

國立高雄大學九十七學年度轉學招生考試試題

科目：管理學  
考試時間：80 分鐘

系所：  
資訊管理學系轉二年級  
本科原始成績：100 分

是否使用計算機：否

選擇題 50%

1. All of the following are examples of innovation EXCEPT:
  - a. changing processes such that operating costs are reduced.
  - b. creating new products.
  - c. introducing changes to existing products.
  - d. locating a new wholesaler which will allow better market penetration in a given market.
2. Competency-based compensation is a recent extension of:
  - a. equity theory.
  - b. pay-for-performance.
  - c. expectancy theory.
  - d. employee stock ownership programs.
3. The theory that intrinsic factors are related to job satisfaction and extrinsic factors are related to job dissatisfaction is:
  - a. Maslow's hierarchy of needs.
  - b. McGregor's Theory X and Theory Y.
  - c. Vroom's expectancy theory.
  - d. Herzberg's motivation-hygiene theory.
4. A plan that outlines alternative courses of action is called a
  - a. mission.
  - b. tactical plan.
  - c. strategy.
  - d. contingency plan.
5. Mass customization is possible because of the development of:
  - a. flexible manufacturing systems.
  - b. specialized inventory systems.
  - c. robotics.
  - d. expert
6. When a company uses a supplier outside itself to provide goods and services, it is:
  - a. Outsourcing
  - b. Countertrading
  - c. Franchising
  - d. Licensing
7. The four stages of a project are, in order:
  - a. Definition, execution, planning, closing
  - b. Definition, planning, execution, closing
  - c. Planning, definition, execution, closing
  - d. Planning, execution, definition, closing
8. The concept of bounded rationality? is derived from the \_\_\_\_\_ model of decision making.
  - a. Coalitional
  - b. Garbage can
  - c. Satisficing
  - d. Incremental
9. The person who is called the father of industrial psychology? was:
  - a. Mark Parker Follett
  - b. Max Weber
  - c. Elton Mayo
  - d. Hugo Munsterberg
10. The most important thing a good mission statement should express is:
  - a. The organization's attitude toward its employees
  - b. The geographical areas in which the firm will compete
  - c. The firm's basic technology
  - d. The firm's purpose
11. Linking staffing levels to organizational goals is known as:
  - a. outsourcing.
  - b. work process engineering.
  - c. downsizing.
  - d. rightsizing.
12. When topics such as norms, roles, team building, and conflict are considered, OB is looking at which of the following?
  - a. Group behavior
  - b. Individual behavior
  - c. Stress management
  - d. Creativity
13. Which bargaining strategy tends to build animosities and deepen divisions between people?
  - a. negotiation
  - b. distributive bargaining
  - c. integrative bargaining
  - d. arbitrated bargaining
14. The \_\_\_\_\_ seeks performance feedback from such sources as oneself, bosses, peers, team members, customers, and suppliers.
  - a. graphic rating scale
  - b. 360-degree appraisal
  - c. BARS
  - d. critical incidents
15. The purpose of MBO is to \_\_\_\_\_ employees.
  - a. Select
  - b. Control
  - c. Motivate
  - d. Punish
16. The six sigma approach to quality control:
  - a. relies on a special team of experts to examine every unit of output at the end of the production process.
  - b. detects potential problems before they occur.
  - c. views quality control as a function of the marketing department.
  - d. allows only 6 defective units per one thousand units produced.

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17. According to Mintzberg, which management role includes entrepreneur, disturbance handler, resource allocator, and negotiator?  
a. interpersonal                      c. decisional  
b. informational                     d. planning
18. A joint venture is also known as a:  
a. Countertrade                      c. Maquiladora  
b. Strategic alliance                d. Merger
19. \_\_\_\_\_ are units within an organization that receive services from other units within the organization.  
a. End-users                          c. Distribution centers  
b. Internal customers                d. Profit centers
20. According to the \_\_\_\_\_ concept, a firm must (1) find out what customers want and provide it, (2) make sure everyone in the organization has a service orientation, and (3) provide goods and services that will earn a profit.  
a. stakeholder relationship        c. marketing  
b. consumerism                      d. demand-side
21. Goal-setting theory suggests that employees are motivated to achieve goals that  
a. their managers establish for them.  
b. they and their managers establish together.  
c. are moderately difficult.  
d. are short-term and less difficult.
22. The application of moral standards to business situations is called  
a. business ethics                    c. social responsibility  
b. law                                    d. morality
23. The first person to outline the nature of managerial activities was:  
a. Aristotle                            c. Elton Mayo  
b. Adam Smith                        d. Henri Fayol
24. 虛擬式組織(virtual organization)的最主要優點是 \_\_\_\_\_。  
a. 控制能力                          c. 預測能力  
b. 組織彈性                         d. 經濟規模
25. 下列何者非內部之改變力量?  
a. 科技                                c. 設備  
b. 策略                                d. 員工態度
1. 波士頓顧問群的分析矩陣(BCG Matrix)和麥可·波特(Michael E. Porter)的五力分析(Five Force Analysis)有何關係? 兩者可以配合應用嗎? 10%
2. Recently, the concept "blue ocean" mentioned in the book "blue ocean strategy" is very popular. What are the similarities and differences between "blue ocean" and "niche marketing." 10%
3. Michael Porter's competitive strategies 指出管理者必須藉由運用組織和所在產業,選擇能給予他們單位獨特優勢的競爭策略,請問這些競爭策略為何? 10%
4. 請說明企業功能(Business Functions)與管理功能(Management Functions)之內涵及其關連性。10%
5. Please describe the McKinsey 7S Model. 10%

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一、 選擇題（單選，每小題 3 分共 45 分。）

1. URL stands for **[A]** United Region Location **[B]** Uniform Resource Locator **[C]** Usenet Resource Location **[D]** Uniform Resource Level **[E]** None of the above.
2.  $(1.75)_8 + (2.63)_8 =$  **[A]**  $(4.5)_{10}$  **[B]**  $(4.38)_{10}$  **[C]**  $(4.625)_{10}$  **[D]**  $(4.75)_{10}$  **[E]**  $(4.15)_{10}$
3. The operation system that installed in PDA or mobile phone is called **[A]** Micro operation system **[B]** Embedded operation system **[C]** Handheld operation system. **[D]** Hardware operation system. **[E]** None of the above.
4. If  $(211)_x = (152)_8$ , then x is **[A]** 6 **[B]** 9 **[C]** 16 **[D]** 10 **[E]** 7
5. Which of the following is **NOT** a secondly storage? **[A]** RAM **[B]** Hard Disks **[C]** MO **[D]** Tape **[E]** CD
6. Which is the most common encryption technique that used in E-commerce? **[A]** SSL **[B]** DES **[C]** IDEA **[D]** Caesar cipher **[E]** None of the above.
7. The distance between pixels on a screen is called screen **[A]** resolution. **[B]** viewable size. **[C]** scan rate. **[D]** clarity. **[E]** dot pitch.
8. Which of the following is object-oriented language? **[A]** VB **[B]** HTML **[C]** Java **[D]** FORTRAN **[E]** COBOL.
9. Which operating systems is using the non-preemptive multitasking mechanism? **[A]** Windows 95 **[B]** Mac OS **[C]** Windows 3.X **[D]** Linux **[E]** 1Windows Vista
10. When turning on the computer, which of the following special program will be loaded? **[A]** absolute loader **[B]** bootstrap loader **[C]** relocating loader **[D]** linking loader **[E]** bootstart loader
11. The software that can be used to surf the WWW is called a **[A]** html **[B]** ADSL **[C]** browser **[D]** notebook **[E]** intranet.

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12. Which of the following is **NOT** a UNIX-based OS? [A] Windows Vista [B] Solaris [C] FreeBSD [D] Linux [E] None of the above.
13. ebay is a famous auction website and it is an application of which e-commerce transaction model? [A] B2C [B] B2B [C] C2C [D] C2B [E] B2C2C.
14. Which of the following is a relational database management system? [A] Microsoft Excel [B] MySQL [C] XML [D] HTML [E] Photoshop.
15. A disk scheduling mechanism in an operation system causes the disk arm to sweep back and forth across the disk surface servicing all requests in its path, which is similar to the operation mechanism of an elevator. This scheduling is called: [A] First Come First Served (FCFS) [B] Shortest Seek Time First (SSTF) [C] Scan [D] Look [E] None of the above.

二、 解釋名詞（請簡要解釋以下名詞，每小題 5 分共 25 分。）

1. FTP
2. CRM
3. RFID
4. AI
5. USB

三、 問答題（每小題 15 分共 30 分。）

1. Please **DRAW** and introduce the following network topologies: Bus Topology, Star Topology, Ring Topology. If you are a network engineer, which topology you will use to build the network? Why? (15%)
2. What is ES (*Expert Systems*) and what is DSS (*Decision Support Systems*)? If you are a doctor, which system you would like to use in your hospital? Why? (15%)