

※ 考生請注意：本試題不可使用計算機。請於答案卷(卡)作答，於本試題紙上作答者，不予計分。

1. People who lack a strong moral sense are much less likely to do the wrong things if they're constrained by rules, policies, job descriptions, or strong cultural norms that disapprove of such behaviors. Conversely, intensely moral individuals can be corrupted by an organizational structure and culture that permits or encourages unethical practices. Whether someone behaves ethically or unethically when faced with an ethical dilemma is influenced by several things (for example, his or her stage of moral development and other moderating variables). Please describe these factors in detail. (17%)
2. When managers make decisions, they not only use their own particular style, they may use "rule of thumb," or heuristic, to simplify their decision making. Rules of thumb can be useful because they help make sense of complex, uncertain, and ambiguous information. However, these rules of thumb are not always reliable, because they may lead to errors and biases in processing and evaluating information. Please identify the common decision errors and biases that managers may make as many as you can. (17%)
3. One of the important group processes is how a group manages conflict. As a group performs its assigned tasks, disagreements inevitably arise. Conflict is perceived incompatible differences resulting in some form of interference or opposition. Please use the interactionist view of conflict to describe how to effectively manage functional and dysfunctional conflicts, especially, the selection of five conflict-management techniques when group conflict levels are too high. (16%)

(背面仍有題目，請繼續作答)

※ 考生請注意：本試題不可使用計算機。請於答案卷(卡)作答，於本試題紙上作答者，不予計分。

4. Entrepreneurship is the process of starting new businesses, generally in response to opportunities. Entrepreneurs are pursuing opportunities by changing, revolutionizing, transforming, or introducing new products or services. Therefore, entrepreneurship is, and continues to be, important to every industry sector in most advanced countries. Please address the reasons why is entrepreneurship important? (18%)

5. Value Chain Management is the process of managing the sequence of activities and information along the entire value chain. In contrast to traditional management, which is internally oriented and focuses on efficient flow of incoming materials to the organization, value chain management is externally oriented and focuses on both incoming materials and outgoing products and services. Therefore, value chain management is more effectiveness oriented and aims to create the highest value for customers. However, during the regular operational process, there exist difficulties while managing the value chain. Please identify these obstacles and further explain the rationales of each. (20%)

6. The goals of Organizational Behavior are to explain, predict, and influence behavior. Managers need to be able to explain why employees engage in some behaviors rather than others, predict how employees will respond to various actions and decisions, and influence how employees behave. Regarding the domain of employee behaviors specifically concerned, please elaborate the six important employee behaviors identified: employee productivity, absenteeism, turnover, organizational citizenship behavior, job satisfaction, and work place misbehavior. (12%)