

# 大同大學 九十二 學年度研究所碩士在職班入學考試試題

考試科目:企業經營實務

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. Define what is management and list what management skills does an effective management need? Explain how the importance of these skills changes depending on management level.  
20%
2. Define human resource management and explain how managers plan for human resources.  
20%
3. If your boss is going to open a new business and ask you to develop a business plan for him, what are the major components of a business plan? 20%
4. What is so-called SWOT analysis? Doing a personal SWOT analysis. 20%
5. Differentiate/explain the following terms in Chinese in some detail : 20%
  - (1) Delegation vs. Empowerment
  - (2) Product line vs. Production line
  - (3) Knowledge management
  - (4) BPR vs. TQM
  - (5) Efficiency vs. Effectiveness