

學系別	考試科目
觀光系	管理學

※ 考生請於答案卷內作答

一、選擇題（單選，請選出最適答案；共 10 題，每題四分）

1. To increase the components of control at work is called:
 (A) job enlargement (B) job specification (C) job simplification
 (D) job enrichment (E) non of the above
2. The managerial strategy focusing on meeting the needs of customers is known as:
 (A) TQM (B) customer orientation (C) procedure justice (D) sales orientation (E) the span of control
3. Which of the following is associated with the motivator needs by Herzberg:
 (A) the nature job security (B) the nature of supervision (C) the physical working conditions (D) the autonomy on the job
4. Transformational leader behaviors include all of the following except:
 (A) charisma (B) individualized consideration (C) intellectual stimulation (D) management by exception (E) inspiration
5. A written statement of what a jobholder should do is called:
 (A) job delegation (B) job description (C) job design (D) job specification (E) job analysis
6. From the franchisee's perspective, a main disadvantage of franchising is:
 (A) the reputation of the franchisor (B) the strict control by the franchisor (C) joining reservation system (D) getting the know-how from franchisor
7. Which of the following is concluded in Porter's framework of four competitive strategies:
 (A) cost leadership (B) market penetration (C) market orientation (D) diversity (E) cooperation agreement
8. Which of the following type of work group is categorized as informal work group?
 (A) command group (B) self-managed work team (C) task force group (D) interest group (E) team
9. A person who believe that he/she can control his/her own destiny, this person's personality would be:
 (A) internal locus of control (B) low self-esteem (C) external locus of control (D) high self-monitoring (E) type A personality
10. Which of the following is exclusively related to internal factors in SWOT

analyses:

(A) strengths and threats (B) strength and weaknesses (C) opportunities and threats (D) weakness and opportunities (E) strengths and opportunities

二、解釋名詞 (請精簡地限以 50 字以內的中文或英文解釋以下名詞；共 2 題，每題 15 分)

1. psychological empowerment
2. market orientation

三、申論題 (共 1 題，30 分)

1. 服務業乃強調以人來服務人的行業，而組織公民行爲又是組織發揮人力綜效的重要議題。請闡釋「社會交換」、「心理契約」與「組織公民行爲」之間的關聯意涵。