

准考證號碼： _____

※注意事項

請確實核對准考證號碼是否正確

嘉南藥理科技大學九十八學年度碩士班考試入學招生

英文(B)試題 (休閒與空間資訊研究所碩士班不分組) 本試題共 1 張 2 面

一、 填充 (按文意，從所附的詞彙選擇適當者，依序將其代號填入答案欄；每一空格 2 分，共 60 分)

1. I ____ a terrible day today! I ____ late and ____ my bus. I ____ at work at ten o'clock, so my boss ____ mad. In the evening, I ____ very sick so I ____ television. I ____ to bed early. What a bad day!

(a) went (b) woke up (c) had (d) felt (e) missed (f) arrived (g) didn't watch (h) was

答案欄

--	--	--	--	--	--	--	--

2. Yangmingshan National Park is ____ at the northern edge of Taipei, ____ most of the northern mountains of the Taipei Basin. The highest mountain in the park is Mt. Cising, 1,120 ____ high. The park includes some areas of Taipei city and ____: Shilin, Beitou, Danshuei, Sanjhih, Jinshan, and Wanli, which account for about 1,455 hectares. Back in 1895, the area was called Grass Mountain. After World War II, the Kuomintang government ____ the name to Yangmingshan ____ a philosopher and statesman of the Ming ____ in China, Wang Yangming. This name has been used ____.

(a) Dynasty (b) county (c) ever since (d) meters (e) in honor of (f) covering (g) located (h) changed

答案欄

--	--	--	--	--	--	--	--

3. Twenty years ago, commercials mostly ____ women as brainless housewives. In those commercials, women were ____ about getting the best laundry detergents, the softest toilet paper, or the ____ soup. They were ____ as sort of dumb and silly, as if the most important thing in the world was getting hamburger _____. Women in commercials today are not just housewives. They are shown as ____ working people, too. _____, in one telephone commercial, a woman with a briefcase is saying goodbye to her child and husband ____ she is about to catch a plane.

(a) tastiest (b) on sale (c) For example (d) as (e) professional (f) showed (g) portrayed (h) concerned

答案欄

--	--	--	--	--	--	--	--

4. When I was a little girl, it seemed as ____ I spent all my waking hours with my father. If he ____ his friends, went to the store, or took a walk, he took me _____. I thought the sun ____ and set on him. He was tall, slender, and handsome. In my eyes, he was stronger than ____ superhero on television. More important, he ____ me. I was his little girl.

(a) along (b) adored (c) visited (d) though (e) rose (f) any

答案欄

--	--	--	--	--	--

二、 選擇(每題 2 分，共 20 分，請你依題號次序依序將答案填入所附之答案欄)

1. Kevin must have been _____ after his long trip to France.

(a) set out (b) tired out (c) put off (d) tired of

2. The young guy _____ that he himself was a great hero.

(a) imaged (b) warned (c) concerned (d) imagined

3. The weather bureau _____ that it will be too windy for boating tomorrow.

(a) allows (b) complains (c) moans (d) predicts

准考證號碼： _____

※注意事項

請確實核對准考證號碼是否正確

嘉南藥理科技大學九十八學年度碩士班考試入學招生

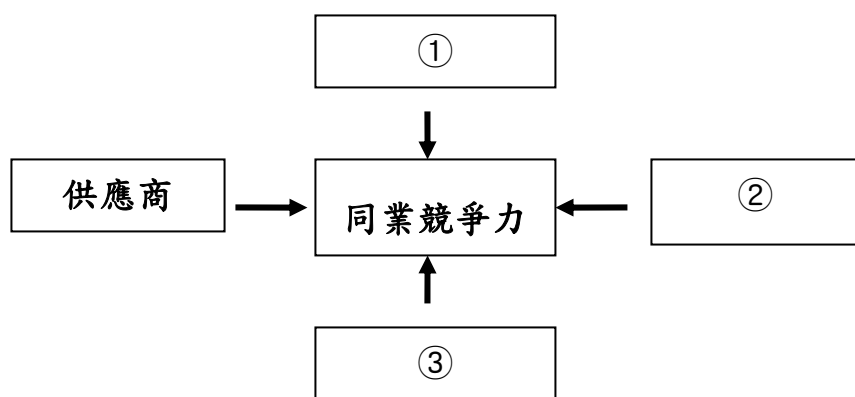
管理學概論(B)試題 (休閒與空間資訊研究所碩士班不分組)

本試題共 1 張 1 面

※請就本試題的正面及背面空白處作答。

一、名詞簡答題：(請由 5 題選擇 4 題填寫，每題 5 分，20%)

1. 簡略說明「決策階段」之六項步驟(含辨識與診斷問題、選擇方案等共有六項步驟)。(5分)
2. 請填入「競爭力分析」五力分析模型另其三項名稱(依號碼順序填寫)。(5分)



3. 簡略說明「管理程序」之四項功能。(5分)
4. 波特(M. E. Porter)在《國家競爭優勢》中認為國家應該創造一個良好的經營環境和支持性制度所提出「鑽石模型」，試問Porter鑽石體系內其原因來自於四項策略外，含「政府」與「機會」另外兩個變數，請寫出四項策略。(5分)
5. 「策略管理程序」共包含1.界定環境中之機會與威脅；2.分析組織資源；3.界定組織之強勢與弱勢；4.界定組織目前之使命、目標及策略；5.分析環境；6.形成策略；7.執行策略；8.評估結果；9.基於組織之強勢、弱勢、機會與威脅重新評估組織之使命及目標等九個步驟，請合理排列出九項步驟之先後執程序。(5分)

二、申論題：(請以下 5 題選擇 4 題填寫，每題 20 分，80%)

1. 請就「規劃與策略管理」上，分析觀光局提出行銷台灣之「民族節慶活動」對休閒產業競爭力有何影響，請以 SWOT 分析說明。(20分)
2. 目前政府積極開放大陸觀光客來台，為有效維護台灣的觀光品質與旅遊意象，請你從管理學的觀點提出短、中、長程因應作法。(20分)
3. 請敘說就你對「全球化」之觀點，以及全球化對休閒產業發展及休閒生活環境有何影響。(20分)
4. 請敘說就你熟悉之空間資訊技術為何？並舉例說明此一技術在休閒產業經營管理之應用，包含空間資訊名稱、功能與效益等。(20分)
5. 請你說明報考「休閒與空間資訊研究所」的動機、目的與你對此一研究所發展方向的認知。(20分)