

大同大學 九十 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 / 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。

- 一、 One of the most widely followed leadership models is situational leadership theory of Paul Hersey and Kenneth Blanchard. Situational leadership is a contingency theory that focuses on followers. Successful leadership is achieved by selecting the right leadership style, which Hersey and Blanchard argue is contingent on the level of the followers' readiness. What is the so-called "readiness"? Describe the four stages of follower readiness and what leadership behavior a leader should exhibit in response to each stage of follower readiness? 15%
- 二、 Breakeven analysis is a widely used technique for helping managers to make profit projections. What is the value of breakeven analysis as a planning tool? And write down the formulas for calculating the breakeven point in units and in dollars. In addition, what information a manager needs to have when conducting breakeven analysis. 15%
- 三、 What is the so-called decruitment? Why is decruitment now a major concern for managers? Please describe the major decruitment options. 10%
- 四、 What competitive advantages do you have to be a graduate student of Tatung MBA program? Perform a SWOT analysis on yourself. 10%
- 五、 What is the so-called "84 working hours per two weeks" Act, which was passed by the Legislative Yuan last year? How does it affect business management in Taiwan? And is it related to the rising unemployment rate in Taiwan? Explain. 15%
- 六、 What are the various sources of power that a leader might use? Do you think any one source of power is more effective than the others? 10%
- 七、 What are the basic management skills that an effective manager should have? Are these skills equally important to the different levels of management? Explain. 10%
- 八、 Explain the following terms in Chinese 15%
- (1) partial productivity (2) inventory turns (3) downsizing
(4) business function (5) stakeholder

情境

規劃

策略
組隊設計

人機假設

解題

決策

管理

控制

控制

法制

管理

控制

專業

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