

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 103 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

#### 一、簡答題 (共 60 分)

1. 何謂「指揮鏈」? 10%
2. 何謂「控制幅度」? 10%
3. 何謂「社會責任」? 10%
4. 權變管理理論中，費德勒(Fiedler)所提出的主張為何? 試說明之 15%
5. 試說明全面品質管理(Total Quality Management)之內涵? 其對企業的優點為何? 15%

#### 二、申論題 (40 分，每題 20 分)

1. 在氣候快速變遷與環保意識高漲的時代，若您是位海濱休閒渡假飯店的經理人，試問在「利潤」與「環保」兩端考量下，您將如何做出適當的管理決策以創造最佳的營運績效?
2. 請說明彼得·聖吉(Peter Senge)所提出的「學習型組織(learning organization)」之內容。若您是位休閒事業高階管理者，試問您是否認同學習型組織的運作模式? 為什麼?

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## 嘉南藥理大學 103 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 2 張 3 面

答案欄 (每題 2.5 分，共 100 分)

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40

#### 一、詞彙與慣用語：

- My husband \_\_\_\_\_ send me flowers every week before we got married. But now he never does.  
(A) should (B) used to (C) was going to (D) was afraid to
- New computer technology has \_\_\_\_\_ changed the way Hollywood movies are made.  
(A) sincerely (B) dramatically (C) idly (D) greedily
- Taroko Gorge (太魯閣), a \_\_\_\_\_ scenic spot, is located in Hualien.  
(A) formal (B) well-known (C) warm-hearted (D) graceful
- E-mail plays a \_\_\_\_\_ role in modern communication.  
(A) vital (B) violent (C) vivid (D) various
- The current economic recession is threatening the \_\_\_\_\_ of many people in the country.  
(A) substance (B) maturity (C) qualifications (D) livelihoods
- Jack worked at the restaurant last year, but he doesn't work there \_\_\_\_\_.  
(A) again (B) anymore (C) anywhere (D) anyway
- \_\_\_\_\_ newspaper reports, flooding in the area near the river due to the storm has been much more serious than expected.  
(A) As (B) For (C) Including some (D) According to
- When the party ended, my husband and I drove home. We went to bed immediately because \_\_\_\_\_ of us were very tired.  
(A) all (B) two (C) both (D) most
- \_\_\_\_\_ you pick the boss up at the CKS Airport next Friday evening?  
(A) Have (B) Are (C) Can (D) Did
- The babysitter \_\_\_\_\_ with the child since this morning.  
(A) will be (B) has been (C) would be (D) is
- The bus was full, but Judy saw an empty seat next to an old woman. "\_\_\_\_\_ I sit here?" she asked her.  
(A) Should (B) Would (C) May (D) Will
- A new road is going to \_\_\_\_\_ in town because traffic is getting busier and busier.  
(A) build (B) building (C) be built (D) have built
- Flight 305 \_\_\_\_\_ depart at 3:30 p.m. but was cancelled because of a mechanical problem in one of the engines.  
(A) was supposed to (B) ought to (C) is assumed to (D) might have to
- In my family, my sister is the only person who \_\_\_\_\_ chocolate.  
(A) love (B) loves (C) loved (D) loving
- Though Jack was poor and sick, he never \_\_\_\_\_ any chance to write. That is why he finally became a successful writer.  
(A) agreed to (B) gave up (C) looked for (D) thought of
- The pilots will stay away from work next week \_\_\_\_\_ a new agreement with the airline company can be signed.  
(A) whether (B) when (C) once (D) unless
- Sara was \_\_\_\_\_ because her grandmother had put more money in her brother's red envelope.  
(A) sneaky (B) humble (C) greedy (D) jealous

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18. Only by making fundamental changes will it \_\_\_\_\_ possible to bring the crisis to a close.  
(A) but also (B) may be (C) then (D) be
19. Construction of the new highway system \_\_\_\_\_ completed on time if more workers had been hired.  
(A) needs to be (B) would have been (C) will be (D) should have
20. In Japan, two people bow when they meet. In the west, \_\_\_\_\_ hands is the usual custom.  
(A) shaking (B) shakes (C) shaken (D) shake
21. If you wanted to get students excited about the subject, you could take some time to plan some field trips that would really \_\_\_\_\_.  
(A) bring them up (B) turn them on (C) fill them out (D) make them up
22. Nepal, a small country located between Tibet and India, has \_\_\_\_\_ of 11.3 million, most of whom are Mongol or Aryan.  
(A) arms (B) taxation (C) a population (D) a land
23. Children under eighteen are not \_\_\_\_\_ to buy alcohol in this country.  
(A) disturbed (B) chained (C) allowed (D) grabbed
24. Tourists enjoy visiting night markets around the island to taste \_\_\_\_\_ local snacks.  
(A) authentic (B) blend (C) inclusive (D) invisible
25. Passengers \_\_\_\_\_ to other airlines should report to the information desk on the second floor.  
(A) have transferred (B) transfer (C) are transferred (D) transferring
26. For safety reasons, radios, CD players, and mobile phones are banned on board, and they must remain \_\_\_\_\_ until the aircraft has landed.  
(A) switched on (B) switch on (C) switch off (D) switched off
27. Now you can purchase a seat and pick up your boarding pass at the airport on the day of departure \_\_\_\_\_ simply showing appropriate identification.  
(A) together (B) for (C) by (D) with
28. Tourist: What is the baggage allowance?  
Airline clerk: \_\_\_\_\_  
(A) Please fill out this form.  
(B) Sorry, cash is not suggested to be left in the baggage.  
(C) It is very cheap.  
(D) It is 20 kilograms per person.
29. A tour guide is \_\_\_\_\_ informing tourists about the culture and the beautiful sites of a city or town.  
(A) afraid of (B) responsible for (C) due to (D) dependent on
30. You can get cash from another country at the \_\_\_\_\_ at the airport.  
(A) information desk (B) currency exchange (C) customs office (D) check-in counter

二、文意填充：

Jane and Peter are visiting Taipei. They are going to stay for one week. They are staying in a(n) \_\_ (31) \_\_ that is close to many interesting places. The first place they will go is the National Palace \_\_ (32) \_\_. Then, they will visit many \_\_ (33) \_\_ because they like to learn about religion. Finally, they will eat Chinese food at the \_\_ (34) \_\_ markets, and see a concert at the \_\_ (35) \_\_ hall. Jane and Peter like Taipei and hope to come back again soon.

31. (A) bank (B) hotel (C) park (D) dragon  
32. (A) Hall (B) Memorial (C) Museum (D) Railway  
33. (A) temples (B) libraries (C) directions (D) kittens  
34. (A) jade (B) night (C) water (D) flower  
35. (A) creative (B) long (C) memorial (D) quiet

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### 三、閱讀測驗

The Caribbean is a wonderful winter vacation area that is especially convenient for residents of Canada and colder parts of the U.S., who are only a short flight away. Located just south and east of Florida, the Caribbean is an area of many small nations. Tropical islands, crystal clear waters, long beaches, clean air and a delightful mix of cultures make it a great vacation destination for families. Historical sites, like Spanish forts, plantation houses, and shipwrecks, attract vacationers of all ages. Duty free shopping on some islands draws visitors looking for bargains. And on the beaches, sports like water skiing, sailing, snorkeling, and scuba diving keep vacationers busy and happy. Whether you prefer relaxation or activity, you'll enjoy a vacation in the Caribbean.

36. Which of the following is the best title for this passage?

- (A) Vacationers' Paradise – the Caribbean
- (B) Excellent Shopping in the Caribbean
- (C) The Caribbean – a Great Place to Relax
- (D) The Caribbean for Wonderful Sightseeing

37. What is NOT a popular activity in the Caribbean?

- (A) Buying things at low prices
- (B) Visiting old places
- (C) Bargaining with visitors
- (D) Swimming in the ocean

Manners are the ways in which people behave in various situations with other people. If they behave properly, we say that they have good manners, and if they behave badly, we say that they have bad manners. However, what are good manners in one society may be bad manners in another. For example, in one society, it may be good manners for an old man to open a door for a young woman because men should be polite to women in this way; on the other hand, in another society it may be better manners for a young woman to open a door for an old man because young people should be polite to old people in this way. So when you travel to another country, you should learn what are considered good manners there. If you use good manners, you will be a welcome visitor.

38. The word “behave” in line 1 is closest in meaning to

- (A) thank
- (B) read
- (C) have
- (D) act

39. According to this passage, which of the following statements is true?

- (A) Good manners are more important in some societies than in others.
- (B) Ideas about good and bad manners vary from one society to another.
- (C) Good manners in one society are sure to be bad manners in another.
- (D) In one society, good manners may also be bad manners.

40. What does the writer imply in this passage?

- (A) When you visit another country, you may need to behave differently from the way you behave in your own country.
- (B) People in some societies do not correctly understand what are good and bad manners.
- (C) No matter where you go, you will find that it is good manners for young people to treat old people politely.
- (D) Our ideas about manners are basically the same as those of people in other societies.