

國立聯合大學 100 學年度碩士班考試招生

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 50 分)

Define and explain the following terms.

1. BCG Matrix
2. Organic Organization
3. 360-Degree Appraisal
4. Diversification Strategy
5. The Fiedler Model
6. Conglomerate merger
7. Porter's Generic Strategies
8. Pricing Skimming
9. Business Model
10. Niche Marketing

第二部份:問答題 (共 50 分)

1. If you had to develop an incentive system for a small software design firm, which elements from which motivation approaches or theories would you use? Why? (10%)
2. Making decisions in today's fast-moving world isn't easy. Successful managers need good decision-making skills to manage their firms. Managers may use different decision-making approaches.
 - (1) Please list the steps of rational decision making process. (5%)
 - (2) Managers may use rules of thumb, or heuristics, to simplify their decision making. Please identify common decision errors and biases that rules of thumb may lead to errors and biases in processing and evaluating information. (10%)
3. Please explain the meaning of the term "production" or "operations" and describe the characteristics that distinguish service operations from goods operations. (10%)
4. Please describe the purpose of a marketing strategy and discuss how marketing strategies change at different stages in a product's life cycle. (15%)