

大同大學 99 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. List and discuss the three competitive strategies, according to Michael Porter. Include specific examples of companies that pursue each of the three competitive strategies. (15%)
2. Describe matrix and project structures. What are the advantages and disadvantages of these structures? (10%)
3. What is value chain management? Describe the goal of value chain management. Compare value chain management and supply chain management. (10%)
4. List and discuss the steps in the decision-making process. Take an example to explain the process. (15%)
5. What is so-called BCG matrix? How should managers allocate resources among the four business groups in the BCG matrix? Explain in some detail. 12%
6. Explain the following terms and write down the calculating formula for each term: 20%
(1) Inventory turns (2) Acid-test ratio (3) Current ratio
(4) ROA (5) EPS
7. Explain the following terms: 18%
(1) PDCA cycle (2) MBWA (3) Cycle Counting
(4) Marketing mix (5) Product life cycle (6) SWOT Analysis