

大同大學 97 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、 Describe and compare the Maslow's hierarchy of needs and Herzberg's two factor theory. 20%
- 二、 Goals are critical to organizational effectiveness, and they serve a number of purposes. What are the purposes of goals? 20%
- 三、 The starting point in formulating strategy is usually SWOT analysis. What is SWOT analysis? 10%
- 四、 Define management and describe the functions of management. Besides, describe the three skills Katz felt were essential to managers. How does the importance of these skills change depending on management level? 10%
- 五、 Describe Hersey and Blanchard's situational leadership theory in some detail, including define readiness, explain the four stages of follower readiness, and the four specific leadership styles. 10%
- 六、 Answer the following questions briefly. 30%
 1. Explain Porter's five forces model.
 2. Write down the formulas for computing BEP in dollars and in units, respectively.
 3. Write down the formula for calculating inventory turnover and explain its meaning.
 4. Contrast stereotyping and halo effect.
 5. Differentiate between distributive justice and procedural justice.
 6. Describe the characteristics of well-designed goals.