

一. 是非題 (20%). 請回答“是”或“非”，並加以解釋。沒有解釋不予記分。
(每題 2.5 分)

1. Planning reduces flexibility.
2. Decision making is important for only two management functions: planning and leading.
3. An advantage of divisional structure is that activities and resources are not duplicated.
4. According to expectancy theory, money is not a motivator.
5. According to Fiedler, to improve leader effectiveness a manager can change his/her leader style.
6. The traditional view of conflict is that conflict is a natural and inevitable outcome in any organization.
7. Feedback controls are desirable because they allow management to prevent problems rather than cure them later.
8. Both scientific management and general administrative theorists viewed organizations as machines.

二. 問答題 (80%)

(一) 何謂「Bounded Rationality」?

②「Bounded Rationality」對人們之決策行為有何影響? (15%)

(二) 何謂「Network Structure」?

②您認為此型態的組織結構的通用性為何?理由何在? (15%)

(三) 何謂「公平理論」(Equity Theory)?

②以公平理論來激勵員工,會有什麼問題發生? (10%)

(四) 請分別敘述「工業革命」(Industrial Revolution)和「霍桑研究」(Hawthorne Studies)二者對管理理論發展的影響。 (10%)

(五) 管理學者 Michael Porter 認為有三種策略可供管理者選擇,此三項策略為 ① Cost-leadership strategy, ② Differentiation strategy, 和 ③ Focus strategy. 請分別舉例說明此三種策略之意義。 (10%)

(六) 有人說「由於沒有人可以正確地預測未來,所以預測是浪費管理者的時間,您是否同意這個看法?為什麼? (10%)

(七) 請分別解釋下列二個名詞:

① Groupthink

② Managerial Grid (10%)