

銘傳大學八十九學年度二年制在職進修專班招生考試

第二節

管理學 試題

- 一、 選擇題<單選題，選擇最好的答案><75%，每小題 3 分>
1. Managers responsible for producing a safe product are called :
(A) marketing managers. (B) finance managers. (C) sales managers.
(D) human resource managers. (E) production managers.
 2. The function of management used to provide feedback as to whether employees satisfied the firm's expectations is :
(A) planning. (B) controlling. (C) organizing. (D) leading. (E) time management.
 3. The skills managers use to understand the relationships between the various tasks of the firm are :
(A) interpersonal. (B) technical. (C) decision-making. (D) conceptual. (E) problem-solving.
 4. The type of leadership style that is effective when employees can offer a different perspective to the manager is :
(A) autocratic. (B) command-oriented. (C) contingency. (D) authoritative. (E) participative.
 5. A strategic plan that focuses on increased sales will likely require more :
(A) production and financing. (B) policies and rules. (C) prioritizing tasks. (D) authoritarian management. (E) autocratic management.
 6. The skills that managers need to communicate with customers and employees are :
(A) organizing skills. (B) control skills. (C) motivating skills. (D) conceptual skills. (E) interpersonal skills.
 7. When the managers of a financing function rely on the marketing managers to make decisions, this is an example of :
(A) contingency planning. (B) autocratic leadership. (C) departmentalization. (D) board of directors. (E) cross-functional teamwork.
 8. It is common for larger firms with many products to departmentalize

by :

- (A) function. (B) customer. (C) manufacturing process. (D) geographic area. (E) product.
9. Assigning tasks and responsibilities to different departments means to :
(A) specialize. (B) decentralize. (C) downsize. (D) departmentalize. (E) autonomize.
10. Theory Z suggests that employees are more satisfied when they are involved in :
(A) coercive tactics. (B) manipulation. (C) punishment. (D) extinction. (E) decision making.
11. A method of increasing job satisfaction is to implement :
(A) Theory X management. (B) negative reinforcement. (C) punishment. (D) flextime programs. (E) avoidance techniques.
12. Social interaction and acceptance by others are example of :
(A) physiological needs. (B) esteem needs. (C) safety needs. (D) social needs. (E) self-actualization needs.
13. An employee involvement program that periodically moves individuals from one job assignment to another is :
(A) job enlargement. (B) job enrichment. (C) job rotation. (D) job sharing. (E) flextime.
14. According to Herzberg, employees are commonly satisfied when offered :
(A) downsizing. (B) negative reinforcement. (C) motivational factors. (D) less responsibility. (E) Theory X management.
15. Two or more persons sharing a particular work schedule is called :
(A) job enlargement. (B) job enrichment. (C) job sharing. (D) flextime. (E) job rotation.
16. The act of planning to satisfy a firm's needs for employees is :
(A) recruiting. (B) selecting. (C) compensation planning. (D) organizing. (E) human resource planning.
17. By establishing training and performance guidelines, firms can attempt to reduce :
(A) lawsuits. (B) human resource plans. (C) job analysis. (D) job descriptions. (E) job specifications.
18. Firms allowing employees to be promoted from within is an example of :
(A) external recruiting. (B) downsizing. (C) testing. (D) profit sharing. (E) internal recruiting.

19. In satisfying the consumer, the ultimate goal is to develop a product that is :
- (A) higher priced. (B) price sensitive. (C) copyrighted. (D) patented. (E) superior to others.
20. A firm's human resource manager can obtain detailed information about the applicant's past work experience through a(n) :
- (A) employment test. (B) physical exam. (C) interview. (D) orientation program. (E) job analysis.
21. Some pricing decisions are directly related to the supply of :
- (A) social values. (B) social norms. (C) maintenance operations. (D) creditors in the market place. (E) inventory.
22. The promotional mix for a firm includes the following except for :
- (A) target marketing. (B) personal selling. (C) advertising. (D) sales promotion. (E) public relations.
23. The firm's primary goal is described by the strategic plan based the firm's :
- (A) tactical plan. (B) mission statement. (C) operating plan. (D) bottom-up plan. (E) contingency plan.
24. The function of management that represents the monitoring and evaluation of tasks is :
- (A) planning. (B) organizing. (C) controlling. (D) leading. (E) motivating.
25. In a merchandising firm, a report explaining how products should be allocated to floor space in order to meet profitability objectives is an example of :
- (A) a strategic plan. (B) a tactical plan. (C) an operational plan. (D) a contingency plan. (E) a bottom-up plan.

二、 試解釋下列名詞<25%，每小題 5 分>

1. Management by Objective.
2. Risk Management.
3. Supply Chain Management.
4. Management by Exception.
5. Logistic Management.

試題完