

臺灣綜合大學系統 107 學年度學士班轉學生聯合招生考試試題

科目名稱	企業概論	類組代碼	B01
		科目碼	B0192

※本項考試依簡章規定各考科均「不可以」使用計算機 本科試題共計 7 頁

單選題

請於答案卡上作答，否則不予計分

1. Which environment is NOT an important dimension of a business organization's external environment?
 - A) the global business environment
 - B) the political-legal environment
 - C) the corporate cultural environment
 - D) the sociocultural environment
 - E) the technological environment
2. What term denotes a nation's basis for allocating its resources among its citizens?
 - A) economic system
 - B) distribution network
 - C) capital structure
 - D) national regulations
 - E) ownership processes
3. What occurs when the quantity demanded exceeds the quantity supplied?
 - A) surplus
 - B) deficit
 - C) equilibrium point
 - D) supply schedule
 - E) shortage
4. What is the economic condition characterized by widespread increased prices without increased purchasing power?
 - A) recession
 - B) inflation
 - C) deflation
 - D) unemployment
 - E) expansion
5. What are profits?
 - A) increases in a corporation's stock price
 - B) total money taken in by a corporation
 - C) difference between revenues and expenses
 - D) increases in income from year to year
 - E) revenue generated by goods and services
6. Which of the following best describes purchasing power parity (PPP)?
 - A) total quantity of goods and services produced by an economic system
 - B) total quantity of goods and services that can be purchased with one paycheck
 - C) the principle that a market economy determines supply and demand for consumer products
 - D) the principle that exchange rates are set so that prices of similar products in different countries are about the same
 - E) total quantity of goods and services that could have been purchased if one's pay rose in the same proportion as inflation
7. What is the name of the document in which an entrepreneur summarizes his or her business strategy for a proposed new venture?
 - A) success chart
 - B) business plan
 - C) director's guideline
 - D) financial blueprint
 - E) balance sheet

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<p>8. Which type of business is legally considered a separate entity from its owners and is liable for its own debts?</p> <p>A) general partnership B) sole proprietorship C) cooperative D) corporation E) limited partnership</p> <p>9. Who are the owners of a corporation?</p> <p>A) stockholders / shareholders B) financial officers C) top managers D) entrepreneurs E) board of directors</p> <p>10. Why do attitudes about entrepreneurship vary internationally?</p> <p>A) Foreign-owned companies can be unresponsive to local markets. B) Consumer attitudes are influenced by economic cycles. C) Attitudes towards risk-taking in business are culturally determined. D) Decision making in big business can overlook local customs. E) International business is creating a global village.</p> <p>11. Which type of business constituent has titles such as President and CEO?</p> <p>A) first-line managers B) top managers C) middle managers D) power brokers E) stockholders</p> <p>12. Which of the following managers are responsible for planning and overseeing the firm's accounting functions?</p> <p>A) financial managers B) information managers C) production managers D) human resource managers E) marketing managers</p> <p>13. Which of the following refers to the situation when a country's imports exceed its exports?</p> <p>A) balance of payments B) balance of trade C) trade deficit D) trade surplus E) trade advantage</p> <p>14. The ABC Paint Company in Taiwan has joined forces with the 1-2-3 Plastics Company in Italy to create a non-peeling, plastics-based paint. Both companies intend to share the research costs and any profits. What is this an example of?</p> <p>A) a licensing arrangement B) a branch office setup C) a strategic alliance D) a foreign direct investment E) an import-export relationship</p>			

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<p>15. Which of the following is a government payment to help a domestic business compete with foreign firms?</p> <p>A) revenue tariff B) protectionist tariff C) import buy-back D) export rebate E) subsidy</p> <p>16. Which of the following denotes the practice of protecting domestic business at the expense of free market competition?</p> <p>A) balanced trade B) fair trade C) protectionism D) free trade E) market liberalism</p> <p>17. What organization was founded in Pacific Asia in 1967 for economic, political, social, and cultural cooperation?</p> <p>A) CENTO B) OAS C) ASEAN D) SEATO E) WTO</p> <p>18. What typically happens to a country's balance of trade as the value of its currency falls?</p> <p>A) It declines. B) It improves. C) It fluctuates moderately. D) It remains the same. E) It fluctuates drastically.</p> <p>19. CFO and controller are titles associated with what type of manager?</p> <p>A) financial B) marketing C) human resource D) information E) operations</p> <p>20. Starbucks has established itself as the premier marketer of the finest coffee in the world while maintaining its uncompromising principles and continuing to grow. This statement illustrates what aspect of Starbucks' organization?</p> <p>A) its strategy B) its diversity C) its profitability D) its tactic E) its mission</p> <p>21. Which type of manager is responsible for implementing the strategies, policies, and decisions made by top managers?</p> <p>A) first-line manager B) middle manager C) supervisory manager D) office manager E) financial managers</p>			

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<p>22. Which type of manager spends most of their time working with and supervising the employees who report to them?</p> <p>A) first-line managers B) information managers C) top managers D) chief executive officers E) operations managers</p> <p>23. What type of skills are needed to understand and work well with people in the workplace?</p> <p>A) human relations skills B) technical skills C) conceptual skills D) motor skills E) decision-making skills</p> <p>24. Which of the following refers to a person's ability to think in the abstract, to diagnose and analyze different situations, and to see beyond the present situation?</p> <p>A) human relations skills B) decision-making skills C) conceptual skills D) production skills E) technical skills</p> <p>25. If Pepsi Co sets out to increase its share of the snack food market by 10 percent during the next two years, what kind of goal is the organization setting?</p> <p>A) a short-term goal B) an intermediate goal C) a tactical goal D) a long-term goal E) an organizational goal</p> <p>26. Reporting relationships within a company are indicated on an organization chart and represent</p> <p>A) organizational structure. B) organizational mission. C) areas of specialization. D) chain of command. E) entrepreneurship.</p> <p>27. What is the advantage of using product departmentalization?</p> <p>A) Managers can focus on specific product lines. B) Products are organized based on the production process. C) Products are better targets to specific customer groups. D) Customer groups are easily identifiable. E) Products are closer to where consumers are served.</p> <p>28. What is the main organizational characteristic of decentralized firms?</p> <p>A) Flat B) Tall C) Fat D) Multi-layered E) Matrix</p>			

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<p>29. When a company makes products available conveniently for consumers, based on where they are, which type of utility is created?</p> <p>A) Time B) Form C) Place D) Possession E) Leisure</p> <p>30. Which of the following is the amount of a product that a company can produce under normal working conditions?</p> <p>A) Capacity B) Output C) Efficiency D) Burden E) Performance</p> <p>31. Which department is responsible for ensuring that operations departments produce products that meet specific, predetermined standards?</p> <p>A) Purchasing B) Production systems C) Quality control D) Productivity E) Marketing</p> <p>32. The systematic direction and control of activities that transform resources into finished products is known as which of the following?</p> <p>A) Service operations B) Operations capability C) Operations management D) Good operations E) Process capability</p> <p>33. Which of these behaviors BEST indicates good organizational citizenship?</p> <p>A) Being willing to help new employees B) Asking for a pay raise C) Meeting job performance standards D) Keeping regular hours E) Using office supplies for business use</p> <p>34. What is emotionality?</p> <p>A) The ability of a person to get along with others B) The degree to which someone tends to be positive or negative C) The number of things a person tries to accomplish at once D) The relative rigidity of an individual's beliefs E) The likelihood that a person will react aggressively</p> <p>35. In interviews with two leadership applicants, a manager tried to determine each person's knowledge of the industry, level of energy, and level of self-esteem. With which of the following concepts of leadership is the manager MOST concerned here?</p> <p>A) Charismatic leadership B) Behavioral leadership C) Situational leadership D) Trait-based leadership E) Transformational leadership</p>			

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<p>36. Which approach to leadership is based on the assumption that appropriate behavior varies from one situation to another?</p> <p>A) Situational leadership B) Trait-based leadership C) Transformational leadership D) Transactional leadership E) Charismatic leadership</p> <p>37. Which of the following is a fundamental element of charismatic leadership?</p> <p>A) Planning B) Controlling C) Analyzing D) Influencing E) Organizing</p> <p>38. What is the advantage of promoting from within when filling an opening position within the organization?</p> <p>A) Less need for a realistic job preview B) Increased influx of high quality employees C) Increased employee morale D) Reduced turnover E) Increased diversity of employees</p> <p>39. When a paycheck is calculated from the number of hours worked during the week times the hourly rate, what type of system is being used to pay employees?</p> <p>A) Gainsharing B) Salary C) Profit sharing D) Wage E) Incentive</p> <p>40. A departmental manager is meeting with each of his subordinates to discuss their performance over the past year. What process is he involved in?</p> <p>A) Job description B) Labor negotiations C) Vestibule assessment D) Performance appraisal E) Financial remuneration</p> <p>41. Which of the following occurs between similar products and is based on buyers' perceptions of the benefits of products offered by particular companies?</p> <p>A) International competition B) Substitute competition C) Brand competition D) Benefit competition E) Placement competition</p> <p>42. What type of goods includes raw materials used to produce other products?</p> <p>A) Substitute products B) Industrial goods C) Consumer goods D) Marketing goods E) Disposable goods</p>			

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<p>43. Inventory costs include:</p> <p>A) carrying costs. B) ordering costs. C) shortage costs. D) all of the above E) none of the above</p> <p>44. Which of the following represents a feature or image that makes one product different from its competitors?</p> <p>A) Marketing strategy B) Product differentiation C) Place distribution D) Personal selling E) Product positioning</p> <p>45. _____ methods assume what has occurred in the past will continue to occur in the future.</p> <p>A) Time series B) Regression C) Quantitative D) Qualitative E) Clustering</p> <p>46. Which defining word or phrase below BEST captures the meaning of capital items?</p> <p>A) Bulk loads B) Directly used in the production process C) To the consumer within a year D) Longer lasting E) Governmental purchase</p> <p>47. _____ is a technique for selecting numbers randomly from a probability distribution.</p> <p>A) Marseille B) Monaco C) Monte Carlo D) Analogue simulation E) Linear programming</p> <p>48. In which store would you most likely find specialized departments based on types of products?</p> <p>A) A supermarket B) A discount house C) A department store D) A convenience store E) A specialty store</p> <p>49. Which of the following is the fastest and most expensive transportation mode?</p> <p>A) Railroads B) Airplanes C) Pipelines D) Water carriers E) Trucks</p> <p>50. In what type of distribution process does the product move from producer to consumer without the use of intermediaries?</p> <p>A) Wholesale B) Direct channel C) Agency D) Brokerage E) Retail</p>			