

國立臺灣師範大學 103 學年度碩士班招生考試試題

科目：管理學

適用系所：國際人力資源發展研究所

注意：1.本試題共 1 頁，請依序在答案卷上作答，並標明題號，不必抄題。2.答案必須寫在指定作答區內，否則不予計分。

1. What are some of the limitations of effective control? (25 分)
2. In 2002, The American Idol was the highest rated of all reality-based television series. Many people believe it is the best reality show currently being produced. Fox Network's provided greater perceived value for its viewers than its competitors. Did this give the television network a competitive advantage or a sustainable competitive advantage? In your answer explain the meanings of both of these terms based on this case. (25 分)
3. 組織的規劃 (planning)，包含目標和計畫兩主要元素。而組織的管理常採用目標管理 (management by objectives, MBO) 來增強組織效能和競爭力。請問：
 1. 目標管理 (MBO) 的主要步驟為何? (10 分)
 2. 運用目標管理 (MBO) 的常見問題和因應之道各為何? (15 分)
4. Please define *servant leadership*, identify its characteristics, and explain its advantages and potential limitations. (25 分)