

# 大同大學九十三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。

- 一、 Planning is often called the primary management function. Describe the contingency factors affect planning. And how can managers effectively plan when the external environment is continually changing? 15%
- 二、 Explain what is management and list the key points of the basic management functions. Besides, management involves efficiency and effectiveness. Please differentiate between efficiency and effectiveness. 20%
- 三、 One of the most important factors in determining the success of a foreign operation is the quality of the home country managers sent abroad to manage it. The problem facing multinational companies is to finding a manager who can readily adapt to the demands of a foreign assignment. What are the ideal characteristics of an international manager? 20%
- 四、 After passing this entrance examination, you must face both the challenges of your heavy workload as a manager and study load as an EMBA student. Are you prepared to deal with the stresses and challenges of being an EMBA student and a manager concurrently? And how to overcome them? As a manager, can you leave your office and go to school on time? 15%
- 五、 Emotional intelligence (EI) has been shown to be positively related to job performance at all levels and personal success. Define what's EI? And describe the dimensions of EI. 15%
- 六、 Describe the key components of TQM and BPR. What's the difference between TQM and BPR? 15%