

系所組別： 國際經營管理研究所在職專班甲、乙組

考試科目： 經營管理實務(專班)

考試日期：0308，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)

一、選擇題 (每題 3 分，總計 60 分)

1. _____ is defined as a business firm's obligation, beyond that required by law and economics, to pursue long-term goals that are good for society.
 - A) Social obligation
 - B) Social responsibility
 - C) Social screening
 - D) Values-based management
2. Social impact management is an approach to managing in which managers examine the social impacts of their _____.
 - A) decisions and actions
 - B) ethics and values
 - C) profits and earnings
 - D) social responsibility
3. What is a frequently cited criticism of formal planning?
 - A) Plans can't be developed for a dynamic environment.
 - B) Formal planning is too time consuming, given the dynamism in modern business environments.
 - C) Formal planning creates extra, often redundant levels of hierarchy within the organization.
 - D) Formal planning works well only for large, diversified companies.
4. Formal plans serve as a roadmap although the destination may be changing constantly due to _____.
 - A) dynamic market conditions
 - B) political changes
 - C) management changes
 - D) employment makeup
5. The Program Evaluation and Review Technique (PERT) is especially useful in scheduling _____.
 - A) large projects
 - B) programs
 - C) processes
 - D) planning

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6. Different assumptions in a scenario can lead to _____.
- A) different outcomes
 - B) the same estimates
 - C) disputes over which is correct
 - D) divergent ideas into results
7. The most thorough performance appraisal method, _____ utilizes feedback from supervisors, employees, and coworkers.
- A) management by objectives
 - B) 360-degree feedback
 - C) Critical incidents
 - D) Graphic rating scales
8. The selection process is _____.
- A) determining who is best for a job
 - B) not related to performance in the job
 - C) an exercise in prediction
 - D) determining how to best train employees
9. A leader who sets challenging goals and expects very high performance levels from subordinates is classified as what type of leader, according to path-goal theory?
- A) supportive
 - B) participative
 - C) achievement oriented
 - D) democratic
10. _____ is the adverse reaction people have to excessive pressure placed on them from extraordinary demands, constraints, or opportunities.
- A) Stereotyping
 - B) Stress
 - C) A halo effect
 - D) Creativity
11. Managers have found that teams are _____ to changing events than are traditional departments or other permanent work groups.
- A) less flexible and responsive
 - B) less flexible and more responsive

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考試日期： 0308，節次： 3

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- C) more flexible and less responsive
D) more flexible and responsive
12. Bringing together organizational members from marketing accounting human resources and finance to work on a task would be an example of a _____ team.
A) cross-functional
B) temporary
C) specific
D) functional
13. The literature on _____ suggests that managers should ensure that employees have hard, specific goals and feedback on how well they are doing in achieving those goals.
A) goal-setting theory
B) equity theory
C) reinforcement theories
D) expectancy theory
14. Trait theory ignores _____.
A) the interactions of leaders
B) the characteristics of the group members
C) the interactions of leaders and their group members as well as situational factors
D) situational factors in the leadership research
15. According to path-goal theory, a leader who is friendly and shows concern for the needs of subordinates is termed _____.
A) directive
B) achievement oriented
C) participative
D) supportive
16. Evidence indicates that transformational leadership is strongly correlated with _____.
A) lower turnover rates and lower levels of goal attainment and follower well-being
B) lower turnover rates and higher levels of productivity and creativity
C) higher turnover rates and lower levels of productivity and employee

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- satisfaction
- D) higher turnover rates and higher levels of employee satisfaction and follower well-being
17. Which of the following is a main requirement for successful value chain management?
- A) coordination
B) competition
C) R & D
D) organizational structure
18. The ability of a product or service to reliably do what it's supposed to do and to satisfy customer expectations is called _____.
- A) quantity
B) quality
C) efficiency
D) effectiveness
19. _____ is the overall output of goods or services produced divided by the inputs needed to generate that output.
- A) Factoring
B) Forfeiting
C) Correlation
D) Productivity
20. Under clan control, employee behaviors are regulated by _____
- A) peer pressure
B) shared values and norms
C) brainwashing
D) strict hierarchical mechanisms

二、申論題 (每題 20 分，總計 40 分)

1. In a short essay, define management by objectives (MBO) and list four elements of this type of goal setting. What are some problems associated with this approach?
2. In a short essay, list and discuss the three competitive strategies, according to Michael Porter. Include specific examples of companies that pursue each of the three competitive strategies.