

國立屏東商業技術學院 97 學年度碩士班暨碩士在職專班入學考試試題

行銷與流通管理系碩士班 <一般生>

管理學

注意：

1. 本試題共有兩大題：第一大題為配合題，計 15 小題；第二大題為問答題，計 2 題。各大題請依序標明題號，並作答於答案卷上。
2. 試題須隨答案卷一併繳回。

壹、配合題：(佔 60%，每小題 4 分)

請就下列解釋名詞，從 A 至 V 的各項陳述中，配合選出一個最恰當的答案。

1. Conceptual skills
2. Groupthink
3. Effectiveness
4. Transformational leaders
5. Clan control
6. Six sigma
7. Emotion intelligence (EI)
8. Supply chain management
9. Focus strategy
10. Boundaryless organization
11. Value chain management
12. Social responsiveness
13. Knowledge management
14. Virtual team
15. Organic organization

A. The process of managing the entire sequence of integrated activities and information about product flows along the entire value chain.

- B. Cultivating a learning culture where organization members systematically gather knowledge and share it with others in the organization so as to achieve better performance.
- C. An organization that is not defined or limited by boundaries or categories imposed by traditional structures.
- D. An approach to control that emphasizes organizational authority and relies on administrative rules, regulations, procedures, and policies.
- E. Means doing the thing correctly; refers to the relationship between inputs and outputs. Seeks to minimize resource costs.
- F. The withholding by group members of different views in order to appear to be in agreement.
- G. The strategy an organization follows when it wants to be unique in its industry within a broad market.
- H. Means doing the right thing; goal attainment.
- I. The strategy an organization follows when it wants to establish an advantage in a narrow market strategy.
- J. Leaders who guide or motivate their followers toward established goals by clarifying role and task requirements.
- K. An adhocracy; a structure that is low in specialization, formalization, and centralization.
- L. A philosophy and measurement process that attempts to design in quality as a product is being made.
- M. A firm's obligation, beyond that required by the law and economics, to pursue long-term goals that are good for society.
- N. The ability of a firm to adapt to changing societal conditions.
- O. Management of the facilities, functions, and activities involved in producing and delivering a product or service, from suppliers to customers.
- P. An approach to designing control systems in which employee behaviors are regulated by the shared values, norms, traditions, rituals, beliefs, and other aspects of the organization's culture.
- Q. Leaders who inspire followers to transcend their own self-interests for the good of the organization and are capable of having a profound and extraordinary effect on followers.
- R. An organization that produces nonphysical outputs such as educational, medical, or transportation.
- S. An electronic meeting team; allows groups to meet without concern for space or time.
- T. An assortment of noncognitive skills, capabilities, and competencies that influence a person's ability to cope with environmental demands and pressures.
- U. A manager's ability to work with, understand, mentor, and motivate others, both individually and in groups.
- V. A manager's mental ability to coordinate all of the organization's interests and activities.

貳、問答題：(佔 40%，每題 20%)

- 1、何謂「創新」？一個不斷創新的企業在「組織文化」方面有什麼明顯的特徵？請舉例說明之。
- 2、在某些行業中由於產業結構的本質，企業必須適切地設計管理制度。請舉一個你（妳）所熟悉的產業為例，應用「工作特性模型」理論說明如何設計工作內容來激勵員工。