

國立臺灣師範大學 100 學年度碩士班招生考試試題

科目：管理學

適用系所：工業教育學系

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 does “first mover” mean from the aspect of innovation? (2 分) What are the possible advantages and disadvantages of a first mover? (3 分) Can the first movers always dominate the market finally? If a company enters some specific market later than its competitors, what are the possible competitive strategies? (10 分)
2. What does forecast mean? (3 分) Please raise three quantitative forecasting techniques and raise one application for each in the high technology industry. (12 分)
3. Please define “supply chain” and “value chain” respectively. (6 分) Are the two chains physically the same? (2 分) What are the major differences between the two chains from the management perspectives? (6 分) Please raise a real-world example for illustrating your viewpoints (6 分).
4. 請說明管理工作的四大功能。(10 分)
5. 在高科技時代，機械式的組織型態是否已毫無可取之處？(10 分)
6. 有些人認為規劃反而造成企業運作時失去彈性、流於僵化，請問您的看法如何？(10 分)
7. 由下而上規劃以及由上而下規畫的優、缺點為何？企業領導者如何協調此兩種規畫方式？(10 分)
8. 領導與管理有何不同？試舉例說明之。(10 分)