

國立臺北大學 104 學年度碩士班一般入學考試試題

系（所）組別：企業管理學系丙組

科 目：管理學

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1. Critically compare and contrast between Rational Decision Making, Bounded Rationality, and Intuitive Decision Making. Which one would you most prefer when choosing your future Mr / Miss Right and why? (20%)
2. Define and clarify the key characteristics of a transactional leader and a transformational leader respectively? Justify your answer with real examples concerning how transformational leadership works in a Taiwanese company (20%).
3. Newly elected Taipei City Mayor Ko Wen-Ju (柯文哲) was overheard by journalists warning the Chief Police of Xin-Yi Precinct Lee Te-Wei (李德威) that Lee would be replaced if Falun Gong followers were assaulted again in his district. Two weeks later Lee's application for early retirement was approved, leading to speculations that his move was related to Ko's criticism.
If you were Mayor Ko, what measures would you take to motivate your subordinates. Justify your answer applying Herzberg's two-factor theory (30%).
4. As newspaper reported, "...For decades, three simple words—Made in Taiwan— stamped on canned and packaged food items sold in Chinese supermarkets in the US conveyed a guarantee of quality and excellence. But in the wake of Taiwan's widening food scandal, Chinese and Taiwanese-Americans living in New York, home to the largest overseas Chinese population in the US, say they are thinking twice about that they put in their carts..." (Taipei Time, 2013). In 2014, even more food safety scandals and unethical wastewater incidents were found in Taiwan.
Answer the following questions based on the given context. (1) Define business ethics and explain why they are important to organizational development; (2) Explain the concept of corporate social responsibility (CSR) and the potential benefits of demonstrating CSR; (3) If you find out that your company is doing business in an unethical way, what would you do and why? (30%)

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