

壹 選擇題 (40%)，每題兩分。

1. Expert power is:
 - a. based on one person's ability to administer desired outcomes to another and to remove or decrease those outcomes that are not desired.
 - b. based on a person's ability to determine the punishment that another receives.
 - c. derived from feelings of identity, or oneness, that one person has with another, or from the desire for that identity.
 - d. based on one person's perception that another needed knowledge or perception in a given area.

2. A company's long-term capital needs, such as that required for a program of plant expansion, are most likely to be met by:
 - a. raising prices.
 - b. issuing bonds.
 - c. cutting expenses.
 - d. applying for a government loan.

3. Diversity in the work place provides companies with powerful competitive advantages that includes:
 - a. wider ranges of perspectives and knowledge to solve increasingly complex problems.
 - b. increase understanding of diverse markets and consumers.
 - c. enhanced recruiting prospects.
 - d. all of the above provide a competitive advantage.

4. The principle of absolute advantage suggests that:
 - a. a country should specialize in producing absolute advantage products and use them as trade goods for other needed products.
 - b. a country should absolutely trade to ensure larger markets.
 - c. products should be marketed to the absolute value attainable in a foreign market.
 - d. the market is limited by the lowest absolute value of products comprising the market.

(背面仍有題目,請繼續作答)

5. A partnership between companies in two countries where each supplies specific portions of the business needs to market in a particular country is called:
 - a. licensing.
 - b. a joint venture.
 - c. exporting.
 - d. local marketing subsidiaries.

6. A key element in the development of successful organizational culture is:
 - a. an understandable organization chart.
 - b. written policies and procedures.
 - c. sharing of values.
 - d. making a profit.

7. Which of the following statements is true of a mechanistic organization design?
 - a. Workers are given a wide variety of tasks.
 - b. Workers are loyal primarily to their possessions.
 - c. Communications and other interactions flow up and down the organizational hierarchy.
 - d. Emphasis is placed on getting the job done in a creative way.

8. Which of the following statements about goal setting is TRUE?
 - a. The best kinds of goals are abstract "do your best" goals.
 - b. The more difficult the goal, the better.
 - c. Employees must accept the goals set and be committed to their attainment.
 - d. Goals should be discussed only at the annual performance and salary review.

9. Which BEST describes job enrichment?
 - a. It is a reaction to the principles of Scientific Management.
 - b. It involves that simplification and routinization of worker tasks.
 - c. It calls for employees to have more responsibility for the overall job.
 - d. It is only applicable to assembly line jobs.

10. The fact that such words as “superior” and “average” mean different things to different people is a shortcoming of which approach to performance appraisal?
- the trait approach.
 - the behavioral approach
 - the outcome approach
 - the job analysis approach
11. Those who support the classical view of social responsibility believe that:
- business should use its resources to promote social causes.
 - business has an implied contract with society to use resources to promote business, which in turn supports society.
 - industrial workers have nothing to lose but their chains.
 - only government laws can force business to live up to its social obligations.
12. A business that is owned by its user members is called:
- a cooperative.
 - a joint venture.
 - a partnership.
 - a corporation.
13. When a firm uses its profits and the proceeds from bond and stock issues to buy other firms, it is said to be growing by:
- internal expansion.
 - external expansion.
 - deception.
 - predatory behavior.
14. The main disadvantage of franchising, from the franchisee’s perspective, is the:
- control exercised by the franchisor.
 - reputation of the franchisor.
 - large investment required to purchase the franchise and to begin operations.
 - possibility of disputes with franchisor.

(背面仍有題目,請繼續作答)

15. Which of the following statements about leadership is TRUE?
- Democratic leaders are more sensitive and caring than autocratic leader.
 - Democratic and autocratic leadership styles do not represent opposite ends of a single continuum.
 - Democratic and autocratic leadership styles differ only in the extent to which decision-making authority is delegated to others.
 - There is no such thing as a benevolent autocratic or an uncaring democrat.
16. Two analytical tools that can help operations managers with production planning and control are:
- quality control and maintenance.
 - load charts and production schedules.
 - schedule charts and PERT charts.
 - inventory control and purchasing cycles.
17. Artificial intelligence refers to:
- the top brass at the pentagon.
 - computer programs designed to replace managers.
 - computers simulating human reasoning.
 - computers with large external storage that approaches human capacity.
18. Marketing research can tell a firm all of the following EXCEPT:
- exactly how much product will be sold.
 - the degree to which customers are satisfied with the product.
 - how effective advertising is.
 - determining differences in consumer perceptions between the marketer's products and competition's.
19. Which of the following terms BEST describes a product's degree of availability to consumers?
- market score
 - customer volume
 - market coverage
 - product scope

20. Suppose you buy a \$1,000 bond that pays 10% annual interest over the next 20 years. A year passes, and now you wish to sell your bond. New \$1,000 bonds are now paying 12% annual interest, so when you sell your bond you will get:
- \$1,000.
 - less than \$1,000.
 - more than \$1,000.
 - cannot say without more information.

貳 問答題 (60%)，每題二十分。

1. 假設你是一家公司的總經理，你如何反應人力資源部門經理所提供的下列訊息：「今年我們公司員工的離職率高達 15%」？
2. 策略規劃程序可分為二類，一為由外而內，一為由內而外，亦即所謂的產業組織模式和資源基礎模式。(1) 請分別說明此二模式之立論基礎與規劃程序，(2) 請比較兩者之優劣，(3) 企業界應如何進行策略規劃的工作？
3. 管理學並非一門純理論的學科，必須參酌相關書刊報導與實務經驗方能融會貫通。請介紹一本您近日讀過的管理類書籍，例如：從 A 到 A+、執行力等非教科書類的管理名著，內容包括：(1) 書名，(2) 作者，(3) 出版年代與出版公司名稱，(4) 本書特色與內容摘要，(5) 與傳統管理學教科書之異同處，(6) 企業界如何應用此書。