

大同大學 99 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。

一. Questions 70%

1. 當部屬績效不彰表現不好, 您認為可能的原因為何? 要如何改善? 20%
2. 最近在台灣引起爭議的 ECFA, 請問其全名為何? 簽訂 ECFA 對台灣的益處與負面衝擊為何? 20%
3. 在台灣經濟發展過程中, 服務業扮演的角色日益重要; 台灣三級產業的生產及就業結構, 均轉向以服務業為主的發展型態。試說明服務業與製造業之作業特徵的差異。 15%
4. What is SWOT analysis? Perform a personal SWOT analysis on yourself to be a manager. 15%

二. Translate the following paragraphs into Chinese. 30%

5. Executives with a strong background in sales and marketing are taking the top position at leading business marketing firms. Why? Companies now place increased importance on customer relationships. "They've changed their sales strategies to emphasize building long-term partnerships with customers. And they're building profitable businesses on the notion that it's far cheaper to sell to current customers than it is to acquire new ones." 10%
6. Management refers to the process of getting activities completed efficiently and effectively with and through other people. We already know that coordinating the work of others is what distinguishes a managerial position from a nonmanagerial one. Efficiency refers to getting the most output from the least amount of inputs. Effectiveness is often described as "doing the right things". 10%
7. Profit is the difference between a business's revenues and its expenses. The key difference between economic systems is the way in which they manage the factors of production. Different types of economic systems manage these factors of production in different ways. 10%