

世新大學 97 學年度日部二年級轉學生招生考試試題卷

第 1 頁共計 6 頁

系 組 別	考 試 科 目
企業管理學系二年級	企業概論

※本考題 ☐ 可使用 ☒ 禁止使用 簡易型電子計算機

※考生請於答案卷內作答

壹、選擇題（70分）

1. A(n) _____ is a person who assumes the risk of starting a business.
A) manager B) entrepreneur
C) private investor D) stakeholder
2. The customers, employees, stockholders, suppliers, creditors, and others who stand to gain or lose by the policies and activities of a business represent the firm's:
A) market makers. B) economic environment.
C) stakeholders. D) social mentors.
3. To be successful in today's markets, businesses must:
A) provide the greatest variety of products to consumers.
B) spend more money on marketing and less on production.
C) focus their resources on achieving the goal of zero defects.
D) delight customers with a quality product at a good price and outstanding service.
4. Empowerment requires that managers focus more on _____ lower-level employees.
A) directly supervising B) training, supporting, coaching, and motivating
C) simplifying the jobs of D) controlling and correcting
5. A _____ is a very severe recession that is usually accompanied by a decline in the average level of prices.
A) stagflation B) retraction C) depression D) dissolution
6. A business that is owned by a parent company located in a foreign country is referred to as a foreign:
A) licensee. B) franchisee. C) subsidiary. D) host country.
7. A key feature of a(n) _____ is that it has manufacturing and marketing facilities in many different countries.
A) trade cartel B) import trading company
C) export forwarding company D) multinational corporation

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8. _____ refers to the standards of moral behavior.
A) Legality B) Responsibility C) Integrity D) Ethics
9. When two companies in the same industry combine, the result is called a(n):
A) vertical merger B) joint venture.
C) monopoly. D) horizontal merger.
10. Managers who listen to their subordinates and allow them to participate in decision-making are using the _____ style of leadership.
A) autocratic B) free-rein C) participative D) bureaucratic
11. _____ is the management function that involves allocating resources, assigning tasks, and establishing procedures for accomplishing the organizational objectives.
A) Controlling B) Outsourcing C) Organizing D) Coordinating
12. _____ involves recruiting, hiring, motivating, and retaining the best people available to accomplish the company's objectives.
A) Directing B) Planning C) Leading D) Staffing
13. _____ involves an organization comparing each of their business functions against the best in the world.
A) Outsourcing B) Benchmarking
C) Networking D) Virtual competition
14. In _____, machines are designed to do multiple tasks so that they can produce a variety of products.
A) systems engineering B) microdesign
C) modular construction D) flexible manufacturing

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15. _____ is a technique to analyze the tasks involved in completing a project, estimate the time needed to complete each task, and determine the minimum amount of time needed to complete each project.
- A) PERT B) ECON C) LIFO D) ANOVA
16. A key idea in reinforcement theory is that:
- A) goals should be set by everyone in an organization.
B) managers can use both rewards and punishment can to influence employee behavior.
C) managers should use the same reinforcement techniques for all employees.
D) employees are more likely to obey written instructions than verbal instructions.
17. One implication of goal-setting theory is that goals should be:
- A) set by top management.
B) relatively easy to achieve.
C) set at a level that slightly exceeds the ability of workers to achieve them.
D) set through a process that involves everyone within the organization.
18. A _____ plan gives employees some ability to adjust when they work, as long as they work the required number of hours.
- A) cafeteria-style plan B) flextime
C) varitime D) Gantt scheduling
19. _____ is a popular form of distance learning.
- A) Job rotation B) Vestibule training
B) Role playing D) Online training
20. A(n) _____ is an employee organization that represents workers in employee-management bargaining over job-related issues.
- A) trades guild B) labor union
C) ESOP D) cross-functional team

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21. A firm's marketing mix refers to the combination of:
 - A) goods the firm offers to different market segments.
 - B) advertising media the firm utilizes to promote its products.
 - C) strategies regarding product, price, place, and promotion.
 - D) people directly involved in making marketing decisions.

22. _____ is the process of identifying factors that can affect marketing success.
 - A) Environmental scanning
 - B) Target marketing
 - C) Niche marketing
 - D) Segmentation analysis

23. Charging high prices to earn large profits during a time when there is little competition represents a _____ strategy:
 - A) penetration
 - B) bundling
 - C) skimming
 - D) cost-based

24. Companies who send salespeople to customers' homes or places of work are making use of _____ selling.
 - A) direct
 - B) point of contact
 - C) downline
 - D) nonretail

25. Taken together, all of the organizations that move goods from the sources of raw materials to ultimate consumers is known as a(n):
 - A) multifunction network.
 - B) supply chain.
 - C) critical distribution path.
 - D) marketing priority network.

26. _____ encourages people to tell other people about goods or services they have enjoyed.
 - A) Personal selling
 - B) Publicity
 - C) A trade show
 - D) Word-of-mouth promotion

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27. The strategy of directing advertising and sales promotion toward consumers to stimulate them to request the products from their local retailers is called a:
- A) pull strategy. B) segmentation strategy.
C) push strategy. D) product placement strategy.
28. Employees of a business _____ when they work at home, using computers linked to their organization's office.
- A) mainstream B) teleproduce
C) telecommute D) compucommute
29. Earnings per share, return on sales, and return on equity are all examples of:
- A) leverage ratios. B) liquidity ratios.
C) equity ratios. D) profitability ratios.
30. The _____ ratio helps determine the ability of a firm to repay its short-term debts even if it has difficulty selling its inventory.
- A) acid test B) cash flow
C) diluted current asset D) required reserve
31. The rate of return a company must earn to meet the demands of its lenders and _____ expectations of its equity holders is called:
- A) opportunity funds. B) retained earnings.
C) cost of capital. D) acquisition costs.
32. The term _____ refers to investors who anticipate increases in stock prices.
- A) bears B) bulls
C) dogs D) lions
33. The _____ definition of money supply only includes money that is quickly and easily accessed.
- A) E-cash B) M-3
C) M-2 D) M-1

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34. Which of the following is the risk that most concerns businesspeople?

- A) Avoidable risk B) Pure risk
C) Speculative risk D) Managed risk

35. Bonds offering a higher interest rate than other bonds of similar risk, will likely sell at a:

- A) secondary market. B) discount.
C) premium. D) price equal to the face value of the bond.

貳、申論題（30分）

1. 請解釋何謂企業功能（business functions）？何謂管理功能（management functions）？成功的企業應如何在這些功能之間求取最適當的均衡思考？〈10分〉
2. 請解釋何謂競爭優勢（competitive advantage）？Porter認為一般事業策略取得競爭優勢的方法包含哪些？你贊同他的觀點嗎？為什麼？〈10分〉
3. 何謂企業倫理（business ethics）？企業倫理對企業的永續經營會有什麼影響？請說明你的觀點。〈10分〉