

淡江大學九十三年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

准帶項目請打「○」否則打「×」
簡單型計算機

本試題共 頁

本試題雙面印製

- (1)組織文化是目前企業相當重視的管理議題，形成良好的企業文化並不容易，首先要請您解釋：何謂「組織文化」(corporate culture)？(2)請問您，組織文化在企業中是如何形成的？(請說明形成組織文化的原因)
- 激勵理論中，有許多學者提出各種看法。本題想請問激勵理論中的 X 理論與 Y 理論是屬於內容型理論(content theory)抑或是程序型(process theory)？如果有人問你：到底 X 理論或 Y 理論較為正確？請問您應該如何回答？為什麼？
- (1)職權問題是在組織中經常需要討論與修正的問題，而目前最常被討論到的，就是賦權問題。請問何謂「賦權」(empowerment)？(2)它和傳統的所謂「授權」(delegation)有何不同？(3)您認為要如何進行賦權給員工？(換句話說，如何執行賦權)

4. Single Choice

(1)

_____ disregard much of the information available and rapidly bounce from one alternative to another to get a feel for which seems to work best.	
A	Systematic decision-makers
B	Biased decision-makers
C	Ethnocentric decision-makers
D	Intuitive decision-makers
E	Polycentric decision-makers

(2)

_____ usually set broad guidelines for the enterprise. For example, at Saks Fifth Avenue the statement is made that "we sell only high-fashion apparel and top-of-the-line jewelry."	
A	Policies
B	Procedures
C	Rules
D	Guidelines
E	Codes

注意背面尚有試題

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(3)

Which of the following would NOT be an illustration of a good mission statement?	
A	To provide a high, reliable error-free method for moving people and products up, down, and sideways within a building (Apex Elevator)
B	To provide information service in local-exchange and exchange-access markets within its franchise area, as well as cellular phone and paging services (United Telephone Corporation of Dade)
C	Knowledge is good (Faber College)
D	To provide people with longer lives and higher-quality lives by applying research efforts to develop new or improved drugs and health care products (Josephson Drug Company, Inc.)
E	To transform how educators work by providing innovative and easy-to-use multimedia-based computer systems (Gray Computer, Inc.)

(4)

A(n) _____ is a course of action that explains how the enterprise will move from the business it is now in to the business it wants to be in, given its opportunities and threats and its internal strengths and weaknesses.	
A	option
B	strategy
C	mission
D	plan
E	tactic

(5)

If a company encourages their employees to join a company-sponsored sports team (such as bowling or softball), it is probably encouraging which of the following forms of communication?	
A	Horizontal communications
B	Vertical communications
C	Downward communications
D	Upward communications
E	Unilateral communications