

國立臺北大學 108 學年度碩士班一般入學考試試題

系（所）組別：企業管理學系乙組

科 目：管理學

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1. (1) Identify, describe, and exemplify four decision-making biases and errors managers usually have when they make decisions in international business. (2) Elaborate your own decision-making process (steps) for the choices of your master's degree. (25%)
2. Identify and provide an example of social loafing, conformity, group think, role conflict, and norms. (25%)
3. One of the strategies for a firm to increase its revenues is to use Ansoff Matrix. Please provide an example to demonstrate how a firm set its strategy by using Ansoff Matrix. (25%)
4. The use of Segmenting, Targeting, and Positioning is one of the approaches for a firm to develop marketing strategies. Please provide an example to demonstrate how a firm employs the approach of Segmenting, Targeting, and Positioning. (25%)

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