

國立中正大學

110 學年度碩士班招生考試

試題

[第 4 節]

科目名稱	管理學
系所組別	資訊管理學系醫療資訊管理

—作答注意事項—

※作答前請先核對「試題」、「試卷」與「准考證」之系所組別、科目名稱是否相符。

1. 預備鈴響時即可入場，但至考試開始鈴響前，不得翻閱試題，並不得書寫、畫記、作答。
2. 考試開始鈴響時，即可開始作答；考試結束鈴響畢，應即停止作答。
3. 入場後於考試開始 40 分鐘內不得離場。
4. 全部答題均須在試卷（答案卷）作答區內完成。
5. 試卷作答限用藍色或黑色筆（含鉛筆）書寫。
6. 試題須隨試卷繳還。

國立中正大學 110 學年度碩士班招生考試試題

科目名稱：管理學

本科目共 2 頁 第 1 頁

系所組別：資訊管理學系醫療資訊管理

A. Multiple choice: (4% for each, total 56%)

- | |
|---|
| 1. Which of the following is not a personal benefit?
(a) Sales bonus (b) Sick leave (c) Flex benefit (d) Dental plan |
| 2. Which of the following is not an element of control?
(a) Production (b) Inspection (c) Specification
(d) None (all are elements of control). |
| 3. When the accounting manager communicates to the purchasing manager the dollars available for purchases in the current month, this is an example of:
(a) Upward communication (b) Downward communication
(c) Horizontal communication (d) The grapevine |
| 4. All of the following are sources of internal recruiting except:
(a) Transfers (b) Job posting (c) Employee recommendations
(d) Advertisements |
| 5. In the Hersey-Blanchard situational leadership model, the authors suggest that the right mix of leadership style is best found by focusing on which characteristic?
(a) Intelligence (b) Motivation (c) Maturity (d) Confidence |
| 6. A financial statement that reports the organization's assets, liabilities and equity is called:
(a) An income statement (b) A balance sheet
(c) A statement of working capital (d) A statement of equity |
| 7. A system in which the responsibility for planning lies with employees at several levels of the organization is called:
(a) Centralized planning (b) Decentralized planning
(c) Strategic planning (d) Flexible planning |
| 8. A system of control that focuses on improvements in the system rather than on the way that employees perform to accomplish improvement and maintenance of a product or service is called:
(a) Total quality control (b) Stable system (c) Statistical process control
(d) Total quality management |
| 9. The capacity to influence people and accomplish desired objectives is called:
(a) Leadership (b) Power (c) Authority (d) Status |
| 10. The content of the communication is called:
(a) A message (b) Noise (c) Media richness (d) Jargon |
| 11. _____ is the process by which the receiver interprets the symbols used by the source of the message by converting them into concepts and ideas.
(a) Listing (b) Decoding (c) Encoding (d) None of the above |
| 12. A process for arriving at an evaluation of decisions, in which selected individuals are asked to respond individually to key questions about a problem, then are provided with a summary of the |

國立中正大學 110 學年度碩士班招生考試試題

科目名稱：管理學

本科目共 2 頁 第 2 頁

系所組別：資訊管理學系醫療資訊管理

responses, all members have given and invited to respond again is called:

- (a) Delphi technique (b) Brainstorming (c) Nominal group technique
(d) Bounded rationality

13. Which of the following describes the process of drawing useful inferences from information that is available?

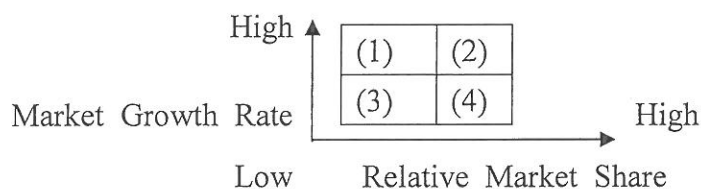
- (a) Information dating (b) Data processing (c) Data availability
(d) Data mining

14. Standards of conduct that are reflected in behavior that is fair and just, including but also extending over and above what is required by laws and regulations are:

- (a) Morals (b) Ethics (c) Values (d) None of the above

B. Short answers: (total 44%)

1. Please identify the Boston Consulting group (BCG)-Matrix (As known as product portfolio matrix, Boston matrix, growth-share matrix), and make sure your answers follow by the sequence on your answer sheet. (4% for each, total 16%)



2. The three steps of Lewin's Organization Change Theory. (4% for each, total 12%)
3. The four functions of management. (4% for each, total 16%)