

單選題 50 題。每題 2 分。 ※ 注意：請用 2B 鉛筆作答於答案卡，並先詳閱答案卡上之「畫記說明」。

1. In order to determine how to deal with a problem employee, Sharon evaluated the employee, the problem, and the context in which the problem occurred. She is applying which of the following perspectives?
 - (A) Participative view
 - (B) Universalist view
 - (C) Contingency view
 - (D) Humanist view
2. A government inspection has required your company to upgrade the safety equipment in the manufacturing process of semiconductors. What dimension of the external environment has influenced these upgrades?
 - (A) Technological
 - (B) Legal-political
 - (C) Sociocultural
 - (D) Economic
3. For Southwest Airlines, all of the following can be suppliers EXCEPT:
 - (A) Exxon.
 - (B) Citibank.
 - (C) Delta Airlines.
 - (D) Boeing
4. If a manager finds several new competitors on the horizon, they may need to spend more time in which role?
 - (A) Disturbance handler
 - (B) Resource allocator
 - (C) Monitor
 - (D) Leader
5. A “dairy farm” view of management, i.e., contented cows give more milk, so satisfied workers will give more work was espoused by:
 - (A) human relations approach.
 - (B) contingency approach.
 - (C) system approach.
 - (D) management science perspective.
6. In 2010, which of the following countries formed a free trade area with the ten countries that make up the Association of Southeast Asian Nations (ASEAN)?
 - (A) Australia
 - (B) United States
 - (C) China
 - (D) Japan
7. Which of these is a low-context culture?
 - (A) German
 - (B) Chinese
 - (C) Arab
 - (D) Japanese

8. The profit-maximizing view of a company's economic responsibility is advocated by _____.

- (A) Milton Friedman
- (B) Adam Smith
- (C) Frederick Taylor
- (D) Chester Barnard

9. Regarding the levels of personal moral development, the majority of managers operate at the _____ level.

- (A) preconventional
- (B) autocratic
- (C) postconventional
- (D) conventional

10. Sugar manufacturers have been steadily losing business as a result of increasing use of high-fructose corn syrup in processed foods. However, sugar sales are beginning to increase again in recent months. This example most closely demonstrates which of Porter's Five Forces?

- (A) Bargaining power of suppliers
- (B) Rivalry among competitors
- (C) Threat of new entrants
- (D) Threat of new substitutes

11. After X Enterprise merged with Y Enterprise, company executives noticed that due to increased employee collaboration between the two units, costs were down and revenues increased within both areas. This is an example of what business phenomenon?

- (A) Strategy implementation
- (B) Portfolio management strategy
- (C) Core competences
- (D) Synergy

12. A company recently underwent a significant company-wide change that involved revision of its manufacturing and leadership processes. The result of this was a stronger emphasis on horizontal coordination. This level of change is referred to as:

- (A) Reorganization
- (B) Reengineering
- (C) E-engineering
- (D) Corporate structuring

13. Which of the following structures is most consistent with a strategy of stability?

- (A) Team based structure
- (B) Organic structure
- (C) Matrix structure
- (D) Functional structure

14. Inventory managers at X Enterprise utilize an inventory control system where materials are scheduled to arrive just as they are needed on the production line. This is referred to as:
- (A) Restructuring
 - (B) Force-field control
 - (C) Total quality management
 - (D) Just-in-time inventory control
15. For the compact disc industry, the advent of MP3 technology can best be described as what type of innovation?
- (A) Disruptive innovation
 - (B) Strategic innovation
 - (C) Product innovation
 - (D) Restructuring innovation
16. Which approach should a group use to resist change if the group has power over implementation and if the group will lose out in the change?
- (A) Negotiation
 - (B) Participation
 - (C) Coercion
 - (D) Education
17. Julia wants to become part of an elite manager network at her company so she can get access to general and line management experience to help her succeed within the company. However, she learns that the manager network is made up exclusively of men. This demonstrates which factor affecting women's careers?
- (A) Female advantage
 - (B) Opt-out trend
 - (C) Glass ceiling
 - (D) Glass wall
18. Research has shown that network groups:
- (A) create divisions in the workplace
 - (B) are bad experiences for minority employees
 - (C) help retain minority employees
 - (D) reduce creativity by being homogeneous
19. Your department has absenteeism standards, a way to measure absenteeism, and, based on your investigation, you have concluded that your department has an excessive absenteeism rate. What should your next step be?
- (A) Set new absenteeism standards
 - (B) Develop new measures of absenteeism
 - (C) Terminate three employees for excessive absenteeism
 - (D) All of these would be good examples of taking corrective action.

20. An advantage of the bottom-up budgeting process is
- (A) its emphasis on bureaucratic control.
 - (B) lower managers are more involved.
 - (C) top managers control the information flow.
 - (D) top managers are often not committed to achieving budget targets.
21. A quality circle is a group of ____ volunteer employees.
- (A) 2 to 4
 - (B) 6 to 12
 - (C) 10 to 20
 - (D) 15 to 25
22. Which of these personality styles would likely be appropriate for a counseling job?
- (A) Intuitive-feeling
 - (B) Sensation-thinking
 - (C) Intuitive-thinking
 - (D) Sensation-feeling
23. Which of the following is NOT a common method for reducing a perceived inequity?
- (A) Change outcomes
 - (B) Distorts perception
 - (C) Leave the job
 - (D) Change equity
24. To be effective communicators, managers should:
- (A) Enhance lateral communication opportunities by encouraging teams
 - (B) Limit use of communication technology
 - (C) Strictly push for face-to-face communication
 - (D) Encourage the use of multiple channels of communication
25. Peter is a team leader at a company. He usually tries to resolve conflict by referring the problem to a third party, such as his boss. This style of conflict resolution is known as:
- (A) arbitration.
 - (B) mediation.
 - (C) bargaining.
 - (D) negotiation.
26. Which of the following is more likely to be a programmed decision?
- (A) Which market to enter?
 - (B) When to bill customers?
 - (C) When to time a new advertising campaign?
 - (D) How much to invest in a new product?

27. Which of the following is NOT a dimension of national culture proposed by Geert Hofstede?
- (A) Power distance.
 - (B) Reliability.
 - (C) Uncertainty avoidance.
 - (D) Masculinity versus Femininity.
28. A group member challenges the decision toward which the group is leaning so that the group considers carefully all of the unacceptable possible outcomes of the alternative that the group is considering. This is known as:
- (A) dialectical inquiry.
 - (B) groupthink.
 - (C) devil's advocacy.
 - (D) programmed decision-making.
29. The marketing department needs the production department to manufacture the goods it attempts to sell, while the production department needs the marketing department to find customers for the goods that it is producing. This is known as:
- (A) scarce resources.
 - (B) task interdependence.
 - (C) controlling the agenda.
 - (D) incompatible evaluation systems.
30. Sandy is a manager. She has the power to hire trainees for her division. As such, she has _____ power.
- (A) reward
 - (B) referent
 - (C) legitimate
 - (D) coercive
31. According to Hersey & Blanchard's Situation Theory of Leadership, when people are able but unwilling, they would be best led by the style of:
- (A) delegating.
 - (B) participation.
 - (C) selling.
 - (D) telling.
32. Removing undesirable consequences relates to:
- (A) positive reinforcement.
 - (B) negative reinforcement.
 - (C) punishment.
 - (D) extinction.

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33. David was asked to fill out a questionnaire based on the Big Five Model in a recruitment process. In this case, the potential employee would like to assess David's:
- (A) motivation.
 - (B) attitude.
 - (C) personality.
 - (D) readiness.
34. The Austrian-born business thinker who wrote the book "Concept of the Corporation" as a result of observing the operation of GM is:
- (A) Peter Drucker.
 - (B) Philip Larkin.
 - (C) Joseph Schumpeter.
 - (D) Andrew Grove.
35. An organization that applies commercial strategies to maximize improvements in human and/or environmental well-being is:
- (A) a social enterprise.
 - (B) a public company.
 - (C) Green Party.
 - (D) a chartered company.
36. The BCG growth-share matrix was first proposed by:
- (A) a well-known scholar.
 - (B) an investment bank.
 - (C) a consulting firm.
 - (D) a technology company.
37. Which of the following is NOT a typical qualitative approach to business research?
- (A) Survey.
 - (B) Focus group.
 - (C) Observation.
 - (D) In-depth interview.
38. The term describing the situation that a platform provider moving into another one's market, combining its own functionality with the target's so as to gain competitive advantage is:
- (A) multihoming.
 - (B) envelopment.
 - (C) externality.
 - (D) cannibalization.

39. "Chaebol" is a _____ form of business conglomerate.
- (A) German
 - (B) Japanese
 - (C) Korean
 - (D) Chinese
40. When employees' salary is linked to performance, _____ employees are more likely to stay with the organization and managers are _____ likely to be able to fill open positions with highly talented employees.
- (A) high-performing; more
 - (B) high-performing; less
 - (C) low-performing; more
 - (D) low-performing; less
41. An organization sets up a big data task force to with the aim to providing information of the changes taking place in customer tastes and the possible resulting impact on future sales. This is an example of:
- (A) feedforward control.
 - (B) feedback control.
 - (C) MBO control.
 - (D) concurrent control.
42. Generally speaking, _____ technologies are characterized by _____ task variety and _____ task analyzability.
- (A) routine; high; low
 - (B) nonroutine; low; low
 - (C) routine; low; low
 - (D) nonroutine; high; low
43. A company that customizes its products to the unique demands of individual customers is more likely to see its cost structure:
- (A) be dominated by fixed costs.
 - (B) rise as unit revenues rise.
 - (C) become lower as demand increases rapidly.
 - (D) be higher than mass-production players in the industry.
44. Apple's retail stores that sell its own hardware, software and services directly to consumers represent Apple's:
- (A) forward vertical integration.
 - (B) backward vertical integration.
 - (C) horizontal integration.
 - (D) decentralization.

45. Which of the following is generally more expensive than others in international expansion?
- (A) Licensing.
 - (B) Exporting.
 - (C) Strategic alliances.
 - (D) Wholly-owned foreign subsidiaries.
46. The CEO of GE for about two decades who insisted that his company should be either No. 1 or No. 2 in any particular industry is:
- (A) Steve Jobs.
 - (B) Jack Welch.
 - (C) Stephen Covey.
 - (D) Ken Blanchard.
47. Which of the following is NOT directly related to Toyota's philosophy?
- (A) Elitism.
 - (B) Kaizen.
 - (C) Teamwork.
 - (D) Respect.
48. Which of the following is NOT among the 5 important factors in innovation adoption as defined by Everett Rogers?
- (A) Compatibility.
 - (B) Capability.
 - (C) Trilability.
 - (D) Observability.
49. Lary asked a few friends' opinions before he purchased his new mobile phone. He knows that he had limited knowledge and cannot make a comprehensive comparison among alternatives. What type of decision does this represent?
- (A) Programmed.
 - (B) Fully rational.
 - (C) Satisfying.
 - (D) Ad hoc.
50. In the relationship between Ada and Bob, Ada's power is especially strong when:
- (A) Bob has many alternatives.
 - (B) Ada relies heavily on Bob.
 - (C) Bob depends heavily on Ada.
 - (D) Both parties are virtually independent to each other.