國立臺中教育大學 101 學年度大學日間部轉學招生考試管理學試題

適用學系:國際企業學系三年級

	(本試題共三頁)
一、 選擇題:每題3分,共10題,30%	
1 is an attitude that reflects an individual's identification with a an organization.	an attachment to
a. Job involvementb. Organizational citizenshipc. Job satisfactd. Organizational commitment	ion
2. If HTC is contemplating entering into the bio-tech industry, the scordecision would be:	pe of the
a. Tactical b. Strategic c. Operational d. Competitive	
3. Non-programmed decision is best described as	
a. recurring, but difficult to make	
b. unique and nonrecurring	
c. very similar to problems in other areas of the organization	
d. requiring more aggressive action on the decision maker's though	t processes
4. Which of the following leadership models suggests that leaders hav working relationships with the better performers among their subord do with the others?	
a. Path-goal b. Leader-member exchange	
c. Vroom-Yetton-Jago d. Substitutes for leadership	
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5. Charismatic leadership is closely linked with	
a. legitimate power b. instrumental compliance	
c. coercive power d. referent power	

6. A sales forecast helps a manager create which aspect of planning most directly?

a. Actions b. Adaptation c. Objectives d. Implementation

- 7. A learning organization develops the capability to
 - a. add new training programs even when competitors are going bankrupt
 - b. accept conventional wisdom of the industry
 - c. work in teams
 - d. continuously learn, adapt, and change
- 8. Which of the following statements about communication and the manager's job is true?
 - a. Communication is so complex that managers need not try to understand the process.
 - b. Communication is a part of almost all managerial activities.
 - c. The planning function requires little communication.
 - d. Communication is the only thing that holds an organization together.
- 9. An automobile manufacturer that increased the total number of cars produced at the same cost, but with many defects, would be
 - a. efficient and effective
 - b. effective but inefficient
 - c. increasing efficiency
 - d. increasing effectiveness
- 10. Which of the following leadership models is a combination of the trait and leader behavior approaches, with the addition of a situational element?
 - a. Path-goal theory
 - b. Vroom-Yetton-Jago model
 - c. Vertical-dyad linkage model
 - d. Fiedler's LPC model
- 二、名詞解釋: 每題5分,共5題 佔25%
- 1. Market segmentation and market penetration
- 2. Vertical Integration
- 3. Hot stove rule
- 4. Strategic alliance
- 5. PDCA

- 三、請回答下列問題, 共2題 佔45%
- 1. Please to briefly describe the concepts of strategic management? (25%)
- 2. Benefits & Issues of knowledge management (KM) (20%)