

淡江大學 97 學年度碩士班招生考試試題

系別：企業管理學系

科目：管 理 學

本試題共 2 頁，五 大題

一、是非題：共 15 分，每小題 3 分（若答「非」，須說明理由，否則不予計分；
「說明」部分占 1 分）

1. In a rapidly changing environment, well-defined and precisely developed action plans enhance organizational performance.
2. Organizational design is the organization's formal framework by which job tasks are divided, grouped, and coordinated.
3. Programmed decision-making facilitates organizational efficiency.
4. Environmental uncertainty can be divided into two dimensions: degree of trust and degree of integration.
5. The manager's options for change essentially fall into three categories: structure, technology, and product.

二、選擇題：共 10 分，每小題 2 分

1. One could say that Fayol was interested in studying _____ management issues, whereas Taylor was interested in studying _____ management issues.
 - a. micro; macro
 - b. macro; micro
 - c. micro; micro
 - d. macro; macro
2. _____ strategy determines what businesses an organization should be in.
 - a. Business-level
 - b. Organizational
 - c. Operational-level
 - d. Corporate-level
3. The degree to which jobs are standardized and guided by rules and procedures is called _____.
 - a. work specialization
 - b. centralization
 - c. decentralization
 - d. formalization
4. _____ refers to the ability to combine ideas in a unique way or to make unusual associations between ideas.
 - a. Innovation
 - b. Imagination
 - c. Creativity
 - d. Interpretive thinking
5. Which of the following is *not* an important leadership role for team leaders?
 - a. liaison with external constituencies
 - b. liaison with internal constituencies
 - c. troubleshooter
 - d. conflict manager

本試題雙面印製

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三、簡答題：共 25 分，每小題 5 分（寫出大綱即可，不必詳加說明）

1. 任舉出學習型組織 (learning organization) 的五項特性
2. 任舉出全面品質管理 (TQM) 的五項特性
3. 任舉出五項去克服人際溝通障礙 (barriers of interpersonal communication) 的方法
4. 任舉出五項去減低抗拒變革 (reducing resistance to change) 的方法
5. Hackman and Oldham 之工作特性模式 (JCM) 中的五大工作特性

四、針對下列各問題，分別至少條列五項加以簡要說明之：

1. 您為何要學管理 (management)？(5 分)
2. 成為一位管理者，會有哪些好處 (利益)？(10 分)
3. 成為一位管理者，會面臨哪些挑戰 (壞處)？(10 分)

五、請圖示策略管理的過程 (process of strategic management) 模式，並簡要說明過程中各階段的内容要素 (或重點)。(25 分)