

國立臺北科技大學九十六學年度碩士班招生考試

系所組別：4210 商業自動化與管理研究所甲組

第二節 管理學 試題

第一頁 共二頁

注意事項：

1. 本試題共 50 題，配分共 100 分。
2. 請標明大題、子題編號作答，不必抄題。
3. 全部答案均須在答案卷之答案欄內作答，否則不予計分。

一、是非題 50 題、每題兩分。答錯倒扣一分、若倒扣後分數低於零分，以零分記。若問題為『是』請以符號『0』作答，若問題為『非』請以符號『X』作答，其他符號不予計分。請自行在答案卷上繪製下列表格，並將各題答案，以符號『0』或『X』填寫在答案欄內。

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1. Speed, in the competitive business world, is secondary to product packaging.
2. Efficiency is far more important than effectiveness in today's competitive environment.
3. Teams can satisfy important personal needs for their members, such as affiliation and esteem.
4. Goal-setting theory states that people have conscious goals that energize them and direct their thoughts and behaviors toward a particular end.
5. Top managers are also called tactical managers since they must translate the general goals into specific objectives and activities.

6. It is more complex and time consuming to conduct an environmental analysis on diversified companies.
7. Excessive emphasis on long-term revenues over shorter-term considerations is one of the factors that is conducive to unethical behavior.
8. The systematic management approach attempted to build specific procedures and processes into operations to ensure coordination of effort.
9. Corporate social responsibility helps a company's societal image but hinders its competitive advantage in recruitment and retention of employees.
10. Sustainability is not compatible with the natural ecosystems that generate and preserve life.
11. Coordination refers to the procedures that link the various parts of the organization to achieve the organization's overall mission.
12. The least preferred strategy when a company's competitive advantage is based on technology is the wholly owned subsidiary.
13. Cultural shock is an example of an executive coping strategy for international assignments.
14. Communication and transportation constraints hindered the growth of earlier businesses.
15. Being "green" is potentially a catalyst for innovation, new market opportunities, and wealth creation.
16. The board of directors has the ultimate authority in corporations.
17. Marilyn, a manager at ABCD, Inc. supervises 139 employees. The next level she reports to is the President. ABCD would be considered a tall organization.
18. Randal Robinson works within the field of Research and Development (R&D) for MNOP Corporation. Therefore, Randal works for a staff department, rather than a line department.
19. A characteristic of the current age is the rapid rate at which change occurs.
20. Better serving the customer can start with involving the customer more in company decisions.
21. All organizations operate in a macro environment.
22. CBI, Inc. Company has separate company-wide marketing, production, design, and engineering departments. CBI Company is a divisional organization.
23. To a large degree, problems can be avoided if the key managers in the matrix learn the behavioral skills demanded in the matrix structure.
24. The unified Europe is expected to have a major impact on the economy of the United States.
25. Ethics is the system of rules that governs the ordering of values.

注意：背面尚有試題

26. Managers typically face ill-structured problems, leaving the decision maker uncertain about how to proceed.
27. When organizations differentiate their structures they also need to be concerned about integration and coordination.
28. A mental image of a possible and desirable future state of the organization is called vision.
29. Technology leadership is used to support a differentiation strategy while technology followership is limited to supporting a low-cost strategy.
30. Key roles in acquiring and developing new technologies are the technical innovator, product developer, and executive champion.
31. Human resources management deals with formal systems for the management of people within of the organization.
32. In the organic organization, expertise is highly valued.
33. Entrepreneurs are essentially gamblers.
34. Critical to effective human resources planning is the accuracy of demand forecasts.
35. When Cheng, Inc. uses its computerized human resources information system to analyze its past rates or ratios of turnover, terminations, and retirements, the company is looking at external labor supply.
36. Goals need not be linked to a time frame but should be quantifiable.
37. By definition, managing diversity means that all individuals are to be treated the same.
38. Personal sources of power, referent and reward, are the ones most closely related to people's motivation to perform to their managers' expectations.
39. Transactional leadership approaches may be more effective for collectivists than for individualists.
40. The most effective leadership development experiences have three components: assessment, challenge, and control.
41. Low need for affiliation and moderate to high need for power are associated with managerial success for both higher- and lower-level managers.
42. Teams do not function in a vacuum; they are interdependent with other teams.
43. Increased filtering occurs when there are fewer authority levels through which communication must pass.
44. Frederick Taylor would have considered "open-book management" to be a very effective managerial tool.
45. Unity of command is the principle that fairy discipline and order enhance employee commitment.
46. A classical approach to management is quantitative management that emphasizes the application of quantitative analysis to management decisions and problems.

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47. Striving for world-class excellence is essential to survival and success in today's intensely competitive business world.
 48. Innovation is described as a change in technology, a departure from previous ways of doing things.
 49. Effective communication is a fundamental aspect of job performance and managerial effectiveness.
 50. Control is a managerial necessity.