

編號： 270

國立成功大學106學年度碩士班招生考試試題

系 所：企業管理學系

考試科目：管理學

考試日期：0214，節次：3

第 | 頁，共 | 頁

※ 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. (a). Explain the implications suggested by the equity theory of motivation (5%) (b). What are the four forms of equity? Please delineate each of them (20%)
2. What is the purpose of a code of ethics for an organization? (20%)
3. There are three primary forms of business-level or competitive strategies. Describe them and give an example of each one. (15%)
4. What are the five basic functions of management? Explain some of the specific activities involved in each function. Is one function more important for current business environment? (20%)
5. Describe two dramatic changes that have taken place in the business environment over the last four decades. (20%)