

大同大學 100 學年度研究所碩士班入學考試試題

考試科目：經營概論

所別：事業經營研究所

第1/1頁

註：本次考試 不可以參考自己的書籍及筆記； 不可以使用字典； 不可以使用計算器。

1. List and discuss five characteristics of well-designed goals. (10%)
2. Discuss how managers can formulate e-business strategies that contribute to the development of a sustainable competitive advantage in today's environment. (15%)
3. Describe the Big Five Model. Then list and discuss the five personality traits that are based on the Big Five Model of personality. (10%)
4. Describe the boundaryless organization. What types of boundaries are there? What are the advantages and disadvantages of this organizational design? (15%)
5. Breakeven analysis is a widely used resource allocation technique to help managers determine breakeven point. Draw a figure to explain breakeven analysis and write down the formulas for calculating breakeven point in units and in dollars, respectively. 12%
6. 何謂經營(Management)? 經營機能(Management function)包括那些? 請說明各機能之精要。 14%
7. 解釋名詞 (縮寫需寫出英文原文與中文譯名)：24%
(1) empowerment (2) locus of control (3) CEO (4) ECFA (5) TQM (6) MBWA

