

國立聯合大學 101 學年度碩士班考試招生

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資訊管理學系碩士班 入學考試試題

科目：管理學 第 1 頁共 1 頁

第一部份:解釋名詞 (每題 5 分, 共 25 分)

Define and explain the following terms.

1. Internal stakeholders
2. Strategic alliance
3. Marketing concept
4. Bounded rationality
5. Managerial Grid

第二部份:問答題 (每題 15 分, 共 75 分)

1. What are the advantages and disadvantages of franchising within the context of entrepreneurship?
2. What are the different types of strategies? How to formulate a strategy? Please identify and explain the basic steps in strategy formulation.
3. Please describe the motivation implications of equity theory and expectation theory.
4. Please contrast and explain the traditional and contemporary views of work specialization, unity of command, and span of control in organizational design.
5. A recent study showed that CEOs of successful companies have hard-nosed personal traits, such as persistence, efficiency, attention to detail, and a tendency to set high standards, rather than softer strengths, such as teamwork and flexibility. What do you think of this? How would you explain this in light of the leadership theories?