

國立高雄大學九十八學年度轉學招生考試試題(轉 2 年級)

科目：管理學
考試時間：80 分鐘

系所：資訊管理學系
本科原始成績：100 分

是否使用計算機：否

選擇題 50%

1. When managers evaluate their employees' performance, they have a tendency to underestimate the influence of external factors and overestimate the influence of internal or personal factors. This is known as:
a. self-serving bias. c. attribution theory.
b. fundamental attribution theory. d. perception.
2. The manufacturing system that uses small teams of workers on a moving assembly line is called:
a. Small batch production c. Lean production
b. Mass production manufacturing d. Automation
3. In managing virtual workers, a manager should:
a. Give directions only by phone or in person
b. Make sure the worker is keeping to a fixed schedule of hours
c. Let employees work their own expectations of how to do their jobs
d. Meet regularly, face to face.
4. Currently, the most comprehensive explanation of motivation is:
a. Vroom's expectancy theory.
b. Adam's equity theory.
c. Herzberg's motivation-hygiene theory.
d. McClelland's three-needs theory.
5. Incremental product development is likely to occur when:
a. Existing technologies are perfected.
b. New technologies are invented.
c. Technology revolutions occur.
d. Stable environments exist.
6. 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.
7. According to Kurt Lewin, change can be accomplished in all except which of the following ways?
a. Driving forces can be increased.
b. Driving forces and restraining forces can be combined.
c. Restraining forces can be decreased.
d. Status quo can be reinforced.
8. The cost advantages that are associated with large organizations are known as:
a. Brand loyalty. c. Boundary spanning.
b. Barriers to entry. d. Economies of scale.
9. Role-playing criticism to test whether a proposal is workable is called:
a. Devil's advocacy c. Dialectical inquiry
b. Groupthink d. Storming
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. In break-even analysis, a manager identifies how much _____ is (are) needed to cover the _____ of developing and selling a product.
a. Total costs; revenues
b. Variable costs; revenues
c. Revenues; total costs
d. Revenues; variable costs
12. The person who is called "the father of industrial psychology" was:
a. Mark Parker Follett c. Elton Mayo
b. Max Weber d. Hugo Munsterberg
13. The _____ function can create a perception of superior value by solving customer problems and supporting customers after they have purchased the product.
a. Production c. Service
b. Materials management d. Marketing
14. The concept of "bounded rationality" is derived from the _____ model of decision making.
a. Coalitional c. Satisficing
b. Garbage can d. Incremental
15. The development of a set of functional-level strategies to increase the performance of the operating system a company uses to transform inputs into finished goods and services is known as:
a. Research and development
b. Utilizing new technology
c. Value chain management
d. Materials management

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16. Robert House developed _____, a contingency model of leadership that extracts key elements from the Ohio State leadership research and the expectancy theory of motivation.
- the managerial grid
 - situational leadership theory
 - leader-participation theory
 - path-goal theory
17. In the job characteristics model (JCM), the links between the job dimensions and the outcomes are moderated or adjusted by the strength of the _____ need.
- security
 - power
 - growth
 - affiliation
18. _____ is one of the more widely used methods of identifying personalities.
- Five-factor model of personality
 - Personality Inventory
 - Machiavellianism Inventory
 - Myers-Briggs Type Indicator
19. Which bargaining strategy tends to build animosities and deepen divisions between people?
- negotiation
 - distributive bargaining
 - integrative bargaining
 - arbitrated bargaining
20. _____ means that managers must report and justify work results to managers above them.
- Accountability
 - Responsibility
 - Delegation
 - Authority
21. The first person to outline the nature of managerial activities was:
- Aristotle
 - Adam Smith
 - Elton Mayo
 - Henri Fayol
22. _____ are units within an organization that receive services from other units within the organization.
- End-users
 - Internal customers
 - Distribution centers
 - Profit centers
23. The set of techniques that managers use to attempt to reduce the costs associated with a product assembly process are known as:
- Facilities layout
 - Flexible manufacturing
 - Efficiency
 - Computer Integrated Manufacturing
24. The term "learning organization" was coined by:
- Deming
 - Juran
 - Maslow
 - Senge
25. Searching for and collecting information to understand how trends and forces in the environment are affecting a company's operating system is part of which managerial role?
- Gatekeeping
 - Boundary spanning
 - Functional expertise
 - Corporate espionage
- 申論題 50%
- Identify and describe the sources of differences in ethics between people, companies, and nations. 10%
 - 何謂規模經濟？何謂經驗曲線？這兩者概念如何應用在產業競爭策略分析中，試舉例說明之。(12%) 在今日多變之商業環境中，應用這兩概念要注意什麼？ 20%
 - 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%
 - 經理人的最大挑戰在於創造價值；請以模型架構具體說明『如何創造價值』。 10%

國立高雄大學九十八學年度轉學招生考試試題(轉 2 年級)

科目：計算機概論
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一、解釋名詞（請寫出中英文全文以及簡要解釋，每小題5分，共30分）

- 1.WIFI
- 2.RSS
- 3.XML
- 4.SDRAM
- 5.ALU
- 6.LCD

二、選擇題（單選，每小題 3 分，共 30 分）

1. 1 PBytes (PB) = [A] 2^{20} [B] 2^{30} [C] 2^{40} [D] 2^{50} [E] 2^{60} Bytes
2. In UNIX system, the command `ls -l` is equal to which of the following command in MS-DOS system? [A] Ping [B] Dir [C] List [D] Copy [E] CD
3. If $(211)_x = (152)_8$, then x is [A] 16 [B] 10 [C] 6 [D] 7 [E] 9
4. Which of the following is **NOT** a social networking website? [A] Wikipedia [B] Youtube [C] Facebook [D] Flickr [E] MySpace
5. URL stands for [A] United Region Location [B] Uniform Resource Locator [C] Usenet Resource Location [D] Uniform Resource Level [E] None of the above .
6. A ___port is an interface that connects devices by transferring more than one bit at a time. [A] serial [B] parallel [C] USB [D] mouse [E] keyboard.
7. The term ___identifies any network based on 802.11 series of standards. [A] Bluetooth [B] IrDA [C] Wi-Fi [D] WiMax [E] RFID
8. Which of the following protocols is used for receiving email? [A] MIME [B] HTTP [C] POP3 [D] SMTP [E] SNMP.
9. Most websites usually use _____ technique to identify users and customize web pages. [A] Ajax [B] Spyware [C] Adware [D] Cookies [E] Spider

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10. A _____ is a program that hides within or looks like a legitimate program. [A] worm [B] computer virus [C] honeypot [D] crawler [E] Trojan horse.

三、問答題 (每小題 20 分共 40 分。)

1. John bought a 3.5 G mobile phone last week, please try to answer following questions.
 - A. What is the term 3.5 G means? (5%)
 - B. There are various standards in the development history of mobile phone, such as 2G, 2.5G, 3G, 3.5G and 4G. Please may you point out the biggest technical difference of these standards? (10%)
 - C. WAP is a protocol that allows you to navigate websites by using mobile phone. Please explain what is WAP? (5%)
2. Please use a real example to draw and explain the process of how a computer might use virtual memory and justify why virtual memory is necessary and important.