

國立高雄大學九十六學年度轉學招生考試試題

科目：經濟學
考試時間：90 分鐘

系所：亞太工商管理學系工業管理組
亞太工商管理學系企業管理組
本科原始成績：100 分

是否使用計算機：否

請以中文方式作答

1. How does quantity demanded differ from demand? (25points)
2. What conditions does a perfectly competitive firm satisfy when it is in long-run equilibrium? (25points)
3. What is the Phillips Curve? Please use a diagram to explain it. (25points)
4. If Gross Domestic Product (GDP) rises, dose it follow that Real GDP rises, too? Explain your answer. (25points)

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一、選擇題【請注意】：請將下列表格重製放入答案卷上（每題 1.5 分，共 60 分）

| | | | | | | | | | |
|----|----|----|----|----|----|----|----|----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 |

- In general, entrepreneurs are better able than managers in a traditional hierarchical organization to
 - lead.
 - organize.
 - respond to a changing environment.
 - respond to a static environment.
- Technology has made it possible to enhance production processes by replacing
 - human labor with electronic/computer equipment.
 - electronic/computer equipment with human labor.
 - human labor with assembly lines/manufacturing firms.
 - assembly lines/manufacturing firms with electronic/computer equipment.
- Tactical and strategic plans differ in all of the following ways except
 - time frame.
 - scope.
 - known set of organizational objectives.
 - environmental effects.
- When uncertainty is high and management must maintain flexibility, which of the following types of plans are preferable?
 - long-term plans
 - no plans
 - directional plans
 - specific plans
- MBO links objectives at one level to which of the following?
 - top management
 - middle management
 - first-line management
 - the next level

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6. Michael Porter proposed that management must select a(n) _____, which will give its unit a distinct advantage by capitalizing on the strengths of the organization and the industry it is in.
- a. growth opportunity
 - b. competitive strategy
 - c. organizational chart
 - d. vision
7. Companies achieving ISO 14000 certification have demonstrated that they are
- a. cost efficient.
 - b. in compliance with human resource laws.
 - c. environmentally responsible.
 - d. good corporate citizens.
8. The premise behind _____ is to design in quality as the product is being made.
- a. six sigma
 - b. TQM
 - c. reengineering
 - d. benchmarking
9. Peter Drucker, a well-known management author, believes that entrepreneurs can find opportunities in _____.
- a. the unexpected
 - b. the incongruous
 - c. the process need
 - d. All of the above.
10. According to the concept of bounded rationality, decision makers are limited by _____.
- a. less than complete information
 - b. their habits
 - c. time
 - d. All of the above.
11. _____ is the process of monitoring activities and correcting any significant deviations.
- a. Planning
 - b. Organizing
 - c. Leading
 - d. Controlling

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12. _____ is one of the disadvantages of group decisions that typically results in groups that are very cohesive.
- Conflict
 - Groupthink
 - Domination
 - Compromise
13. Choosing the best alternative is a relatively simple matter if we have done a good job in assigning _____ in step five.
- the highest weighted score
 - the weighted criteria correctly
 - the right decision maker
 - None of the above.
14. Managers often seek solutions that are satisfactory and sufficient. This is known as which of the following?
- satisfactory decision making
 - satisficing
 - risk
 - optimal decision making
15. _____ is a potential disadvantage of the matrix structure.
- Inefficient use of scarce resources
 - Lack of flexibility
 - Conflict between product and functional managers
 - Development of cross-functional skills by employees
16. The wider the span of control, the more the organization will tend to _____.
- have many levels of management
 - be more costly than organizations with narrower spans of control
 - have flat structures
 - have tall structures
17. To be used for employment, a selection device should
- be valid but not necessarily reliable.
 - be reliable but not necessarily valid.
 - be both reliable and valid.
 - be used only by highly trained professionals.

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18. _____ is an appraisal method that involves superiors, subordinates, peers, and even internal and external customers in the evaluation process.
- Critical-incident technique
 - Multiperson comparisons method
 - Graphic rating scales method
 - 360° feedback method.
19. What can a company do to protect itself from sexual harassment claims?
- Educate all employees on this issue.
 - Have mechanisms available to monitor employees.
 - Document each act or occurrence.
 - All of the above.
20. According to Kurt Lewin's Model, _____ involves instituting new systems and procedures to support the change process is referred to as:
- unfreezing
 - freezing
 - refreezing
 - solidifying
21. _____ is the process of taking a new idea and turning it into a useful product.
- Creativity
 - Innovation
 - New products
 - Entrepreneurship
22. Lenore is an ambitious student who believes that if she works hard enough, she will receive the grades that she deserves. Lenore has _____.
- an external locus of control
 - a high level of extraversion
 - an internal locus of control
 - None of the above.

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23. Cognitive dissonance is the conflict that individuals experience among
- conflicting or contradictory attitudes.
 - conflicting or contradictory behaviors.
 - conflicting or contradictory values.
 - conflicting or contradictory perceptions.
24. Which of the following is not one of the Big 5 personality traits?
- openness
 - emotional stability
 - agreeableness
 - cooperativeness
25. Helen is a very pleasant person with whom to work. She is consistently very positive and enthusiastic about her work. Her supervisor rated her high in every area on her performance evaluation based upon this characteristic. This is an example of which of the following?
- selectivity
 - stereotyping
 - self-fulfilling prophecy
 - halo effect
26. Cross-functional teams are expected to do all of the following *except*
- share information.
 - explore new ideas.
 - focus on solving departmental or functional problems.
 - communicate cross-functionally.
27. A _____ is a type of team that has the authority to make decisions that are normally reserved for managers.
- virtual team
 - problem-solving team
 - self-managed team
 - cross-functional team
28. The two factors in Herzberg's theory are motivators and _____.
- growth
 - hygiene
 - power
 - achievement

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29. The view that people develop beliefs about the fairness of the rewards they receive relative to their contributions is referred to as _____.
- expectancy theory
 - need theory
 - equity theory
 - the Motivation-Hygiene Theory
30. In expectancy theory, _____ is the probability perceived by the individual that exerting a given amount of effort will lead to performance.
- motivating potential score
 - attractiveness
 - performance-reward linkage
 - effort-performance linkage
31. _____ is/are an alternative work arrangement that requires a significant amount of time and effort to coordinate with employees.
- Compressed work schedules
 - Job sharing
 - Telecommuting
 - Variable work schedules
32. According to Herzberg, which of the following is a motivator factor?
- supervision
 - salary
 - status
 - recognition
33. According to Fiedler's LPC Theory, the extent to which the leader delineates which "what, how, and why" work should be performed is referred to as
- task structure.
 - leader-member relations.
 - position power.
 - task oriented leadership.

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34. Leaders who revitalize organizations by instilling a vision and deep sense of commitment in their followers are referred to as what type of leaders?
- Supportive
 - Directive
 - Transformational
 - Transactional
35. The _____ type of leader generally does not generate much emotion, passion or excitement among his or her followers.
- participative
 - charismatic Heroic
 - transformational
 - transactional
36. _____ is a situational leadership model.
- The trait approach
 - Transformational leadership
 - Blake and Mouton's Leadership Grid
 - The Path-goal theory
37. Jake always consults with his employees and uses their suggestions before making a decision. According to House, he is demonstrating which type of leadership style?
- directive
 - achievement-oriented
 - participative
 - supportive
38. _____, as defined by Hersey and Blanchard, refers to the extent to which followers have the ability and the willingness to accomplish a specific task.
- Training
 - Readiness
 - Preparedness
 - Motivation

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39. The bargaining strategy, which operates under zero-sum conditions, is
- negotiation.
 - distributive bargaining.
 - integrative bargaining.
 - win-win bargaining.
40. Which two variables are used in the Gantt chart?
- time and activities to be scheduled
 - time and expenses incurred
 - expenses incurred and activities to be scheduled
 - efficiency of activities to be scheduled and expenses

二、簡答題（每題 5 分，共 15 分）：

- 何謂走動式管理（management by walking around）？
- 何謂 Halo effect？
- 繼高盛集團提出了金磚四國後，日本學者門倉貴史提出新興市場「VISTA」，請問是哪五個國家？

三：申論題（25 分）

- 何謂 BCG（Boston Consulting Group）模式？根據 BCG 模式，多角化企業該如何分配資源？