

國立高雄大學九十五學年度轉學招生考試試題

科目：經濟學

系所：亞太工商管理學系企業管理組二年級

考試時間：90 分鐘

亞太工商管理學系工業管理組二年級

本科原始成績：滿分 100 分

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- I. What is the price elasticity of demand? Explain the relationship between the price elasticity of demand and total revenue, if demand is elastic, inelastic, and unit elastic (25 %).
- II. What are the assumptions for the theory of monopoly? Please use diagrams to explain monopoly – profits and losses in the short-run (25 %).
- III. Suppose an economy is in a recessionary gap, please use aggregate demand (AD) and aggregate Supply (AS) framework to analyze how to remove this recessionary gap back to full employment under the self-regulating economy (25 %).
- IV. Explain frictional unemployment, structural unemployment, natural unemployment, cyclical unemployment, and full employment (25 %)

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## 一、選擇題(可複選，全對才給分)(共 70 分，請將答案寫在答案卷上，並標題號)

- 「專業化可以使員工更有效率地工作，並增加產出」，此敘述說明了費堯(Fayol) 哪一個基本的管理原則(principles of management)？  
(A)主動原則 (B)分工原則 (C)紀律原則 (D)權威原則
- 「讓員工參與計畫的提出與執行，可激發他們的努力」，此敘述說明了費堯(Fayol) 哪一個基本的管理原則(principles of management)？  
(A)主動原則 (B)分工原則 (C)紀律原則 (D)權威原則
- 「公司的研發工作是由各式各樣的員工負責」，此敘述說明了下列哪一種組織？  
(A)傳統組織 (B)學習組織 (C)功能性組織 (D)事業部組織
- 「為每一個工作細節發展一套科學方法，以取代傳統的經驗法則」，此敘述說明了哪一個大師的管理原則？  
(A)Fayol (B)Weber (C)Owen (D)Taylor
- 「全心全意與員工合作，並確定他們是按照已發展的科學方法來完成其工作」，此敘述說明了哪一個管理學派的主張？  
(A)一般行政學派 (B)科學管理學派 (C)計量管理學派 (D)組織行為學派
- 哪一個管理學派的主張是「注重整體組織的發展，以及如何使它更有效地運作」？  
(A)一般行政學派 (B)科學管理學派 (C)計量管理學派 (D)組織行為學派
- 哪一個管理學派的主張是「強調管理的人性面」？  
(A)一般行政學派 (B)科學管理學派 (C)計量管理學派 (D)組織行為學派
- 下列哪一個例子是古代管理的最佳實例？  
(A)中國的長城 (B)中國的文字 (C)中國的道教 (D)埃及的金字塔

The Perfect Manager (Scenario) (請回答第 9 題至第 13 題)

Brenda Kelly has proven herself to be an able manager. Her section has a high project completion rate with the highest-quality product and the lowest defects in her division. In addition, she accomplishes this with fewer full-time people than other managers. Some say that the secret of her success is in her ability to delegate responsibility and her understanding of the basic "management functions."

- Brenda's ability to get activities completed efficiently and effectively with and through other people is known as \_\_\_\_\_.  
(A)management (B)supervision (C)coercion (D)delegation
- Brenda's ability to get the same amount of product completed with fewer people is a reflection of her \_\_\_\_\_.  
(A)effectiveness (B)process skills (C)leadership (D)efficiency
- Getting her projects completed is an indication of Brenda's \_\_\_\_\_ as a manager.  
(A)leadership (B)effectiveness (C)efficiency (D)attention to detail

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12. If Brenda accomplished her project on time with high-quality results, but she took more time than other managers to complete this, you could say that as a manager she was \_\_\_\_\_.
- (A) efficient, but not effective. (B) a leader, but not a top manager.  
 (C) project oriented, but not effective. (D) effective, but not efficient.
13. The "management functions" exemplified by Brenda include all but which of the following?  
 (A) planning (B) controlling (C) organizing (D) delegating
14. Writing an organizational strategic plan is an example of the \_\_\_\_\_ management function.  
 (A) leading (B) coordinating (C) planning (D) organizing
15. Mintzberg's 10 management roles can be grouped into \_\_\_\_\_.
- (A) interpersonal relationships, information transfer, and decision making  
 (B) interpersonal relationships, leadership, and decision making  
 (C) leadership, decision making, and planning  
 (D) information transfer, decision making, and resource allocation
16. The three essential managerial skills put forth by Katz include \_\_\_\_\_.
- (A) technical, human, and empirical (B) human, empirical, and conceptual  
 (C) technical, interpersonal, and controlling (D) technical, human, and conceptual
17. The ability to work well with other people, both individually and in a group, use \_\_\_\_\_.
- (A) technical skills (B) behavioral skills (C) planning skills (D) human skills
18. 「閱讀期刊及報告，維持對組織及環境的了解，來尋求和接收各種訊息」，此敘述說明了明茲伯格(Mintzberg) 哪一個管理者的角色(management roles)?  
 (A)發言人 (B)領導者 (C)監視者 (D)資源分配者
19. 「負責組織內所有資源的分配，並裁定組織內所有重要的決策」，此敘述說明了明茲伯格(Mintzberg) 哪一個管理者的角色(management roles)?  
 (A)代表人物 (B)危機處理者 (C)傳播者 (D)資源分配者
20. 「在組織及環境中尋找機會，並發動改革促使組織改變，負責策略與評估會議以發展新的方案」，此敘述說明了明茲伯格(Mintzberg) 哪一個管理者的角色(management roles)?  
 (A)發言人 (B)企業家 (C)監視者 (D)資源分配者
21. Which of the following skills are more important at lower levels of management, as these managers are dealing directly with employees doing the organization's work?  
 (A) human (B) technical (C) conceptual (D) empirical
22. An organization is \_\_\_\_\_.
- (A) the physical location where people work

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- (B)a collection of individuals working for the same company  
 (C)a deliberate arrangement of people to accomplish some specific purpose  
 (D)a group of individuals focused on profit-making for their shareholders
23. In *Wealth of Nations*, Adam Smith described the breakdown of jobs into narrow and repetitive tasks and called this \_\_\_\_\_.
- (A)assembly lines  
 (B)lowest common factor of work  
 (C)division of labor  
 (D)greatest common factor of work
24. One outcome of the Hawthorne studies could be described by which of the following statements?
- (A)Social norms or group standards are the key determinants of individual work behavior.  
 (B)Money is more important than the group on individual productivity.  
 (C)Behavior and employee sentiments are inversely related.  
 (D)Security is relatively unimportant.
25. 下列哪一個方式是員工學習組織文化的來源？
- (A)故事 (B)儀式 (C)物質表徵 (D)語言
26. An organization's culture is \_\_\_\_\_.
- (A)represented in organizational meetings by the top manager of the organization  
 (B)represented by a common perception held by interest groups that watch the organization  
 (C)represented by a common perception held by the organization's members  
 (D)changed when the organization is purchased by new owners
27. Which of the following phrases is associated with the definition of organizational culture?
- (A)individual response (B)shared meaning (C)diversity of thought (D)explicit directions
28. 下列哪一個成員是公司組織的利害關係人(stakeholders)？
- (A)顧客 (B)競爭者 (C)員工 (D)政府
29. In successful organizations, \_\_\_\_\_.
- (A)low efficiency and high effectiveness go hand in hand  
 (B)high efficiency and low effectiveness go hand in hand  
 (C)high efficiency and high effectiveness go hand in hand  
 (D)high efficiency and high equity go hand in hand
30. 下列哪一個成員 不是 企業的特定環境(specific environment) 或產業環境(industry environment)？

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(A)顧客 (B)競爭者 (C)供應商 (D)員工

31. The process of monitoring, comparing, and correcting is called \_\_\_\_\_.  
 (A)controlling (B)coordinating (C)leading (D)organizing
32. A manager resolving conflict among organizational members is performing what function?  
 (A)controlling (B)commanding (C)directing (D)leading
33. A \_\_\_\_\_ organization has \_\_\_\_\_ levels of authority relative to the size of the organization, while a \_\_\_\_\_ organization has \_\_\_\_\_ levels of authority relative to the size of the organization.?  
 (A) tall; fewer; flat; fewer  
 (B) tall; many; flat; fewer  
 (C) flat; many; tall; fewer  
 (D) flat; fewer; tall; fewer
34. The dimension of trust that is used to describe honesty and truthfulness is \_\_\_\_\_.  
 (A)integrity (B)competence (C)authority (D)loyalty
35. The theory that a person should report to only one manager is called \_\_\_\_\_.  
 (A)centralization (B)unity of command (C)equity (D)initiative

## 二、簡答題 (15 分，請將答案寫在答案卷上，並標題號)

1. 請畫出 Porter's five forces model? And what is SWOT analysis?
2. 請畫出 Boston Consulting Group Matrix (BCG Matrix)?

## 三、問答題(15 分，請將答案寫在答案卷上，並標題號)

1. 以管理的角度切入，舉出並比較兩個中國歷史人物？
2. 以管理的角度切入，舉出並比較兩個企業經營者？