

大同大學 98 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. What are the three generic strategies suggested by Michael E. Porter. Describe them. 15%
2. Describe the management functions and process. 20%
3. Illustrate the major arguments and contributions of following persons in management studies or practices:
 - (1) Frederick W. Taylor (hint: scientific management)
 - (2) Henri Fayol (hint: principle of management)
 - (3) Max Weber (hint: bureaucracy) 15%
4. Outline the characteristics of well-designed goals and describe how managers can effectively plan in today's dynamic environment. 13%
5. "Management is about people" was the simple advice of the late Peter Drucker, who has been called the most influential management thinker of the twentieth century. Please make a comment about this advice. 13%
6. Explain or differentiate the following terms in Chinese: 24%
 - (1) transactional leaders
 - (2) stock options
 - (3) halo effect vs. stereotyping
 - (4) empowerment
 - (5) six sigma quality
 - (6) stakeholders