

銘傳大學 100 學年度研究所碩士班招生考試

企業管理學系碩士班(乙組)、國際企業學系碩士班(乙組)

第三節

管理學(乙)試題

(第 1 頁共 2 頁)(限用答案本作答)

可使用計算機 不可使用計算機

一、選擇題(單選) 20%

※請在答案卷中畫出跟下列所示相似的表格來作答。

1	2	3	4	5	6	7	8	9	10

1. All of the following are examples of informational roles according to Mintzberg EXCEPT _____.
- A) spokesperson
 - B) entrepreneur
 - C) disseminator
 - D) monitor

Brenda Kraft has proven herself to be an able manager. Her section has a high project completion rate with the highest-quality product and the lowest defects in her division. In addition, she accomplishes this with fewer full-time people than other managers. Co-workers say that the secret of her success is in her ability to delegate responsibility and her understanding of the basic "management processes."

2. Brenda's high project completion rate indicates that she is _____.
- A) an effective manager
 - B) an efficient manager
 - C) a good resource allocator
 - D) a good spokesperson
3. If Brenda accomplished her projects on time with high-quality results, but she took more time than other managers in the process, you could say that as a manager she was _____.
- A) efficient, but not effective
 - B) effective, but not efficient
 - C) project oriented, but not effective
 - D) a leader, but not a top manager
4. Brenda's ability to delegate responsibility well is evidence that she excels at which management function?
- A) organizing
 - B) controlling
 - C) leading
 - D) planning

Marta is a dean at Linden State University, a school with almost 20,000 students. In her daily activities, she has to deal with problems that involve students, faculty, curriculum, budgets, and a variety of other things.

Among the problems Marta needs to deal with are complaints from students that the Engineering Department has only one faculty member who is a woman and one who is a member of a minority group. Marta has been meeting with the department chair to address this problem.

Marta recognizes that students and parents pay a lot of money to attend the university, so when large and small problems arise Marta wants them dealt with effectively. She has installed a 24-hour "Hassle Line" with highly trained people to answer questions and solve problems. She hopes to have her Hassle Line employees function within a customer responsive culture.

5. Marta sees her school's greatest opportunity to increase enrollment in prospective students who were born in the 1980s and early 1990s. What term describes these prospective students?
- A) Gen Y
 - B) Gen X
 - C) Gen Z
 - D) baby boomers

- b. In the Engineering Department, which choice best characterizes the problem Marta needs to work on?
- A) work process engineering
 - B) entrepreneurship
 - C) customer service
 - D) workforce diversity

本試題兩面印刷

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(第 2 頁共 2 頁) (限用答案本作答)

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7. When dealing with international organizations, managers must be _____ in order to accommodate the managing styles of different cultures.
- A) as strict as possible
 - B) as thorough
 - C) as inflexible as possible
 - D) as flexible as possible

8. Team efficacy is a measure of how _____ a team is.
- A) efficient
 - B) confident
 - C) cooperative
 - D) skilled

9. Theory X assumes that people work hard _____.
- A) whether or not they are paid
 - B) only when they are forced
 - C) out of a sense of fairness
 - D) because they enjoy a sense of accomplishment

10. According to Herzberg, favorable hygiene factors can cause an employee to feel _____.
- A) not dissatisfied
 - B) dissatisfied
 - C) indifferent
 - D) satisfied

二、名詞解釋 40%

※請根據各題解釋內容，寫出該解釋內容所代表之中文、英文專有名詞。各名詞需寫出完整的文字，僅以縮寫或簡稱來表示者不計分。

※在答案卷中請畫出與下列相似的表格來作答。

	中文	英文
1		
2		
3		
4		
5		
6		
7		
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9		
10		

1. The degree to which group members are attracted to one another and share the group's goals.
2. A type of work team that operates without a manager and is responsible for a complete work process or segment.
3. Perceived fairness of the process used to determine the distribution of rewards.
4. The planned elimination of jobs in an organization.
5. A business firm's intention, beyond its legal and economic obligations, to do the right things and act in ways that are good for society.
6. A specific type of strategic alliance in which the partners agree to form a separate, independent organization for some business purpose.
7. Describes choices that are consistent and value-maximizing within specified constraints.
8. An idea-generating process that encourages alternatives while withholding criticism.
9. The number of employees a manager can efficiently and effectively supervise.
10. Any incompatibility or inconsistency between attitudes or between behavior and attitude.

本試題兩面印刷

三、問答題 40% 【以中文或英文作答皆可】

1. In a short essay, list the seven elements of the communication process and explain the process of interpersonal communication. 20%
2. In a short essay, list and explain the "national culture." How does the national culture affect managers' decision making? 20%

試題完