

大同大學 九十四 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 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. Describe the major functions of HRM (Human Resources Management). 15%
2. Planning involves two important elements: goals and plans. Goals are desired outcomes for individuals, groups, or entire organizations. Describe the characteristics of well-designed goals. 15%
3. Explain what is SWOT analysis and do a personal SWOT analysis. 15%
4. What are the three basic financial statements and what major information items does each contain? Besides, explain what is EPS and write down the formulas for calculating EPS. 15%
5. What is the so-called stock option? What is the assumption if the stock option is to be effectively used as long-term incentive? Do you think the stock option is an effective incentive? Comment. 10%
6. What do managers need to do to make effective decisions in today's fast-moving world? 15%
7. Explain the following terms in Chinese: 15%
(1) MBWA (2) CEO (3) empowerment (4) PDCA cycle