

本科目可以使用計算機

本科目試題共 1 頁

1. Please list and discuss four performance control tools used for monitoring and measuring organizational performance. (20%)
2. Assume you intend to establish a new chain of sandwich shops. The managers of the new chain of sandwich shops will need to determine what types of sandwiches consumers want and find recipes and ingredients. Ingredient sources, prices, and other logistical requirements (like refrigeration) will need to be determined, purchasing decisions will be ongoing, and supplier relationships will need to be managed. Financing must also be arranged at this early phase. With this groundwork, the company will move to the next stage of marketing, including pricing and the development of advertising materials. Finally, selecting and training workers will occur.
Given the above necessary business activities, you need to decide the organizational structure of this new company. There are three choices: 1) A simple structure; 2) A functional structure; 3) A virtual structure.
(1) Based on each of these three choices, please determine what an organizational structure would look like for this new company.
(You can try to draw its structural diagram and describe the characteristics of a specific type of organizational structure, such as work specialization, departmentalization, chain of command, span of control, centralization, formalization) (10%)
(2) Please reason which system of organization seems most beneficial for this new company. (10%)
3. Discuss how managers can formulate e-business strategies that contribute to the development of a sustainable competitive advantage in today's environment. (20%)
4. 某首長提出的「功德說」近來討論甚囂塵上，除了薪水之外，對職業之認同以及自我期許也是相等重要。您是否能用一個激勵理論來討論此一事件？除了您所用的理論之外，請再簡述兩個當代的激勵理論。(20%)
5. 試比較工作團體(work group)與工作團隊(work team)的特點。(20%)