

1. (20%) What is "SWOT" analysis? Use SWOT to analyze the strategy for the graduate institute of information management in National Cheng Kung University (國立成功大學), Tainan, Taiwan.
2. (15%) Consider cost, quality, time, and flexibility as the competitive priorities for business units.
  - (1) Provide the important items of each priority. (8%)
  - (2) As the manufacturer of air conditioner, what kinds of competitive priorities can the manager consider? Why? (7%)
3. (10%) What is job specialization? Itemize the benefits and limitations.
4. (5%) What is the two-factor theory of motivation? Give an example.
5. What is the meaning of productivity? How to improve it? (15%)
6. The primary reason for coordination is that departments and work groups are interdependent. The greater the interdependence between departments, the more coordination the organization requires if departments are to be able to perform effectively. Please specify any four techniques, which have been broadly used for structural coordination. (20%)
7. Summarize the basic structure of the global economy. What major changes are occurring today within that structure? (15%)