

大同大學 103 學年度研究所碩士班入學考試試題

考試科目：經營概論

所別：事業經營研究所

第 1/2 頁

註：本次考試 不可以參考自己的書籍及筆記； 不可以使用字典； 不可以使用計算器。

I. Multiple Choices

1. How do customers play a role in changing the job of the modern manager? (A) Managers are increasingly de-emphasizing customer satisfaction as a major goal. (B) Managers are increasingly including customer satisfaction as a major goal. (C) Managers are inviting customers to take control of the planning and design of new products. (D) Managers are learning to think of customers as adversaries in a battle of survival.
2. Which managerial organizing decision is most affected by organizational culture? (A) how to structure employee evaluations (B) the amount of risk that is acceptable (C) how much environmental scanning should be done (D) the amount of autonomy that employees should have
3. Which of the following is NOT an argument against the idea that companies should be socially responsible? (A) too much power (B) public expectations (C) violation of profit maximization (D) costs
4. A banker opts for short-term gain despite indications that his decision might not pay off in the long run. Which error or bias is the banker guilty of? (A) immediate gratification (B) selective perception bias (C) overconfidence (D) representation
5. In forward vertical integration, a company becomes its own _____, while in backward vertical integration, the company is its own _____. (A) distributor; monitor (B) supplier; distributor (C) distributor; supplier (D) supplier; customer
6. All of the following are characteristics of a highly formalized organization EXCEPT _____. (A) minimum number of rules (B) little discretion for employees (C) a standardized way of doing things (D) explicit job descriptions
7. By giving employees two direct superiors, a matrix structure violates this key element of organizational design. (A) span of management (B) unity of command (C) chain of command (D) decentralization
8. Downsizing seems to harm _____. (A) managers who carried out the dismissals and their families only (B) victims who are dismissed only (C) survivors who stayed on only (D) both victims who are dismissed and survivors who stayed on
9. Which of the following is NOT a reason that managers put a lot of importance into developing a good compensation system? (A) to attract talented employees (B) to retain talented employees (C) to avoid breaking the law (D) a sense of fairness
10. Workers seem to reject a simple new manufacturing method that has been shown to increase company sales because they say, "That is not the way we do things around here." These workers are most likely to be resisting change due to which of the following? (A) uncertainty (B) fear of the unknown (C) conflicts with company goals (D) habit
11. Which of the following might be a source of stress for an employee who is very happy with her job with respect to the tasks she performs, what is expected from her, and how she is supervised? (A) role overload (B) organizational leadership (C) interpersonal demands (D) task demands
12. Which of the following are the goals of organizational behavior? (A) to explain, predict, and influence behavior (B) to explain, understand, and control behavior (C) to predict, understand, and change behavior (D) to control and influence behavior
13. In attribution theory, if everyone who is faced with a similar situation responds in the same way, we can say the behavior shows _____. (A) high distinctiveness (B) consensus (C) low distinctiveness (D) medium distinctiveness
14. Group cohesiveness is largely a measure of how _____. (A) attainable the group's goals are (B) much the group's goals match organizational goals (C) much individuals share the group's goals (D) clear the group's goals are
15. Autonomy is a _____ factor that contributes to team effectiveness. (A) process (B) work design (C) context (D) composition

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16. A manager with a Theory X view of human nature would _____. (A) trust his or her workers (B) allow workers to monitor themselves (C) be likely to let workers work independently (D) be unlikely to allow workers to work independently
17. In expectancy theory, a person may have the ability to reach a certain goal but lack motivation because _____. (A) the goal is too easy (B) the person's desire to reach the goal is too strong (C) the person has no strong desire to reach the goal (D) the goal is too hard
18. The leader-participation model contends that leader behavior should _____. (A) never vary (B) be consistent from task to task (C) adjust to the structure of the task involved (D) be dependent on the traits of the leader
19. This team leader role requires leaders to try to get the best out of their team. (A) liaison (B) troubleshooter (C) coach (D) conflict manager
20. Feedback _____. (A) can be spoken, verbal, or oral (B) must be spoken (C) must be written (D) can be spoken, nonverbal, or written
21. Who should never use jargon? (A) a surgeon giving orders to her staff (B) a plumber ordering parts from a supply store (C) a coach telling a quarterback what play to use (D) a judge telling a witness how to testify
22. Actual performance falls far short of planned goals, yet a manager takes no action. Assuming this manager is a reasonable person and is not mistaken, what is the most likely cause of his inaction? (A) He does not trust the goals that were set. (B) He does not consider the deviation significant. (C) He does not believe in corrective action. (D) He does not trust the data.
23. Which of the following employer practices is NOT legal? (A) monitoring employees in a bathroom (B) tracking an employee's whereabouts (C) monitoring an employee's personal home computer (D) reading employee email
24. The _____ is the series of work actions that add value to a product as it is being transformed from inputs to finished product. (A) supply chain (B) value chain (C) input chain (D) output chain
25. A product such as an iPod that has a design that is appealing to customers is said to have good _____. (A) aesthetics (B) durability (C) conformance (D) features

II. 列舉事業機能(Business function)與經營機能(Management function)各包括那些次機能？各次機能名稱(請中英文並列)。20%

III. 將下述譯成中文: 15%

1. **Management** refers to the process of getting activities completed efficiently and effectively with and through other people.
2. Emotional intelligence (EI) has been shown to be positively related to job performance at all levels and personal success.
3. The ability to create knowledge and diffuse it throughout an organization is today recognized as a major strategic capability for gaining competitive advantage.

IV. 寫出下列名詞的中文譯名:15%

- (1) exchange rates
- (2) balance of trade
- (3) easy fiscal policy
- (4) tight monetary policy
- (5) board of directors