

\_\_\_\_經濟與社會研究所\_\_\_\_ 入學考試試題

科 目：\_\_\_\_管理學\_\_\_\_ 第 1 頁共 1 頁

一、請依題意，以中文作答

In the early part of the twentieth century, the French industrialist Henri Fayol wrote that all managers perform five management activities referred to as the “management process.” They plan, organize, command coordinate, and control. The most popular textbooks still continue to be organized around the management processes, though these have generally been condensed to the basic four: planning, organizing, leading, and controlling. Please briefly define and explain what each of management processes. (20分)

二、何謂規劃(planning)? 規劃的目的為何? 規劃與組織績效有何關聯? 請說明之。(20分)

三、何謂權力(Power)? 權力基礎的來源為何? 集權(Centralization)與分權(Decentralization)有何不同? 請說明之。(20分)

四、價值鏈管理(Value Chain Management)是一種過程，用來管理產品在整個價值鏈流動過程中所有相關的活動與資訊。試討論客家文化創業產業成功價值鏈管理的必要條件。(20分)

五、請舉客庄節慶之一例，說明該客家節慶的文化意涵，並(若你是節慶活動承辦人)說明節慶活動管理時應注意的事項。(20分)