

一、選擇題（每題 4 分，共 40 分）

- \_\_\_\_\_ refers to gathering information about competitors that allows managers to anticipate competitors' actions rather than merely react to them.  
(A) Due diligence (B) Value analysis  
(C) Data aggregation (D) Competitor intelligence
- Barriers that are specific to global electronic commerce include the following types of issues **except**:  
(A) Legal (B) Localization  
(C) Technical (D) Cultural
- An innovative culture is likely to have \_\_\_\_\_.  
(A) High external controls (B) Tolerance of conflict  
(C) Closed-system focus (D) Low tolerance of risks
- \_\_\_\_\_ developed a categorization scheme for defining what managers do, consisting of 10 different but highly interrelated roles.  
(A) Abraham Maslow (B) Henri Fayol  
(C) Henry Mintzberg (D) Peter Drucker
- Changing organizational behavior by sensing and responding to new experience and knowledge is called  
(A) Knowledge networking (B) Organizational learning  
(C) Change management (D) Knowledge value chain
- Which of the following is a facet of customer relationship management (CRM)?  
(A) Customer service (B) Marketing automation  
(C) Sales force automation (D) All of the above
- A(n) \_\_\_\_\_ organization is highly adaptive, loose, and flexible.  
(A) Organic (B) Vertical  
(C) Centralized (D) Mechanistic
- In which of the following traditional training methods do employees work with an experienced worker who provides information, support, and encouragement?  
(A) Mentoring and coaching (B) Experiential exercises  
(C) E-Learning (D) On-the-job training

9. According to the three-needs theory, the need for \_\_\_\_\_ is the desire for friendly and close interpersonal relationships.
- (A) Power (B) Achievement  
(C) Affiliation (D) Competence
10. Which of the following government policies would be **least likely** to encourage entrepreneurship?
- (A) Passage of laws that enable businesspeople to write enforceable contracts.  
(B) Establishment of a currency that is tradable in world markets.  
(C) Establishment of strict regulations regarding protection of existing industries.  
(D) Passage of laws that eliminate corruption in government and business.

## 二、問答題（每題 15 分，共 60 分）

- (一) 試 舉實例 說明何謂企業核心能力以及藍海策略？
- (二) 分享你個人在時間運用上所遇到的浪費與難題？你是如何解決？
- (三) 全球知名管理大師克雷頓·克里斯汀生 (Clayton M. Christensen)，日前因血癌辭世，其曾提出「破壞式創新」理論，請解釋何謂「**破壞式創新**」並舉例說明之。
- (四) 試 舉一項綠色產品或服務，擬定行銷 4P 策略。