

國立中山大學 102 學年度轉學考招生考試試題

科目名稱：英文【企管系二年級】

題號：741001

※本科目依簡章規定「不可以」使用計算機

計 4 頁第 1 頁 共 4 頁第 1 頁

This exam consists of 50 multiple-choice questions; 2 points for each correct answer.

A. Choose the best word(s) to complete each sentence

1. Poor Jenny: she _____ unlucky in love two times already this year!
a. is b. has been c. had been d. was to be
2. Jean-Jacques was a _____ child: he read novels from the age of five!
a. precocious b. precious c. predominant d. prevaricating
3. She wondered how the country's president _____ still have such black hair.
a. can b. would c. could d. will
4. The man had old, smelly shoes and _____ clothes.
a. shabby b. expensive c. identical d. fashionable
5. In a(n) _____ world, everyone would have enough to eat.
a. real b. best c. ordered d. ideal
6. Accept Joachim's marriage proposal _____ you will be sorry for the rest of your life!
a. and b. but c. however d. although
7. My veterinarian told me that my dog is not just fat—he is _____.
a. lean b. obese c. anorexic d. underfed
8. You're wearing that to the dance? But overalls are so _____!
a. big b. popular c. out of date d. vintage
9. Mark would not _____ a word about what happened last weekend.
a. utter b. express c. show d. divulge
10. I really haven't spoken with Shu-ching since we had that _____.
a. impact b. run-in c. falling out d. going out
11. Neither Victoria nor Camilla is giving _____ opinion about this matter.
a. his b. her c. their d. much
12. It was _____ that she felt very tired.
a. late b. obvious c. difficult d. finally
13. There are lots of vitamins in dark green vegetables _____ spinach and broccoli.
a. for examples b. such as c. like as d. as
14. Don't spill wine on your blouse: it _____ badly.
a. stains b. feels c. burns d. grows
15. I'd really rather that you didn't _____ anything about my hairdo this time.
a. alter b. cut c. color d. perm
16. I knew _____ than to disturb my father while he was watching the news on TV.
a. best b. better c. well d. then

背面有題

國立中山大學 102 學年度轉學考招生考試試題

科目名稱：英文【資管系二年級】

題號：742001

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計 4 頁 第 4 頁 共 2 頁 第 4 頁

44. to skip lunch

- a. to eat lunch very quickly b. to make lunch c. not to eat lunch

45. fairly expensive

- a. reasonably priced b. above-average in price c. cheap.

D. Choose the answer that best reflects the meaning of the text

Over the last decade the dissenting voices around business schools have grown. Business schools – despite their manifest success – have been forced onto the back foot. They are not alone. There is a broader challenge to the purpose and responsibility of business. Against this backdrop it is imperative that business schools have a clearly articulated statement of their purpose, one that compellingly makes the case for business schools and positions them productively alongside other professional schools. To reiterate: the purpose of business schools is to create academic, personal and social value. The challenge for each and every business school is to clearly articulate how it creates value along these three dimensions. Each school must know and communicate how it positions itself in terms of value creation. What does it do to create value? How does it do so and how is that distinctive? What is its position in each of the three dimensions of value creation?

(From: Michael Hay, "Business Schools: A New Sense of Purpose." *Journal of Management Development* [27.4] 2008).

46. Over the last decade,

- a. the purpose of business schools has been questioned more and more
b. business schools have come to be closer allied with businesses
c. business schools have become less progressive
d. business schools have been considered irresponsible

47. Business schools,

- a. unlike businesses, are nowadays asked to formulate their purpose and responsibility
b. like businesses, are nowadays asked to formulate their purpose and responsibility
c. despite their success, are questioned by businesses as to their purpose and responsibility
d. despite their success, have been forced to join productively with businesses and professional schools

48. A "clearly articulated statement of their purpose" means that business schools

- a. must use clearer language in explaining their purpose
b. must be as productive as other professional schools
c. must explain their importance and value as professional schools
d. must reiterate what their purpose is

49. The three dimensions of value creation of which this paragraph speaks are

- a. business schools, professional schools, communication schools
b. creation, distinction, challenge
c. purpose, responsibility, productivity
d. academic, personal, social

50. Business schools should be

- a. dissenting voices b. articulated statements
c. value creators d. challenging environments

背面有題

國立中山大學 102 學年度轉學考招生考試試題

科目名稱：管理學【企管系二年級】

題號：741002

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一、 申論題 100%

(請依題號順序，作答於答案紙上)

1. 請說明科學管理學派與管理科學學派的緣起(10%)，此兩個學派的主要主張(20%)，並各舉出一個該學派所提倡的管理工具(5%)。
2. 請說明五力分析的定義(10%)，其主要的假設(5%)，並試以宏達電為例，來解釋其目前在市場中的狀況(15%)。
3. 中山公司主要生產的產品為以國父為主題的各項文創商品，目前打算要進軍海外，請說明中山公司可以透過哪些方式，涉足到海外市場，並說明這些方式各自的利弊為何(20%)？
4. 一般在面對倫理兩難問題時，決策者可能採用四種不同的倫理準則來進行決策，分別是功利主義 (Utilitarian)、基本權利原則 (Moral Rights)、公平正義原則 (Justice)，以及均衡務實原則 (Practical Approach)。請試說明這四種倫理準則的意涵，以及各自可能的缺點(15%)。