up! I am going to quit my job.  
 -Think again, and consider all that that \_\_\_\_\_!  
 a) entrails      b) entails      c) ensues      d) encapsulates
20. Americans usually shower in the morning, \_\_\_\_\_ Taiwanese do so in the evening.  
 a) whereas      b) on the other hand      c) when      d) on the contrary
21. As long as we are \_\_\_\_\_ on foreign oil, our economy will be vulnerable.  
 a) in dependence      b) depended      c) depend      d) dependent
22. At Ikea, the entire range of furniture, bedding, lighting fixtures, and cutlery \_\_\_\_\_ on sale tomorrow!  
 a) go      b) goes      c) are going      d) has gone
23. In just minutes a thick smoke \_\_\_\_\_ the burning building.  
 a) enacted      b) insulated      c) enveloped      d) embedded
24. -I never want to see you again, Eugene!  
 -What did I do? You really \_\_\_\_\_ unreasonable now, Yvonne!  
 a) are being      b) quite      c) have been      d) too
25. After his fatal accident, the young father was \_\_\_\_\_ by his wife and three children.  
 a) revived      b) surveyed      c) survived      d) revitalized
26. Carrefour's vegetables are \_\_\_\_\_ less fresh than those at the traditional market.  
 a) remarkably      b) markedly      c) marked      d) marketed
27. Do animals have an \_\_\_\_\_ of the future, you think?  
 a) aspiration      b) knowledge      c) afterthought      d) awareness

28. Thoroughly dried, \_\_\_\_.
- a) she neatly folded the laundry.  
b) laundry often crackles with static electricity.  
c) it is hard to fold cotton fabrics.  
d) you should remove lint from the dryer's air filter.
29. \_\_\_\_ a child, grown-ups are big and strong and incomprehensible.
- a) For                      b) When                      c) Against                      d) To
30. I did not have the slightest \_\_\_\_ of his decision to emigrate.
- a) worry                      b) inkling                      c) premonition                      d) warning
31. -Is he American or English?  
-American, definitely. That British accent of his is just a silly \_\_\_\_.
- a) affectation                      b) effrontery                      c) effusiveness                      d) effulgence
32. Carl uses the word "fluid" as if it were \_\_\_\_ with "fluent."
- a) intangible                      b) integral                      c) interconnected                      d) interchangeable
33. Why don't we try to resolve our disagreements by calmly \_\_\_\_ them?
- a) discussing                      b) discussing about                      c) arbitrating                      d) arbitrating between
34. I cannot quite trust the president: he deals with too many issues \_\_\_\_.
- a) concurrently                      b) diligently                      c) judiciously                      d) surreptitiously
35. Forget about cooking dinner \_\_\_\_ order a pizza.
- a) ; just                      b) call to                      c) let's                      d) I'll
36. I could never \_\_\_\_ the first time I saw snow.
- a) forget                      b) forgot                      c) to forget                      d) have been forgetting
37. After a spell in a drug rehabilitation center, Britney quickly \_\_\_\_ into her old lifestyle again.
- a) revolted                      b) relapsed                      c) recurred                      d) returned
38. Once the children \_\_\_\_ together for a while, their earlier squabbles were forgotten.
- a) played                      b) play                      c) playing                      d) had been playing
39. Our library has \_\_\_\_ books than TaiDa's, but you can still find most of what you would need.
- a) fewer                      b) less                      c) lesser                      d) more
40. Many professors are very unexciting in their sense of \_\_\_\_.
- a) dressing                      b) wearing                      c) style                      d) clothing

### Reading Comprehension

In Britain, the long march to maturity is being pushed back. In October 2007 cigarettes were plucked from the hands of 16-year-olds, who must now wait another two years for their first legal puff. The following month ministers unveiled plans to keep teenagers in school or part-time training until they

are 18. And on March 4<sup>th</sup> 2008, as part of a package of curbs on binge-drinking, the government launched a crusade against under-age drunkenness. Shops and bars caught serving under-18-year-olds will get one warning before losing their license, rather than two, and minors caught furtively boozing will be sent with their parents to meet a social worker. Some suspect that next week's budget will ramp up tax on child-friendly tipples such as cider.

(adapted from *The Economist*, March 8-14, 2008)

41. "In Britain, the long march to maturity is being pushed back." In other words

- a) it is taking longer for young British people to be considered adults
- b) it is taking longer for young British people to reach adulthood
- c) young British people grow up faster than before
- d) attempts are being made to make growing up fast easier for British teenagers

42. The need for a package of curbs on binge-drinking suggests that

- a) British teenagers like child-friendly tipples such as cider
- b) British teenagers are in the habit of falling into heavy bouts of drinking alcohol
- c) furtively boozing minors failed to meet with their social workers
- d) shops and bars needed a stronger impetus not to serve minors alcohol

43. The government has started to give shops and bars who serve minors only one warning because

- a) giving them two warnings would be too harsh a penalty
- b) then it is possible to take away licenses quicker from offending shops and bars
- c) then minors will meet more quickly with their social worker
- d) it is better that minors stop boozing after one warning rather than two

India has more fake than genuine doctors, according to K.K. Kohli, who chairs the anti-quackery committee of the Delhi Medical Council. In Delhi alone there are around 40,000. In the teeming slums where up to a third of the capital's population of 14 million live, requests for directions to a doctor will lead to one of many dingy clinic-shacks, where a man who looks more prosperous than his neighbors plies his trade with a stethoscope, a thermometer and a big pile of pills.

"They take acute patients and make them chronic," says Dr Kohli, citing quacks who misdiagnose, prescribe steroids as pick-me-ups, mix their own remedies and buy cheap, out-of-date antibiotics. Their most common error is prescribing and selling antibiotics unnecessarily. Sandeep Guleria, a professor at the All India Institute of Medical Sciences (AIIMS) in Delhi, says quacks have helped cause the high levels of drug resistance in India.

(adapted from *The Economist*, February 23-29, 2008)

44. Quacks are

- a) unqualified pretenders to medical skills
- b) doctors who do not prescribe real drugs
- c) doctors who mix their own medicines, buy out-of-date antibiotics, and prescribe these unnecessarily
- d) Indian doctors who have increased drug resistance in India

45. In Delhi's slums

- a) some 14 million people live
- b) some 4 to 5 million people live
- c) some 40,000 quacks are teeming
- d) quacks cause high levels of drug addiction

46. "They take acute patients and make them chronic." In other words
- quacks misdiagnose illnesses and prescribe steroids as pick-me-ups
  - quacks force patients to buy unnecessary medicines and cause their chronic poverty
  - quacks force patients to become their assistants
  - quacks turn incidental illnesses into permanent ones

The key to the potato's value lies in its high yield and its almost perfect balance of nutrients. It is possible (though tedious) to subsist on a diet of potatoes and very little else.

First domesticated in the Andes, the potato was carried to Europe in the 16th century. At first Europeans were suspicious: the potato was variously thought to be an aphrodisiac, to cause leprosy or to be poisonous. But it slowly caught on as its merits in times of famine and war became apparent (it is more reliable than grain and remains hidden underground until harvested). By the late 18th century it was being hailed as a wonder-food—for the poor, at least.

People then started to worry that the potato was too popular, and that its abundance was causing an unsustainable increase in population. Exhibit A was Ireland, where the booming population subsisted almost entirely on potatoes. The danger of such dependency was starkly revealed by the Irish potato famine of 1845: at least a million people died, and another million emigrated.

(adapted from *The Economist*, March 1-7, 2008)

47. According to this article
- it is possible to survive on a diet of potatoes because of that crop's high yield
  - it is possible to live on a diet of almost nothing but potatoes, but this would not be enjoyable
  - it is possible, but dangerous, to subsist on a diet of potatoes and very little else
  - it is possible, but unhealthy, to subsist on a diet of potatoes and very little else
48. When the potato first came to Europe, Europeans
- initially thought that it was an aphrodisiac, then a cause of leprosy, and then poisonous.
  - initially were suspicious, then thought it a wonder-food, then that it was too popular
  - thought that it was either an aphrodisiac, or a cause of leprosy, or poisonous.
  - initially were suspicious because it was first domesticated in the Andes
49. The potato proved its value in times of war because
- it was more reliable than grain, and can be grown under adverse conditions
  - it provided food during famines, a common phenomenon of war
  - it could be harvested underground, uninterrupted by marauding enemies
  - it grows hidden away underground, invisible to enemies bent on crop destruction
50. The Irish potato famine of 1845 revealed
- that it isn't possible to subsist almost entirely on potatoes after all
  - that it is dangerous to rely exclusively on one single food crop
  - that potatoes can indeed be poisonous, as the Europeans initially suspected
  - that the increase in population caused by dependency on the potato was unsustainable

## 第一部份，選擇題，共 15 題，每題 2 分，合計 30 分。

- ( ) 1. 醫院作為一個生產組織，其中的作業流程充滿了重複性的動作，例如抽血、X 光照射、排隊付費等。所以，哪一個生產管理的觀念可以有效地移植到醫院管理之上？(A)價值鏈管理(B)經濟訂貨量(C)排程(D)精實生產。
- ( ) 2. 中華棒球隊搶得進軍奧運八強的最後資格，可以說是「置之死地而後生」的另一個成功案例。「置之死地而後生」的巨大激勵效果可以使用下述那一個激勵理論來解釋？(A)期望理論(B)歸因理論(C)需求層次理論(D)以上都無法充分解釋。
- ( ) 3. Chandler 說：「結構追隨策略」。所以，哪種組織結構比較有廣闊的策略選項空間？(A)層級式組織(B)有機式組織(C)網絡式組織(D)流程化組織。
- ( ) 4. 從組織成員技術依賴性(technological interdependency)的角度來看，棒球、籃球、足球三種運動球隊的組織成員技術依賴性高低順序如何？(A)籃球<棒球<足球(B)棒球>籃球>足球(C)籃球>足球>棒球(D)足球>籃球>棒球。
- ( ) 5. 創業家在創業過程的各個階段要做的事都不一樣。在最開始的階段要做的事是(A)評估新創事業的可行性(B)界定機會(C)辨識如何建立競爭優勢(D)探索環境中的經濟、變遷、規範、走向等創業的脈絡。
- ( ) 6. 大型組織若想要鼓勵內部創業精神，會遭遇很多的不利，請從下列選項中選擇一個你認為最大的不利之處：(A)內部創業者必須向老闆報告(B)所有的風險由母公司承擔(C)需受母公司訂定的規則和政策所規範(D)財務無法獨立。
- ( ) 7. 組織企圖採取成長策略時，你認為下列哪一種作法比較容易持續成功？(A)擴大規模，挖角、合併、收購(B)採取市場觀點，擴大市佔率(C)從內部著手，強化組織(D)投資、研發、策略聯盟。
- ( ) 8. 面臨全球暖化、環境污染、能源緊張、物價飆高、網際網路、資金流竄等危機所造成的空前變局，你認為企業最好的應變策略為何？(A)密切注意市場的風吹草動(B)積極尋求合作對象，進行策略聯盟(C)強化核心能力和打造競爭優勢(D)採取穩定策略，度過危機。
- ( ) 9. 管理者對於一個過去的決策不斷投注更多的資源，以維持原先的決策方向，這種決策現象是屬於(A)非理性決策(irrational decision)(B)加倍投注(escalation of commitment)(C)程序化決策(programmed decision)(D)權變決策(contingency decision)。
- ( ) 10. 環境的不確定性越增加，越會促進哪一種觀點的盛行？(A)程序觀點(B)系統觀點(C)權變觀點(D)人力資源觀點。
- ( ) 11. 前 GE 公司總裁的名言：「多用領導，少用管理」比較接近什麼觀點？(A)程序觀點(B)系統觀點(C)權變觀點(D)人力資源觀點。
- ( ) 12. 在總教練洪一中的帶領下，中華隊出人意料之外，奪得北京奧運的參賽

- 權，有人歸因於洪一中是捕手出身，所以能夠綜覽全局。這種看法比較接近哪一種觀點？(A)系統觀點(B)權變觀點(C)人力資源觀點(D)以上都有。
- ( )13.如果要運用期望理論(expectancy theory)來激勵最不被看好的員工時，下列哪一種方法最有效？(A)增加他們的薪資(B)多用真誠來讚美他們(C)多給他們機會，幫助他們快速成長(D)提供多樣化和完整性的訓練。
- ( )14.每個員工都像是一座寶藏，富含個人的生命歷程，管理者只有將其中的內容挖掘出來，才能充分發揮激勵員工的效果。請問挖掘出來的主要內容應該是什麼？(A)成功的經歷(B)失敗的教訓(C)潛藏的能力(D)希望的源泉。
- ( )15.管理者爲了衡量員工的工作績效，每每設計一些指標例如每天處理文件數、每位推銷員拜訪顧客數等，這種觀點是控制的觀點，比較欠缺激勵性。你認爲下列哪種衡量指標比較能夠融合控制和激勵兩種觀點在一起？(A)每月業績(B)良率(C)每月業績成長率(D)既設目標的達成率。

## 第二部份，填空題，共 10 題，每題 2 分，合計 20 分。

- ( )是組織工作活動的所有環節，從一開始的原物料，到送達最終用戶手中的製成品，每一步驟上都產生附加價值。
- ( )是指當規模擴大時，企業同時也面臨內部管理複雜性增加及協調困難程度增加，成本因而升高。
- ( )爲專注於特定的顧客群、產品線或地區市場，而利用低成本或差異化優勢創造高於整體產業平均的利潤。
- ( )認爲沒有一套絕對的組織原則，任何原則只有在某種情況下才有其效用，否則便無效。
- 彼得杜拉克強調企業唯一的目的是在於( )。
- ( )反映在組織成員企圖以最高效率達成既定目標的一連串行爲。
- ( )乃是一套將組織成員結合起來的共享的價值、行事假定、信仰規範體系。
- ( )生產模式的核心觀念在於強調消除浪費——時間和空間的浪費。
- ( )是最早提出目標管理的學者。
- ( )是將行爲科學的知識應用於計畫性的發展及策略、人員、文化、流程與科技的強化，以改進組織的願景、信念、價值、賦能授權、學習與解決問題的過程以及組織的效能。

第三部分：簡答題：佔總分 50%，配分方式見各題題後標示，扼要切題且簡短的回答，切忌長篇大論不知所云。

- 1) 鴻海集團郭台銘於 96/6/8 股東會上宣布集團預計跨足醫療器材產業，並已開始拜訪客戶，準備進入醫療器材產業，並指出，像雷射刀，集合了機、光、電和軟體的整合，而機光電正式鴻海的長項技術。請問，對鴻海集團而言，這是什麼類型的策略？此類策略的優缺點為何？(20 分)
- 2) 試以一簡例解釋 SOP, KPI 與 KSF 間的關係？(15 分)
- 3) 何謂 SWOT，試舉一簡例說明。(15 分)



1. 許多研究支持流感疫苗接種為有效的疾病防治措施，但近來傳出一些與施打流感疫苗相關的負面消息，因此對於是否要接種流感疫苗引起民眾的疑慮，請敘述你對此事的看法與建議。(20%)
2. 近年來我國新生兒人數逐年減少，請申述此現象對公共衛生體制的影響為何？(15%)
3. 大腸癌為我國常見致死病因，早期篩檢為有效的預防方式，但國人對相關篩檢接受度並不高，請建議可行的大腸癌篩檢推廣計畫。(15%)
4. Many companies claim that no health department can be properly alerted to a wide-spread bioterrorist attack without purchasing their solution (electronic disease surveillance systems) to the terrorism crisis. Unfortunately, due to the newness of this field, there is little common agreement about the utility of these systems, what they should cost, and what data they should track. Suppose you are a public health professional who has to make decisions about the new electronic disease surveillance systems, what are the important points that you need to consider? Please list and elaborate them briefly (25%)
5. Kaohsiung City is an international port of entry with a high level of threat not only for acts of terrorism but also for infectious diseases such as SARS, etc. In your opinion, what is an appropriate local public health plan for dealing with an infectious disease outbreak in the city? (25%) (Hint: you can recall what had been done or should have been done in the 2003 SARS outbreak in Taipei city)

1. 理想的家庭醫師，在社區中應該擔任哪些角色？（10%）

試評論我國家庭醫師整合性照護制度的成效。（20%）

2. 試述契約護理人員對醫療產業的影響？（20%）

3. 請建議如何進行醫療機構之績效評估。（20%）

4. 試申論如何在提升良好醫療品質和控制日益高漲的醫療成本之間尋求平衡？（20%）

5. 請建議具體措施以增進醫療機構在民眾心中的正面形象。（10%）