

國立臺中教育大學 102 學年度研究所碩士班招生考試  
管理學試題

適用學系：事業經營碩士學位學程（一般生）、  
永續觀光暨遊憩管理碩士學位學程（B 選考管理學）

一、選擇題（50%，每題2.5%，單選）

1. Which is the correct sequence of the following motivation components a.Drive b.Incentive c.Need ?  
(A) acb  
(B) cab  
(C) bca  
(D) cba.
2. A manager who instructs his subordinates to do tasks which assist the organization to accomplish its objectives is performing which of the function of management?  
(A) Organizing  
(B) Controlling  
(C) Leading  
(D) Planning.
3. Which function of management is best to describe a SWOT analysis?  
(A) Organizing  
(B) Controlling  
(C) Leading  
(D) Planning.
4. What is the correct sequence of management function?  
(A) Planning→Leading→Organizing→Controlling  
(B) Planning→Controlling→Leading→Organizing  
(C) Planning→Controlling→Organizing→Leading  
(D) Planning→Organizing→Leading→Controlling.

5. The frequent saying 'Do the things right' can be referred to stress?
- (A) Process
  - (B) Efficiency
  - (C) Effectiveness
  - (D) Controlling.
6. The perspective emphasizes that organizations are the subsystem of the environments, this concept refers to?
- (A) Closed approach
  - (B) Open approach
  - (C) Hybrid approach
  - (D) All of above.
7. Which of the following refers to the uniqueness of mass market?
- (A) Cost-leadership
  - (B) Focus
  - (C) Differentiation
  - (D) All of above.
8. Which of the following is the difference between a manager and an entrepreneur?
- (A) Motivation
  - (B) Time span
  - (C) Risk tendency
  - (D) All of above.
9. Among the decision-making styles, analytic style refers to?
- (A) Intuition, low ambiguity acceptance
  - (B) Intuition, high ambiguity acceptance
  - (C) Ration, low ambiguity acceptance
  - (D) Ration, high ambiguity acceptance.
10. Which of the following is conceptually different from others?
- (A) Bureaucratic organization
  - (B) Boundaryless organization
  - (C) Virtual organization
  - (D) Barrier-free organization.

11. In the traditional approach to planning, planning was done entirely by top-level managers who were often assisted by \_\_\_\_\_.
- (A) business level managers
  - (B) functional level managers
  - (C) a mixture of managers from the line, functional, and business level
  - (D) a group of planning specialists
12. The third step in strategic management is identification of strengths and weaknesses and is related to analysis of \_\_\_\_\_.
- (A) the external environment
  - (B) the internal environment
  - (C) the alternatives the firm faces
  - (D) time pressures involved in serving the customer
13. When an organization attempts to combine with other organizations in the same industry, the strategy is known as a \_\_\_\_\_ strategy.
- (A) growth
  - (B) horizontal integration
  - (C) vertical integration
  - (D) stability
14. Forecasting techniques fall into what two categories?
- (A) fixed asset and human capital
  - (B) predictive and confirmatory
  - (C) quantitative and qualitative
  - (D) empirical and conceptual
15. The theory that a person should report to only one manager is called \_\_\_\_\_.
- (A) authorized line of responsibility
  - (B) unity of command
  - (C) responsibility factor
  - (D) chain of command

16. The extent of filtering within an organization tends to be a function of the number of vertical levels in the organization and the \_\_\_\_\_.
- (A) degree of centralization
  - (B) organizational culture
  - (C) degree of formalization
  - (D) none of the above
17. A company's \_\_\_\_\_ is the value of all outstanding stock plus the company's debt.
- (A) debt obligation
  - (B) capital outlay
  - (C) market value
  - (D) asset allocation
18. A company that decides to decentralize its sales procedures is managing what change category?
- (A) technology
  - (B) people
  - (C) competitors
  - (D) structure
19. By using \_\_\_\_\_, we form an impression about a person based on a single characteristic, such as intelligence or appearance.
- (A) stereotyping
  - (B) selectivity
  - (C) the halo effect
  - (D) assumed similarity
20. High-performance teams tend to have \_\_\_\_\_ goals.
- (A) clear
  - (B) difficult
  - (C) public
  - (D) multiple

## 二、申論題（50%，每題25%）

1. 許多國立大學受限於政府預算經費的縮減，開始採用「人力派遣」與「委外服務」的方式來進行例行性的清潔保養維護。試問，此兩者運作方式有何區別？對一個大學而言，將產生何種效益？會發生何種問題？（25%）
  
2. 何謂企業社會責任(social responsibility)？請針對下列企業擇一提出你對該企業履行企業社會責任的瞭解與分析。（25%）
  - a.鴻海企業；b.王品集團；c.台塑企業；d.中華電信；e.統一企業

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## 觀光遊憩概論試題

適用學系：永續觀光暨遊憩管理碩士學位學程

### 一、簡答題（15%，每小題 5%）

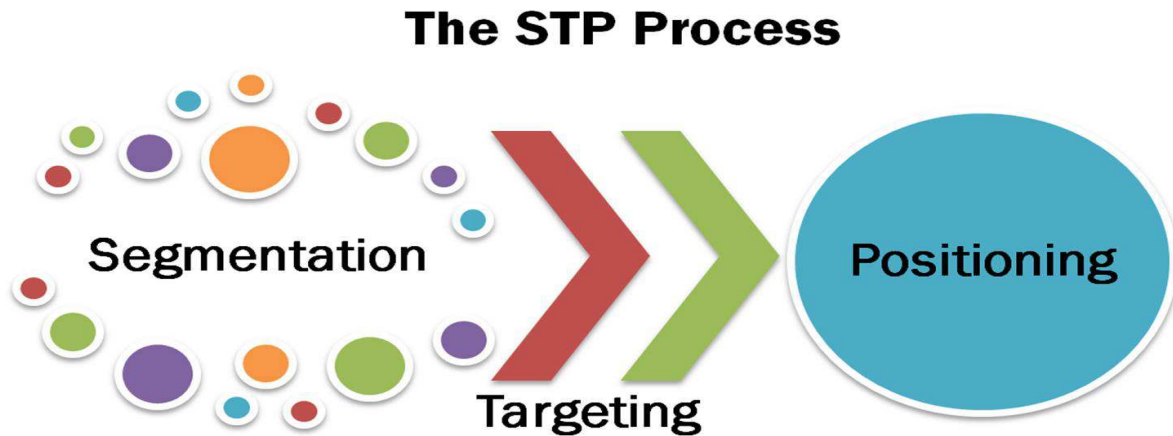
1. 請說明何謂「demonstration effect」
2. 請說明何謂「cultural commoditization」
3. 請說明 2013 年台灣燈會主辦地點在哪一個城市？

### 二、申論題（85%）

1. 根據臺中市政府新聞局的報導：『…臺中市政府擬計畫在清水地區興建企鵝館，總經費三億元，因擔心企鵝館變成錢坑，臺中市議會於 2012 年 12 月 18 日進行政黨協商，將市府 2013 年興建企鵝館二千萬元設計費預算全數刪除！議員們表示，在市府財政艱困情況下，興建企鵝館一年場地租金就需花費二百萬元，每年企鵝餵食費用也高達五百萬元，還有館內終年需維持常溫十至廿度，不符節能減碳理念，企鵝館一旦興建宛如一個「錢坑」，這是兩黨協商大家同意刪除企鵝館預算最主要的理由。企鵝館興建案遭挫，議員們也希望市府推動海線觀光計畫不可就此停擺，建議市府能提出新計畫，將原本企鵝館案調整朝「海洋生態館」方面推動，活絡海線觀光，帶動地方商機。市長胡志強表示，企鵝館原本是民間計畫於漁市場興建，但後來因故不蓋了，市府著眼企鵝館若與藍帶觀光結合，對活絡地方觀光經濟將有所幫助才提興建計畫，市府規畫的企鵝館注重生態，不會砍任何防風林，也已舉辦了四次說明會，有人要求開公聽會、要求環評，但企鵝館面積未達環評標準，根本無需環評。胡市長指出，反對聲浪似乎很頻繁，但這代表很多人反對嗎？他個人不覺得如此。企鵝館對海線觀光絕對有好處，市府一點私心都沒有，也一直在溝通，並將白海豚與企鵝館同時納入此計畫之中，白海豚是中部海邊最大特色，議會刪除企鵝館預算，他感到非常遺憾，但會尊重議會決議。…』。根據上述新聞報導，試問，為促進觀光發展、增加客源、活絡經濟、保護環境，臺中市政府觀光旅遊局未來可加強的重點工作為何？（請您具體提出三項建議並說明理由）（15%）
2. 臺灣燈會係為交通部觀光局長年舉辦之大型節慶活動，以往臺灣燈會之舉辦地點均在臺北市進行，自從西元哪一年起開始由全國各縣市角逐主辦權？試請分析以往均於同一城市舉辦與現今開放各縣市角逐主辦權之優

劣為何？並請說明您較支持何種舉辦模式，以及支持該項舉辦模式之理由。(30%)

3. 在觀光行銷裡，STP 是一個相當重要的概念，如果您將在臺中市的新社地區開一間民宿，請問您會如何利用 STP 的概念規劃您的新民宿並找到您的客群？另，您認為 STP 一定要遵從下面的圖示順序來進行嗎？(20%)



4. 請您依據下圖說明其所代表之意涵？試說明一個風景區要如何利用下圖來規劃其未來的觀光發展？(20%)

