

# 淡江大學九十二學年度碩士班招生考試試題

系別：國際貿易學系

科目：管 理 學

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| 准帶項目請打「○」否則打「×」 |
| 簡單型計算機          |
| ×               |

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## 一、選擇題 (25%)

1. Which of the following functions of management means ensuring that activities conform to plans?
  - a.) Planning
  - b.) Leading
  - c.) Organizing
  - d.) Controlling
  - e.) Budgeting
  
2. \_\_\_\_\_ is defined as a technique in which supervisor and subordinate jointly set goals for the latter and periodically assess progress toward those goals.
  - a.) Management by organizations
  - b.) Management by objectives
  - c.) The Delphi Technique
  - d.) Objectives simulation
  - e.) Human Resource control
  
3. Which of the following would be the primary advantage of the matrix departmentalization format?
  - a.) Reduction in power struggles
  - b.) Reduction in conflicts
  - c.) Time efficiency
  - d.) The ability of a department to devote its undivided attention to the needs of its own project, product, or customer
  - e.) Reduced overhead
  
4. A Pea in a Pod (a chain of maternity stores) concentrates on selling stylish clothes to pregnant working women. By concentrating on "working women's maternity clothes," the company is able to provide a better offer than traditional department stores to their target customers. This would be an example of which of the following competitive strategies?
  - a.) Price leadership
  - b.) Cost leadership
  - c.) Segmentation
  - d.) Focus
  - e.) Differentiation

◀ 注意背面尚有試題 ▶

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5. Which of the following is NOT a leadership behavior identified in House's path-goal theory?
- a.) Directive leader
  - b.) Supportive leader
  - c.) Participative leader
  - d.) Transactional leader
  - e.) Achievement-oriented leader

二、請闡述影響企業訂定計畫 (planning) 和設計組織架構 (organizing) 時的各項權變因素 (contingency factors) (25%)。

三、早期探討員工激勵的理論有 Maslow 的需求層級理論 (hierarchy of needs theory), McGregor 的 X 與 Y 理論, 以及 Herzberg 的激勵—保健因子理論 (motivation-hygiene theory)。當代的理論可能未必如上述傳統理論著名, 但普遍獲得實證上的支持。請您就當代激勵理論彼此間的關聯性作一整合。您認為那一個理論的觀點是其中的基礎? (25%)

四、請您比較供應鏈管理 (supply chain management) 和價值鏈管理 (value chain management) 有何不同? 成功的價值鏈管理應具備那些條件? (25%)