

# 國立高雄大學九十四學年度轉學招生考試試題

系所組別：資訊管理學系

科目：管理學

考試時間：90 分鐘

本科原始成績滿分 100 分

本次試題共六頁，請將題號及答案依序寫在答案紙空格內。

## 一、選擇題 (單選)：40%

### Part A:

It seems Bill will never determine what motivates his group of 10 employees. He realizes everyone is different but that certainly complicates motivational issues. It seems like the only thing that motivates Mary is the desire to have an impact and to be influential. She loves to be in charge. If she is not "in charge" she contributes very little to the project, whereas if she is in charge she will work beyond the level of anyone else. Nancy always wants to succeed. She seems to have a desire to excel at all she does. Then there is Tim. Bill gave Tim an assignment last month where he had to work by himself for the majority of the project with very little interaction from anyone else. Furthermore, it had taken him away from the workplace the majority of the month. Tim's productivity level fell dramatically and Bill wondered why.

According to the above article, answer question 1 to question 5.

- ( ) 1. Which need is highest for Mary, according to McClelland? (A) Need for achievement (B) Need for power (C) Need for affiliation (D) Need for success
- ( ) 2. Which need is highest for Nancy, according to McClelland? (A) Need for achievement (B) Need for power (C) Need for affiliation (D) Need for success
- ( ) 3. Nancy will probably avoid all **but** which of the following tasks? (A) Very easy tasks (B) Very difficult tasks (C) Tasks that cause her to stretch personally (D) Tasks where the success is due in large part to luck
- ( ) 4. Which need is probably highest for Tim? (A) Need for achievement (B) Need for power (C) Need for affiliation (D) Need for success
- ( ) 5. Which of the following people would demonstrate a high level of productivity if the project assigned to them provided them a very competitive situation where the status of being placed on that project was quite high, although a large part of the success of the project would be due to luck? (A) Nancy (B) Tim (C) Mary (D) Bill

**Part B:**

Sally is preparing for a day of interviewing job applicants for the foreman's position on the assembly line. Interviewing is always an interesting process but it takes so much time and the outcome is so important. The company really needs a good person in this position. Though Sally was an operative before being promoted to plant supervisor, she never actually worked that part of the assembly line. She is unsure what types of questions will be the best to ask during the interview. Sally is also wondering how much time to spend recording the interviews. She could just conduct all the interviews and then spend an hour or so writing down her observations at the end of the day.

According to the above article, answer question 6 to question 10.

- ( ) 6. What is the first thing that Sally should do in order to prepare for the job interview? (A) Prepare a set of question (B) Review the job description and the job specification (C) Prepare questions based upon the job application form (D) Review the applicant's resume
- ( ) 7. All **but** which of the following are reasons why Sally should review the job application forms and resumes? (A) To know which areas she needs more information about (B) To avoid asking questions for which she already has answers (C) To get a complete picture of the candidate and their abilities (D) To make some pre-judgements about which candidates will be best-suited for the job
- ( ) 8. What types of questions should Sally ask during the interview? (A) Structured (B) Unstructured (C) Close-ended (D) Questions over information found on the application forms and resume
- ( ) 9. How should Sally begin the interview? (A) With small talk (B) With the first structured interview question (C) With an easy interview question (D) It does not matter
- ( ) 10. When should Sally write down her observations about the candidates? (A) At the end of the day (B) She does not need to write anything down (C) At the end of the first three (D) After each interview

**Part C:**

You are responsible to translate your organization's strategy into goals and objectives for your group. You would like to apply goal setting theory.

According to the above article, answer question 11 to question 13.

- ( )11. What type of goals would you set in order to increase the performance of your group? (A) Vague (B) Easy (C) Specific (D) General
- ( )12. How could you design the goal setting process to prevent employees focusing only on the quantity of their output? (A) Establish goals for both quality and quantity of output (B) Set demanding goals (C) Treat goal setting as an ongoing activity (D) Give employees bonuses for exceeding their goals
- ( )13. All of the following should be incorporated into your goals **except**: (A) Specific goals (B) Difficult goals (C) A goal contract (D) Feedback
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**Part D:**

Your company is noted in its industry for the number and quality of new products it introduces. You have been asked to review the organization's structure to determine whether it is optimal for the company's strategy.

According to the above article, answer question 14 to question 15.

- ( )14. What type of organizational structure should your company have to support its current strategy? (A) Organic (B) Mechanistic (C) Mechanistic and organic mix (D) Centralized
- ( )15. What type of structural characteristics would support your company's current strategy? (A) Clear chain command (B) Wide spans of control (C) High formalization (D) High specialization
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**Part E:**

You are a new employee with ABC Company. Your supervisor has explained your job to you and has indicated that you will have a great deal of control over your job once you become proficient at it. He compliments your history of accepting responsibility and suggests that you are to feel free to offer constructive criticism about the way that your job is structured.

According to the above article, answer question 16 to question 17.

- ( )16. Your supervisor seems to assume that your basic nature is: (A) Theory X (B) Theory Y (C) Theory Z (D) Irresponsible
- ( )17. Your supervisor would be expected to assume each of the following, **expect**:  
(A) Employees view work as natural (B) The average person will seek responsibility (C) Workers place security above all other factors (D) The ability to make innovative decisions is not necessarily the sole province of managers
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**Part F:**

Suppose that you are the production manager for employees on an assembly line which produces exercise machines. Your work group consists of 8 women whose ages range from 29 to 37. This group is well trained and loyal and you wish to offer some alternative work schedules to enhance the probability that they will stay with you.

According to the above article, answer question 18 to question 20.

- ( )18. The work schedule which probably will be **least** suitable for your environment is: (A) A compressed work week (B) Flextime (C) Job sharing (D) Telecommuting
- ( )19. The work schedule which probably will be **best** suited to your environment is: (A) A compressed work week (B) Flextime (C) Job sharing (D) Telecommuting
- ( )20. All of the following are benefits of work schedule options **except**: (A) Increased employee motivation (B) Increased employee satisfaction (C) Easier commuting for employees (D) Easier scheduling for employer

## 二、問答題：60%

1. 根據管理雜誌的調查，國內企業招募新進員工最重視的條件中，前三項依序是品行操守、積極態度和專業知識。如果甄選過程必須反映這三個要求，試問你會運用哪些甄選方式？其相對配分比重為何？為什麼？(12%)
2. 可能很多人聽過煮青蛙的故事。故事是這樣的：將一隻青蛙放在大鍋裡，裡頭加水再用小火慢慢加熱，青蛙雖然約略可以感覺外界溫度慢慢變化，卻因惰性與沒有立即必要的動力往外跳，最後被熱水煮熟而不自知。  
另外還有一個故事，喜歡釣魚者都曉得，如果把魚釣上來超過個把個小時，放在簍子裡的魚兒往往奄奄一息，所以擅長釣魚者經常在魚簍裡放一尾土虱，由於土虱生性喜歡攻擊身邊的魚，魚群必須持續跳、躲、閃以避免其攻擊，因此即使經過數個小時，釣上來的魚還是活得很新鮮。

看完這二個故事後，您認為這二個寓言故事分別與企業管理有何關聯？給您在管理上什麼樣的啟示？(12%)

3. 以下是兩種在國際上頗具知名度的訓練過程，試分別指出其可能的訓練主題為何（即想要培養何種能力）：(12%)
  - (1). 日本管理者養成學校的魔鬼訓練，穿插大量的跑步等體能活動，並且要求學員面對面盡其所能破口大罵，或者個自大聲吶喊直到聲嘶力竭為止。
  - (2). 在歐美擁有 20 處據點的 Pecos River 學習中心，以跳傘訓練為主軸，學員在數十呎的高處跳下，由訓練師與部分隊友控制安全索，其他隊友在地面迎接擁抱。
4. 試將以下各項與馬斯洛需求理論加以對比說明。(10%)
  - (1). 公司的保齡球隊
  - (2). 升任為生產部經理
  - (3). 殘障保險
  - (4). 准許員工花費他們 15% 的工作時間在任一研究和發展的計畫上
  - (5). 公司擁有完善的消防設施

5. 公司設計室的幾位設計員和製圖員聚在一塊喝茶；這時正是下午的十分鐘休息時間。大家聊了起來，其中一位最資深的老吳像法官開庭似的宣佈說：「諸位諸位，老梅離職了，聽說公司另聘了一位小姐來接他的工作！」製圖員小毛立刻站了起來：「別開玩笑了，女生？那倒是有始以來第一遭呢。對了，她漂亮嗎？...」
- 製圖員老何馬上搶著說：「漂亮有甚麼用？我真不懂我們老闆是甚麼想法，設計室找個女生來做甚麼？女生幹不久的，對嗎？吳老。」
- 有人接著說：「可是聽說她的應徵成績不錯。我從人事室那邊聽說，上面的意思一定要用個女的。而這位小姐是唯一的女性應徵人。聽說她纔二十三，大學剛畢業。」
- 「這真是鮮事，」老何又說：「我們全是男士，忽然來個女生。今後我們說話只怕沒有那麼方便啦！」
- 老趙這時向在座的人望了一望，用手指著嘴唇，示意大家說話輕一點。大家反而大聲笑了起來，而且有人敲桌子。
- 老趙說：「諸位，這新來的女生可真要給我們添麻煩呢。我們大夥相處這麼熟了，大家都像一家人。新人來了，希望不要弄得波濤起伏才好呢！就像離職的老梅一樣。」
- 年紀較長的老吳上身靠在椅上向後仰，雙手交叉托住後腦。他又說了：「大家記住，老梅既然已離開，大家就別再提他了。他走了，不會再有人興風作浪了。」
- 這一群年輕的員工，又繼續談論了幾分鐘。一直到休息時間已過，各人才又恢復工作。

1. 你認為此一非正式群體中，誰是領導人？(A)老吳(B)老梅(C)小毛(D)老何(E)老趙。(2%)
2. 此一非正式群體是甚麼型別的群體？(A)垂直群體(B)水平群體(C)混合群體(D)網路群體(E)矩陣群體。(2%)
3. 請問將來報到的女士應以怎樣的方式，纔能表現其對此一非正式群體行為規範的服從？(10%)

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國立高雄大學九十四學年度轉學招生考試試題

系所組別：資訊管理學系

科目：計算機概論

考試時間：90 分鐘

本科原始成績滿分 100 分

選擇題(四選一，每題 2.5 分，共 100 分)；本份試卷共五頁，請將題號及答案依序寫在答案紙空格內。

- ( ) 1. In regard to computer resource sharing, the most important thing for system capability is (A) virtual storage. (B) multi-programming. (C) time sharing. (D) language translation.
- ( ) 2. Regarding the transaction properties of database management, which statement is true? (A) Atomicity is treated as a multiple units of operation. (B) Concurrency control allows single transactions to read and update data simultaneously. (C) Commit processing allows commitment of transaction changes if it executes properly. (D) Isolation assures that transactions can access data that is being updated.
- ( ) 3. Information is (A) the accumulation of raw data. (B) the way we analyze problems. (C) the best form of knowledge. (D) the data shaped into meaningful form.
- ( ) 4. Application software (A) enables you to perform specific tasks. (B) helps the computer perform essential operating tasks. (C) consists of several electronically coded operating programs. (D) is independent to the system software that is being used.
- ( ) 5. In regard to the combination of computer and network, (A) portability emphasizes on the connection of computers to one another. (B) convergence describes the combining of several industries through various devices. (C) personalization is to trade off computing power and convenience in turn for smaller size and weight. (D) interactivity concerns the creation of information tailored to preference.
- ( ) 6. In various network connections nowadays, which of the following is **NOT** true? (A) Telephone modem is slow, but available everywhere. (B) Cost for cable modem depends on speed and not always available to business. (C) DSL is the most expensive, but best for business. (D) Satellite needs high set-up monthly costs, but can go where DSL and cable cannot.
- ( ) 7. For instant messaging, (A) any user on a given system can send a message and have it pop up instantly on the screen of anyone else logged onto that system. (B) it can avoid entirely basic privacy that most other forms of communication provide. (C) it has come to a common standard. (D) e-mail is the most popular way.

- ( ) 8. To fight against a Spam, we should **NOT** (A) use a Spam filter. (B) answer Spam. (C) use a free web mail address, like Yam. (D) use fake addresses.
- ( ) 9. Which of the following is **NOT** a type of search tools? (A) human-organized (B) computer-created (C) hybrid (D) mass search.
- ( ) 10. The lists of programs waiting to be processed are in (A) queue. (B) shells. (C) table. (D) page frames.
- ( ) 11. Which statement about pointers is false. (A) They can be defined to point to objects of any data type. (B) The indirection operator \* distributes to all comma-separated variable names in a definition. (C) The letters ptr in a pointer variable name are optional. (D) A pointer may be initialized to 0, NULL or an address.
- ( ) 12. Which of the following is true? (A) The operating system is an example of applications software. (B) You are legally required to pay for shareware. (C) An advantage of groupware is the ability to collaborate with others. (D) custom software is specially tailored to user needs.
- ( ) 13. With respect to memory, which of the following is true? (A) ROM is to temporarily store program instructions and data. (B) DRAM is much faster than SDRAM. (C) CMOS is to store flexible start-up instructions. (D) Flash memory chips cannot be reprogrammed more than once.
- ( ) 14. Distributed processing is the method of computer processing work in which tasks (A) are accumulated and stored until a specified time when it is convenient or necessary to process them as a group. (B) are processed among multiple computers linked by communications network. (C) are entered directly into the computer system and processed immediately. (D) are accomplished by one large central computer.
- ( ) 15. Experts have said that digital TV is coming soon. For this, which of following is **NOT** true? (A) it uses a digital signal, or series of 0s and 1s. (B) high-definition TV works with digital broadcasting signals and has a wider screen and higher resolution than standard TV. (C) digital TV is much clearer and less prone to interference than analog TV. (D) standard-definition TV takes a lot of bandwidth that broadcasters could use instead for high definition TV.
- ( ) 16. Waveform audio is stored in a variety of file formats, in which (A) .wav file can be listened to within a browser without a plug-in but in a large, uncompressed format. (B) .mp3 file is in an uncompressed file format but requires the use of a player. (C) .aif file is can be listened to within a browser with a plug-in but in a large, uncompressed format. (D) .ra file is an uncompressed file format but requires the use of a player or a plug-in within a browser.



- ( ) 17. Regarding the description of cell phones, which of the following is **NOT** true? (A) they are actually wireless one-way radios. (B) they send and receive information in the form of radio waves, using a range of frequencies. (C) each cell phone has a unique number that FCC assigned. (D) each cell has a base station to which a call is made and sent.
- ( ) 18. A(n) \_\_\_\_\_ is a computer, with special software, that sits between an organization's network and the Internet for the purpose of preventing unauthorized access to the network: (A) RSA (B) firewall (C) spamming (D) hacker.
- ( ) 19. A global positioning system (A) is a navigational system that uses base station to tell you where you are. (B) is another example of Internet from which you can benefit relatively inexpensively. (C) uses the method of pinpointing a location called parallelism. (D) consists of satellites, receivers, and ground control stations.
- ( ) 20. Personalization filtering helps business to provide their customers with a personalized offering of products and services in which (A) adaptive filtering needs terms or key words to provide preferences. (B) profile filtering is a method of placing a customer into an affinity group people with the same features (C) psychographic filtering is to anticipate customers' preferences based on the answers to a questionnaire. (D) collaborative filtering asks for rating products and monitoring actions over time to find out what you like and dislike..
- ( ) 21. Concerning WAP (Wireless Application Protocol), which of the following is **NOT** true? (A) It is a collection of communications protocols that allows wireless devices to access the Web. (B) Its gateway is a client that translates Web pages into a readable language. (C) A WAP-enabled device is any technology that uses WAP. (D) To make a WAP workable, we need a Web server.
- ( ) 22. Which set of languages is server-side Web programming languages? (A) CGI, JavaScript, ASP (B) ASP, VBScript, JavaScript (C) JavaScript, CGI, PHP (D) CGI, ASP, PHP.
- ( ) 23. A major change in the relationship between information systems and organizations is (A) the level of interest in information systems within all employee groups has increased. (B) the decreased dependence on mainframe systems. (C) that there is increased competition between the two. (D) that managing systems today involves a much larger part of the organization today than it did in the past.
- ( ) 24. Among advanced Web technologies, (A) CSS is to format an HTML document's elements separately from its content. (B) XHTML is a markup language that uses customized tags to describe how to organize and exchange information between applications. (C) XML is to combine the strict syntax of XML to organize content. (D) WML is a markup language based on HTML that organizes content so WAP devices can read it.

- ( ) 25. An example of the use of intranets in sales and marketing is: (A) the provision of data on quality measurements, such as defects and rejects, as well as maintenance and training schedules. (B) the ability to monitor un-invoiced income or outstanding debt each day. (C) the use of intranet collaboration tools for contact management, discussion forums, document management, and calendars. (D) allowing employees to manage their own health and pension benefits accounts.
- ( ) 26. An example of Web-based supply chain management is (A) the use of intranet collaboration tools for contact management, discussion forums, document management, and calendars. (B) using a Web-based forecast to maximize the profitability of shelf space for the company's products. (C) the provision of data on quality measurements, such as defects and rejects, as well as maintenance and training schedules. (D) allowing employees to manage their own health and pension benefits accounts.
- ( ) 27. Which of the following is **NOT** true? (A) B2B means business-to-business; (B) B2C means business-to-customer; (C) C2C means customer-to-computer; (D) B2E means business-to-e-marketer.
- ( ) 28. For a relational database, which of the following is true? (A) A foreign key is a primary key field of one database table that also appears in another database table. (B) An integrity constraint is a foreign key that ensures that quality of information in a database. (C) A primary key is to concurrently identify a record in a table. (D) There can be only a candidate key in a table.
- ( ) 29. Which of the following is **NOT** true? (A) A computer's IP address is a four-part numeric address that contains routing information and identifies the computer's location. (B) A Web page is an example of a hypertext document. (C) The Internet works because every computer connected to it can use multiple rules and protocols. (D) ISDN is one type of high-speed data link.
- ( ) 30. Which of the following is **NOT** true? (A) Online analytical processing is the manipulation of information to generate business intelligence. (B) Data warehouse is a collection of information from internal/external data sources to disclose business intelligence. (C) Data mining is the collection of useful data in both internal and external databases. (D) Multidimensional analysis tools are slice-and-dice techniques that allow you to view information from different perspectives.
- ( ) 31. Among the steps of system development life cycle, (A) the system investigation is to install new hardware and software. (B) the system design is to generate several alternative technical solutions and develop detailed software specifications. (C) the system implementation is to maintain and support the system over time. (D) the system development is to train users and test softwares.

- ( ) 32. When debugging a computer program, (A) syntax errors are mistakes made in the way an algorithm solves a problem. (B) logic errors are mistakes in a program's grammar. (C) acceptance testing is to make sure it meets the hardware specifications. (D) run-time errors are mistakes that occur when running a program.
- ( ) 33. Which of the following is **NOT** true? (A) Fuzzy logic is a mathematical method of handling statistical or subjective information. (B) Expert system is to apply reasoning capability to reach a solution. (C) Neural network has the capability of learning to differentiate patterns. (D) Genetic algorithm can mimic the evolutionary survive-of-the-fittest process to come up with better solutions.
- ( ) 34. Most antivirus software is effective against (A) only those viruses already known when the software is written; (B) any virus; (C) any virus except those in wireless communications applications; (D) only macro viruses, worm viruses, and Trojan horses.
- ( ) 35. In regard to the buses that connect the CPU with expansion slots on the motherboard, (A) ISA is for higher-speed uses. (B) PCI bus is for ordinary low-speed uses. (C) local bus is to connect the CPU within itself and to main memory. (D) AGP bus is for even higher speed and 3D graphics.
- ( ) 36. C++ (A) is a programming language developed for scientific and mathematical applications; (B) combines machine portability with tight control and efficient use of computer resources; (C) can process large data files with alphanumeric characters; (D) is object-oriented.
- ( ) 37. With respect to bar coding, (A) RFID tags are based on an identifying tag bearing a software that contains specific code numbers. (B) RFID stands for Radio Frequency Identification. (C) RFID tags is designed mainly for tax return. (D) The code numbers for RFID are read by a chip-contact reader linked to a database.
- ( ) 38. The ethical privacy issue in this information age may ask a question, like (A) In what areas of life should we as a society encourage people to think they are in private territory as opposed to public view? (B) Should expectations of privacy be extended to criminal conspirators? (C) Do we have to inform people that we are eavesdropping? (D) To what extent should e-commerce sites and other businesses be allowed to maintain personal data about individuals?
- ( ) 39. E-commerce and the use of Internet technology are driving the move toward (A) digital firms. (B) fiber-optic networks worldwide. (C) multinational organizations. (D) satellite communications systems.
- ( ) 40. Executive information systems are (A) knowledge-level systems. (B) management-level systems. (C) operational-level systems. (D) strategic-level systems.