

壹、單選題 (75%)

請依題號順序作答，共30題，每題答對得2.5分，答錯倒扣1分，但倒扣總分至多不超過得分總數。

1. Within the quantitative management science theory, _____ uses models, simulations, and games for testing.
 - a. bureaucracies
 - b. systems research
 - c. operations research
 - d. contingency plan
2. The concept that promotes values and beliefs that govern the ways in which people interact with others is called:
 - a. organization dynamics.
 - b. corporate cultures.
 - c. department norms.
 - d. legal and political rules.
3. An organization's intellectual capital consists of _____.
 - a. experience.
 - b. wisdom.
 - c. knowledge.
 - d. all of the above
4. Boundary spanners look for reliable sources of information through _____.
 - a. customers
 - b. suppliers
 - c. government regulators
 - d. all of the above
5. Management by objectives (MBO) is a unique planning method because subordinates have the opportunity to:
 - a. work a lot of overtime hours.
 - b. evaluate their peers.
 - c. communicate and reciprocate with managers to set their own goals.
 - d. become leaders of work teams.
6. An example of _____ strategy is Southwest Airlines' marketing department designing a pricing incentive for consumers.
 - a. business-level strategy
 - b. functional-level strategy
 - c. industry-specific strategy
 - d. corporate-level strategy
7. According to the BCG Matrix, a type of business referred to as a question mark would have a:
 - a. low market share and low market growth rate.
 - b. low market growth rate and high market share.
 - c. low market share and a high market growth rate.
 - d. high market share and a high market growth rate.
8. A decision-making technique that requires questions to be asked and answered is called:
 - a. brainstorming.
 - b. groupthink.
 - c. a decision tree.
 - d. a gaming device.

(背面仍有題目,請繼續作答)

9. _____ attempts to predict how people will behave in competitive situations.
- A queue model
 - A competition model
 - Game theory
 - Competition theory
10. Bank and credit union managers would be wise to use which decision tool to accommodate walk-in "depositors" on payday?
- simulation
 - queuing models
 - game theory
 - Delphi technique
11. The authority that permits staff managers to make decisions about specific activities performed by employees within other departments is:
- line authority.
 - staff authority.
 - functional authority.
 - organization restructuring.
12. The number of subordinates reporting directly to a manager is:
- chain of command.
 - span of control.
 - unity of purpose.
 - unity of direction.
13. A strong attachment to the group and a closeness measured by a singleness of purpose and a high degree of cooperation is known as:
- conflict.
 - performance standards.
 - cohesion.
 - discipline.
14. "When I want something done right, then I get the right person to do it" is an indication of managerial _____.
- insubordination
 - sanction
 - cohesion
 - delegation
15. An organic organizational structure meshes well with a(n) _____ environment.
- centralized
 - universal
 - unstable
 - unyielding
16. An organizational design that groups departments based on organizational outputs is called:
- functional structure.
 - divisional structure.
 - matrix.
 - team.

17. Matrix structure projects are designed to maximize and economize resources and:
- financial paperwork.
 - support services.
 - divisional managers.
 - functional expertise.
18. A team organizational structure is designed to be flatter with:
- more management control.
 - more management authority.
 - more employee responsibilities.
 - less management control.
19. A unit within an organization that is based on the shared values, norms, and beliefs of its members is a(n) _____.
- organization
 - department
 - division
 - subculture
20. The organization culture reflects the following **except**:
- government standards.
 - behavior of people interacting with others.
 - methods of communication.
 - degree of structure
21. A business program to intentionally employ the same proportion of minorities who live in that same community would be termed:
- antidiscrimination.
 - prejudicial hiring.
 - reverse discrimination.
 - affirmative action.
22. The ways in which people observe and the basis for making judgments about the stimuli they experience is _____.
- stereotype
 - perception
 - semantics
 - barrier
23. The collective attitude or beliefs of workers toward the organization and work is known as:
- group needs.
 - success.
 - competence.
 - morale.
24. According to Maslow, the authority and responsibility of an effective manager focuses upon which level of needs?
- safety
 - social
 - physical
 - esteem

(背面仍有題目,請繼續作答)

25. McClelland's needs theory recognized that people may have different mixtures or combination of the needs; an individual could be described as the following **except**:

- a. high achiever.
- b. power-motivated.
- c. hygiene oriented.
- d. affiliator.

26. McGregor suggested _____ as a philosophy of management with a positive perception of subordinates' potential for work.

- a. theory X
- b. theory Y
- c. high needs
- d. need for affiliation

27. A manager who does not share decision-making authority with subordinates exercises _____ leadership.

- a. participative
- b. democratic
- c. free-rein
- d. autocratic

28. A conflict strategy in which the manager diplomatically acknowledges that conflict exists but downplays its importance is called _____.

- a. smoothing
- b. compromising
- c. collaborating
- d. confronting

29. Managers that have to "start over" each fiscal period by justifying and identifying all financial resources are using _____ budgeting.

- a. flexible
- b. bottom-up
- c. zero-based
- d. expense

30. In the international business environment, _____ are to limits as _____ are to taxes.

- a. agreements; disagreements
- b. quotas; tariffs
- c. tariffs; embargoes
- d. customs; cultures

貳、解釋名詞 (25%) 每題5分

1. Network Structure
2. Hersey and Blanchard's Life-Cycle Theory
3. Core Competency
4. Herzberg's Two-Factor Theory
5. Delphi technique