

所別：服務與創新管理研究所 組別：不分組 科目：管理學

注意：■不准□一般計算器□工程用計算器，考試時間總計：100 分鐘。試題共 | 頁，第 | 頁

一、 解釋名詞(50%，每題 5%)

1. benchmark
2. Hawthorne effect
3. overall cost leadership
4. empowerment
5. downsizing
6. Peter Principle
7. business process reengineering, BPR
8. corporate social responsibility, CSR
9. bounded rationality
10. mission statement

二、 簡答題(50%)

1. Please name and describe the basic management functions. (10%).
2. Describe the following organizational communication systems: (a) e-mail communication system and (b) grapevine. (10%)
3. What is intellectual property? Please name and describe the three types of intellectual property protections as follows: (a) copyrights, (b) trademarks, and (c) patents. (15%)
4. A social enterprise is an organization that applies business strategies to achieving philanthropic goals. Please give an example of social enterprises. Furthermore, please describe what strategies applied and shared value created by this social enterprise. (15%)