

# 大同大學 96 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 best-known theory of motivation is probably Abraham Maslow's hierarchy of needs theory. Please describe Maslow's hierarchy of needs theory in some detail. 15%
2. Research has shown that important relationships exist between the personality dimensions in the Big Five Model and job performance. Please describe the five personality traits in the Big Five Model. 15%
3. Describe the three generic (competitive) strategies proposed by M. Porter and make a comment on the term "stuck in the middle," which used by Porter. 15%
4. Employees are one of the most important assets for a company. All managers must engage in some human resource management activities. Describe the activities necessary for staffing the organization and sustaining high employee performance. 15%
5. Differentiate/explain the following terms: 25%
  - (1) job enrichment vs. job enlargement
  - (2) distributive justice vs. procedural justice
  - (3) ESOP vs. stock option program
  - (4) BPR vs. TQM
  - (5) delegation vs. empowerment
6. Explain the following terms in more detail in Chinese : 15%
  - (1) 360-degree feedback (appraisals)
  - (2) self-efficacy
  - (3) insider trading
  - (4) contingency perspective
  - (5) greening of management