

本試題是否可以使用計算機: 可使用, 不可使用 (請命題老師勾選)

Answer the Following Essay Questions

1. Describe how the Hawthorne Studies were undertaken? What're such studies initially designed for? Explain the contributions of the Hawthorne Studies to the field of management? (20%)
2. Based on the systems approach, an organization is as an open system and the environment affects managers through the degree of environmental uncertainty and complexity always. Describe and identify the changes in the general environment which would impact managers in 2007. (30%)
3. How do socially responsible activities affect a company's performance? Would a company's social actions hurt its long-term economic performance? Differentiate the difference between social obligation, social responsiveness, and social responsibility by examples of how firms respond to comply with the regulations of ROHS and Kyoto Protocol. (20%)
4. What is value chain management? Would value chain deployment differ between firms pursuing different competitive advantage? Describe by an example of cost advantage and differentiation advantage. (30%)