

大同大學 九十四 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. Explain what is management? And describe the five management functions. Besides, define and differentiate efficiency and effectiveness. 15%
2. Planning involves two important elements: goals and plans. Goals are desired outcomes for individuals, groups, or entire organizations. Describe the characteristics of well-designed goals. Besides, describe your goals in terms of these characteristics. 15%
3. What is the so-called stock option? What is the assumption if the stock option is to be effectively used as a long-term incentive? Do you think the stock option is an effective incentive? Comment. 10%
4. What is entrepreneurship? Identify two of the most outstanding or admirable entrepreneurs in Taiwan and explain why? Besides, describe their major contributions, respectively. 15%
5. Core competencies are the crown jewels of a company. What is core competence of a company? What attributes should it have? Explain. 10%
6. Describe the two components of external environment that potentially affect an organization's performance and list the main forces that make up these two components, respectively. 15%
7. Explain the following terms in more detail in Chinese : 20%
 - (1) exchange rate
 - (2) locus of control
 - (3) free rider tendency
 - (4) escalation of commitment
 - (5) TQM