

國立屏東科技大學 九十八 學年度碩士班甄試招生考試

企業經營概論
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注意事項：

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1. 作答時請依序並清楚標明題號，逐一作答。
2. 單選題答錯者，不倒扣。

壹、問答題 (50%)

1. 請詳細闡述決策過程(Decision-Making Process)的步驟，並以實際的例子加以說明？(25%)
2. 請針對最近發生的金融風暴，論述金融市場對企業經營之影響。(25%)

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貳、單選題 (50%) (共 10 題，每題 5 分)
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For each of the following, choose the answer that **most completely** answers the question.

1. Planning gives direction, reduces the impact of change, minimizes waste and redundancy, and _____.
 - a. establishes the workloads for each of the departments
 - b. sets the basis used for promotion of individuals within the organization
 - c. eliminates departments that are found to not be needed within the plan
 - d. sets the standards used in controlling
2. With traditional goal setting, the goals are set at the top level of management and _____.
 - a. then they become the responsibility of first-line management to achieve the goals
 - b. then they are broken down into subgoals for each level of the organization
 - c. all the efforts to achieve the goals are directed by top management to ensure that they are achieved
 - d. then they are delegated to the next lower level to be achieved
3. Which of the following is **not** true concerning the difference between managers and leaders?
 - a. managers are appointed
 - b. managers influence through informal means
 - c. leaders may be appointed
 - d. leaders can influence beyond formal authority

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4. Which of the following are two of the three key situational factors Fielder felt were important in determining leader effectiveness?
- a. leader-member relations and maturity of followers
 - b. organizational success and position power
 - c. task structure and leader-member relations
 - d. maturity of organization and subordinates
5. The matrix structure violates what classical principle?
- a. unity of command
 - b. decentralization
 - c. customer focus
 - d. linear lines of responsibility
6. Which of the following is the primary determinant for an employee's rate of pay?
- a. kind of business the organization is in
 - b. geographic location
 - c. kind of job the employee performs
 - d. employee's tenure

SCENARIOS AND QUESTIONS

Robert Downs has just completed a Master of Science degree in Computer Science at Major State University. He now wants to begin a new Internet business, selling his services as a Web site maker for companies in his home city, St. Louis. He estimates that within 1 year, if his business idea is a success, that, at a minimum, he will be employing 10 programmers and 2 analysts.

7. To make his business successful, he will first have to develop which type of plans?
- a. operational plans
 - b. specific plans
 - c. directional plans
 - d. strategic plans

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8. To clarify how the overall goals are to be achieved, he will have to develop which type of plans?
a. operational plans
b. specific plans
c. directional plans
d. strategic plans
9. To ensure that the organization's objectives are clearly defined and do not leave room for interpretation, he will have to develop which type of plans?
a. operational plans
b. specific plans
c. directional plans
d. strategic plans
10. To provide the programmers and analyst general guidelines about the efficiencies that are desired, he will have to develop which type of plans?
a. operational plans
b. specific plans
c. directional plans
d. strategic plans

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