

系所組別：交通管理科學系乙組

考試科目：管理學

考試日期：0306，節次：3

※ 考生請注意：本試題 可 不可 使用計算機

請勿在本試題紙上作答，否則不予計分

壹、單選題 (30%)

請依題號順序作答，共 10 題，每題答對得 3 分，答錯到扣 1 分，但倒扣總分至多不超過總得分數。

1. _____ distinguishes a managerial position from a non-managerial one.
 - a. Command others
 - b. Lobby the law
 - c. Enhance profit
 - d. Coordinating and integrating others' work
 - e. Define market share

2. When comparing private business manager and public managers, which of following statement is true?
 - a. Private manager are more rational and apolitical
 - b. Public managers don't care about cost
 - c. Private managers are more motivated
 - d. They differ in the measure of performance
 - e. Public managers are more constrained by administrative procedures and outcome.

3. Adam Smith's, "The Wealth of Nations," put forth that the primary economic advantage by societies would be gained from which of the following concepts?
 - a. Division of labor
 - b. Fair employment legislation
 - c. The invisible hand
 - d. On-the-job training
 - e. Union representative

4. The Hawthorne studies were initially devised to study
 - a. Productivity levels of groups versus individuals
 - b. The effect of noise on employee productivity
 - c. The effect of cooperative versus competitive organizational environments on productivity
 - d. The effect of illumination levels on employee productivity
 - e. Individuals differences, e.g. gender, age, tenure, etc., on employee productivity

(背面仍有題目,請繼續作答)

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5. What is the full name of ECFA
- Enhance Cooperation Final Agreement
 - Election Cooperation Foundation Alliance
 - Economic Communication Forum Agreement
 - Election Consortium Forum Agreement
 - Economic Cooperation Framework Agreement
6. Which of the following international management concerns is the most difficult to gain information about?
- Legal
 - Ethical
 - Culture
 - Economic
 - Political
7. The socioeconomic view of corporate responsibility suggests that
- Stockholders are the only responsibility.
 - Organizations have an ethical but no legal responsibility to anyone except stockholders.
 - Corporations are responsible to the state and its citizens.
 - Maximizing profits is the first priority while social responsibility is the second priority.
 - Stockholders are the only responsibility.
8. _____ is an approach to managing in which managers establish, promote, and practice what an organization stands for and believes in.
- Belief management
 - Value management
 - Ethical marketing
 - Value based management
 - Cause related management
9. Decision making is typically described as which of the following?
- Deciding what is correct
 - Putting preference on paper
 - Choosing among alternatives
 - Processing information to completion
 - The end result of data collection

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10. Wider spans of control may be viewed as more efficient, but eventually, wider spans tend to have what effect on organizations?
- Reduced effectiveness
 - Increased turnover
 - Loss of managerial power
 - Customer dissatisfaction
 - Rigid chains of command

貳、解釋名詞 (40%) 每題 5 分

- Bounded rationality
- Management by objective (MBO)
- Boundaryless organization
- Breakeven analysis
- Contingency perspective
- Mechanistic organization
- McGregor's X theory
- Risk

參、問答題 (30%) 每題 15 分

- Compare and contrast "effectiveness" and "efficiency"
- List at least three types of information technology, which can influence communication in management