

大同大學 95 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. The most comprehensive and widely accepted explanation of employee motivation to date is Victor Vroom's expectancy theory. Describe the expectancy model of motivation and the key linkages in the model. 15%
2. Define TQM and BPR, respectively. Then, compare the similarities and differences between them. 15%
3. To make yourself better, you must learn from others. Benchmarking can be an important tool and source of information for managers. Describe what benchmarking is, the types of benchmarking, and explain the steps in the benchmarking process. 15%
4. Traditional financial control measures include four categories: liquidity ratios, leverage ratios, activity ratios, and profitability ratios. What do these ratios mean? Explain. Besides, take an example for each of these control measures and write down its calculation formula. (For example, ROA is one of profitability ratios. $ROA = \text{Net profit after taxes} / \text{Total assets}$) 15%
5. Managers should be motivated to initiate change because they are committed to improving their organization's performance. But that's not all there is to managing change. Explain why people resist change in an organization and how resistance might be managed (i.e., what can be done to minimize their resistance?) 15%
6. 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. 10%
7. Answer following questions briefly: 15%
 - (1) What is so-called assumed similarity?
 - (2) What is so-called balanced scorecard?
 - (3) What is so-called Six Sigma (or Six Sigma Quality)?
 - (4) What is so-called MBWA?