

可以中文作答

True/False (10%)

1. Managers must be able to sense the need for change in themselves, the need for change in their areas of influence and organization to be successful.
2. Leading is a more time-consuming function for top-level management, as compared to lower-level management.
3. Every business needs to define the portions of society that it must serve.
4. Evaluating results is part of the last step of the strategic planning process.
5. A cost-leadership strategy is one focused on keeping costs as low as possible through efficient operations and loose controls.
6. Temporary, unique situations are suited to functional authority.
7. Change is an antidote for businesses facing necessary re-organizational design.
8. The matrix structure is a combination of various elements.
9. Experience is a portion of expert power.
10. Ethical considerations should be addressed before the act or behavior.

Multiple Choice (15%)

11. All planning is based on assumptions and:
 - a. strategic controls.
 - b. leadership expectations.
 - c. forecasts.
 - d. organization restructuring.
12. Which of the following is *not* true?
 - a. Informal power is given/granted by others.
 - b. Informal power does not follow formal channels.
 - c. Informal power is far less stable than formal authority.
 - d. Informal power is assigned by the organization to managers.
13. Regardless of whether managers responsibility for organizational design work for any company, they have the same objectives, which include the following *except*:
 - a. respond to change.
 - b. integrate new elements.
 - c. maintain complacency.
 - d. coordinate the components.
14. Weekly department discussion meetings regarding important issues would be which type of technique for overcoming resistance to change?
 - a. advance warning
 - b. sensitivity
 - c. security
 - d. open communication
15. The process through which people and organizations accomplish objectives is:

(背面仍有題目,請繼續作答)

編號：G 421 系所：電信管理研究所甲組

科目：管理學

- a. coordination.
 - b. planning.
 - c. communication.
 - d. organizing.
16. The principles governing communication, decision making, and motivation form the foundation of:
- a. organizations.
 - b. planning.
 - c. coordinating.
 - d. leading.
17. The type of inventory for most retail stores is:
- a. raw materials.
 - b. finished goods.
 - c. resource packaged.
 - d. work-in-process.
18. The decision support system (DSS) that allows users to look for help from higher authorities is the _____ system.
- a. collective authority
 - b. end-user
 - c. expert
 - d. group decision support
19. The renowned expression, a picture is worth a thousand words," most closely exemplifies:
- a. stereotyping.
 - b. noise.
 - c. senders.
 - d. visual transmitters.
20. Decentralization allows managers to be closer to the action and:
- a. create a formal organization.
 - b. implement non-programmed decisions.
 - c. get closer to the consumer.
 - d. develop line of authority.
21. The more a set of cultural values _____ the organization, the _____ the culture is likely to become.
- a. hinders; more thorough
 - b. supports; less independent
 - c. permeates; stronger
 - d. helps; more technical
22. Characteristics of collaboration include the following **except**:
- a. problem solving by teams.
 - b. reductions in headquarters staff.
 - c. simplification of formal systems.
 - d. revolutionary change.
23. Raw data transforms to information when _____.
- a. it is calculated
 - b. a manager is aware that it exists
 - c. it serves a specific user's purpose
 - d. a manager looks at it
24. A world traveler could expect the items at Domino's Pizza or McDonald's fast-food restaurants in various countries to:

- a. look similar and taste similar.
- b. cost about the same.
- c. look similar but taste different.
- d. cost a little more.

25. Budgets serve managers in all of the following important ways **except**:

- a. allocation and coordination of resources.
- b. monitoring of systems.
- c. controlling of expenditures.
- d. inspecting resources.

Short Answer (18%)

26. Please summarize each of the following theories:

1. Life- Cycle Theory (from Hersey and Blanchard) (3%)
2. Achievement Theory (from McClelland) (3%)
3. Attribution Theory (3%)
4. Discrepancy Theory (3%)
5. Cultural Dimensions (from Hofstede) (3%)
6. Path-Goal Theory (3%)

Problem (57%)

27. What are the general characteristics of the Key Success Factor? Please describe each of them. (7%)
28. What is staffing? Please discuss and explain the elements of the staffing process. (10%)
29. What are the organizations inside Federal Communications Commission of USA? Please compare and contrast the (future) functions of FCC and National Communications Commission of Taiwan. (20%)
30. Based on what you know about digital convergence and 4C, please provide a proposal for the government to succeed in the world. (Credits will be granted based on the understanding of the issues and good reasoning.) (20%)