90 學年度 國立成功大學資訊管理 系 管理學 試題 共 1 頁 前 1 頁 有士班招生考試資訊管理 所 管理學 試題 第 1 頁

- 1. Please describe the requirements for effectively managing group making? Can you suggest a group decision process which has all the requirements you just answered, and how to proceed it? (12%)
- 2. What are the different categories of corporate social responsibility? What do you think of the current status of social responsibility for corporate in Taiwan? (10%)
- 3. In terms of organizational structure, organizations can be classified as vertical, horizontal, and matrix types of organizations. Please state the advantages and disadvantages for each type. Which one do you believe is most suitable for corporate in Taiwan? (16%)
- 4. What are the purposes of performance appraisal? Assuming you are in charge of the sales department in your company, what do you appraise? who do the appraisals? and how do you appraise? (12%)
 - 5. With the availability of advanced information technology that allows an organization's work to be done anywhere at anytime, is organizing still an important managerial function? Why or why not? (10%)
 - 6. BYPASSING THE PHONE RIGHT TO A VOICE PAGER IN CHINA (in 1989)

In a China market of 1.2 billion people, fewer than one in 20 people have a phone, while an astonishing one in 71 have a pager. Sino American Telecom, with revenues of \$12 million and 130 employees, has done well in China. The pager it sells allows you to receive a short voice message in Chinese without the aid of a telephone.

Angle Lin, who invented the new pager, worked for ITT as an electrical engineer and then started her own factory in one of China's Shenzen economic zones just across from Hong Kong. The People's Liberation Army, which operates what is probably the largest collection of businesses in China. Turned out to be his biggest customer. Lin needs \$30 million worth of equipment to build his Chinese network, so while the prospects are great, so are the challenges.

Questions

- (1) What issues of control would Lin need to be careful about in terms of production and operations because of the fact that she is manufacturing in China? (13%)
- (2) What potential quality problems might Lin face? (12%)
- 7. What are the situational approaches to leadership? Briefly describe each one and compare their findings? (15%)