

系所組別： 交通管理科學系乙組

考試科目： 管理學

考試日期：0220·節次：3

※ 考生請注意：本試題 可 不可 使用計算機

一、選擇題(每題 3 分，共 30 分)

1. Organizations in which of the following cultures are likely to have formal rules and little tolerance for unusual ideas and behaviors?
  - A) high power distance
  - B) low power distance
  - C) high uncertainty avoidance
  - D) low uncertainty avoidance
  
2. In the Boston Consulting Group (BCG) matrix, a business unit that exists in a low anticipated growth rate and a high market share is known as a \_\_\_\_
  - A) cash cow
  - B) star
  - C) dog
  - D) question mark
  
3. Michael Porter's competitive strategies framework identifies three generic competitive strategies: cost leadership, differentiation, and \_\_\_\_
  - A) depth
  - B) breadth
  - C) revenue growth
  - D) focus
  
4. The greater the environmental uncertainty, the more an organization needs to become \_\_\_\_
  - A) organic
  - B) mechanistic
  - C) technologically pure
  - D) supportive of technological change
  
5. A \_\_\_\_ organization consists of a small core of full-time employees and temporarily hires outside specialists to work on emergent opportunities.
  - A) network
  - B) virtual
  - C) modular
  - D) learning
  
6. A theory that suggests that employees compare their inputs and outcomes from a job to the ratio of input to outcomes of relevant others is known as \_\_\_\_
  - A) action motivation
  - B) goal setting
  - C) reinforcement theory
  - D) equity theory

(背面仍有題目,請繼續作答)

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7. Which type of leaders attempts to instill in followers the ability to question not only established views but those views held by the leader?

- A) transactional
- B) charismatic
- C) trait
- D) transformational

8. One of the fastest growing areas of environmental scanning is \_\_\_\_\_.

- A) regression analysis
- B) competitor intelligence
- C) reengineering
- D) forecasting

9. Theory X assumed that \_\_\_\_\_ needs dominated individuals, and Theory Y assumed that \_\_\_\_\_ needs dominated.

- A) lower-order; higher-order
- B) safety; physiological
- C) esteem; self-actualization
- D) social; safety

10. According to Herzberg, in order to provide employees with job satisfaction, managers should concentrate on \_\_\_\_\_.

- A) hygiene factors
- B) issues such as pay
- C) motivator factors (moderate)
- D) extrinsic factors

二、簡答題（每題 5 分，共 40 分）

1. Hofstede's national culture dimensions
2. Sustainable development
3. The strategic management process
4. Attribution theory
5. Emotional intelligence
6. Equity theory
7. Network organization
8. Reinforcement theory

三、問答題（每題 15 分，共 30 分）

1. 何謂「學習型組織」？請說明學習型組織的特性。
2. 何謂「公司治理(Corporate Governance)」？公司治理有那些原則？