

准考證號碼： _____

※注意事項

請確實核對准考證號碼是否正確

嘉南藥理大學 105 學年度碩士班招生考試

管理學試題 (觀光事業管理系溫泉產業碩士班不分組、休閒保健管理系碩士班不分組)

本試題共 1 張 1 面

(※本試題共計 100 分)

一、簡答題 (5 題 · 共 30 分)

1. 請說明何謂「規劃」? (5 分)
2. 請說明何謂「組織」? (5 分)
3. 請說明何謂「領導」? (5 分)
4. 請說明何謂「控制」? (5 分)
5. 請說明「策略規劃」的意涵。(10 分)

二、申論題 (3 題 · 共 70 分)

1. 試說明，您之所以報考休閒觀光管理領域碩士班之動機為何? 試說明之。(15 分)
2. 若您身為休閒觀光事業之管理者，您將如何有效擘劃事業發展與佈局? 試申論之。(25 分)
3. 您是一位休閒觀光事業之管理者，您將以何種「領導風格」來影響與激勵員工，試申論之。(30 分)

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嘉南藥理大學 105 學年度碩士班招生考試

英文試題 (觀光事業管理系溫泉產業碩士班不分組)

本試題共 1 張 2 面 (※答案請填入背面答案欄)

一、選擇題(10 題，每題 5 分，共 50 分)

1. The manager gave a copy of his _____ to his secretary and asked her to arrange some business meetings for him during his stay in Sydney. (A) visa (B) boarding pass (C) itinerary (D) journey
2. Working as a hotel _____ means that your focus is to ensure that the needs and requests of hotel guests are met, and that each guest has a memorable stay. (A) commander (B) celebrity (C) concierge (D) candidate
3. There are eight _____ for the Academy Award for the best picture this year. (A) attendants (B) nominees (C) conductors (D) producers
4. Slices of lamb are _____ or fried in butter and served with mushrooms, onions, and chips. (A) added (B) mixed (C) grilled (D) stored
5. All the _____ on the city rail map are color-coded so that a traveler knows which direction she/he should take. (A) routes (B) roads (C) sights (D) systems
6. Cathedrals, mosques, and temples are all _____ buildings. (A) religious (B) natural (C) political (D) rural
7. We look forward to _____ from you soon. (A) seeing (B) hear (C) hearing (D) listen
8. The hotel services are far from satisfactory. I need to _____ a complaint with the manager. (A) pay (B) claim (C) file (D) add
9. Taipei offers cheap and efficient public _____, e.g., its MRT and bus systems. (A) traffic (B) transportation (C) vehicles (D) supplies
10. The time _____ is thirteen hours between Taipei and New York. (A) decision (B) division (C) diligence (D) difference

二、英翻中(5 題，每題 5 分，共 25 分)

11. It is the center of government for the province of British Columbia, so many of the people living there are employed as public servants.
12. Vacation rentals are fully private homes whose owners rent them out on a temporary basis to tourists as an alternative to hotels.
13. They have kitchens for cooking, living rooms for gathering, outdoor spaces for parties or barbeques, and they offer the appeal of living like locals in a real community.
14. A resort is a destination constructed mainly or completely to serve the needs of tourism.
15. Tipping has been a common way of showing appreciation to people who have served you.

三、中翻英(5 題，每題 5 分，共 25 分)

16. 對於只想放鬆和尋求寧靜的人，可以去溫泉度假村一周以放鬆及去除壓力。

< 背面尚有題目 >

17. 沒有甚麼美景能如一層薄雪下的京都寺廟和神社，更令人驚嘆的。
18. 時差的症狀包括疲憊、喪失方向感、遺忘、模糊，以及頭痛、低落、缺乏性慾。
19. 基於不同的方式，茶葉可製成紅茶(發酵)、烏龍茶(半發酵)或綠茶(未發酵)。
20. 讓我們喝茶來去除體內的油脂和幫助消化。

一、選擇題答案欄

1.	2.	3.	4.	5.	6.	7.	8.	9.	10.

二、英翻中答案欄

11.
12.
13.
14.
15.

三、中翻英答案欄

16.
17.
18.
19.
20.