

大同大學 九十三年 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。

- 一、Corporate-level strategy determines the direction that the organization is going. The different directions can be explained in terms of grand, or all-encompassing, strategies. Describe the grand strategies in relation to the SWOT analysis. And describe the different ways an organization can pursue a growth strategy. 15%
- 二、What are the basic management skills that an effective manager should have? Describe the three skills Katz felt were essential to managers. How does the importance of these skills change depending on management level? 15%
- 三、Emotional intelligence (EI) has been shown to be positively related to job performance at all levels and personal success. Define what's EI? And describe the dimensions of EI. 15%
- 四、What is a learning organization? Describe the characteristics of a learning organization. And what types of organizational design elements would be necessary for learning to take place? 15%
- 五、What is CEO? List and describe three outstanding or well-known enterprises in Taiwan and their CEOs, respectively. 10%
- 六、What is the exchange rate? Suppose that on March 7, Tatung Wine Shops imported Bordeaux wine from Pierre Bourgeois in France on credit. The price is 50,000 francs, and the exchange rate on March 15 was NT\$5.5 against 1 French franc. Suppose that the franc has fallen to \$5.0 by the time Tatung paid Bourgeois on April 16. How much gains or losses does Tatung have due to exchange rate changes. Besides, please draw a conclusion about the impact of purchasing on credit with shifting exchange rates (appreciation or depreciation) on foreign currency transaction gains or losses. 10%
- 七、Explain the following terms in some details in Chinese : 20%
 1. knowledge management
 2. bureaucracy
 3. locus of control
 4. TQM
 5. SOP