

# 淡江大學 95 學年度轉學生招生考試試題

系別：企業管理學系二年級

科目：管理學

14-

准帶項目請打「V」	
	簡單型計算機

本試題共 / 頁

## 一.選擇題:15%

- 1.( )The handing down of decision-making authority to organization is :  
(a)formalization (b)decentralization(c)centralization (d)span of control
- 2.( ) A statement of the minimum acceptable qualifications that an incumbent must possible to perform a given job successfully (a)job specification (b)job description (c)job evaluation (d)job design
- 3.( )The number of subordinates a manager can supervise efficiently and effectively is  
(a)delegation (b)unity of command (c)span of control (d)decentralization
- 4.( ) e-Bay 公司在民國 91 年來台灣發展，首先併購買賣王拍賣網站的做法屬於哪一種層級的策略(a)公司整體策略 (b)事業策略 (c)功能策略
- 5.( )成功的組織發展的變革過程: (a)change →unfreezing→re-freezing (b) unfreezing →change→re-freezing (c)re-freezing →change →unfreezing (d)unfreezing →re-freezing →change

## 二.解釋名詞 40%

- |                 |                         |                     |
|-----------------|-------------------------|---------------------|
| 1.Outsourcing   | 2.M-form organization   | 3.Assessment center |
| 4.PEST analysis | 5.Learning organization | 6.Job rotation      |
| 7.SWOT analysis | 8.Stress interview      | 9.TQM               |
| 10.Job analysis |                         |                     |

## 三.問答題 45%

- 1 請描述工作特性模式和它的用途 10%
- 2.請描述 BCG 矩陣中的四個各項限.以及位於各項限的事業應採行的策略.15%
- 3.請舉出三種激勵理論.並請分別描述之.15%
- 4.請描述管理者權力的種類.5%