

系所組別： 電信管理研究所甲組

考試科目： 管理學

考試日期： 0220，節次： 3

※ 考生請注意：本試題 可 不可 使用計算機

簡答題

1. Compare and contrast the general administrative approaches of management from Henri Fayol and Max Weber. (10 pts) However, according to the management guru, Peter Drucker, basic task of a management is twofold: marketing and innovation. Owing to discrepancies among them, do you agree Peter Drucker's argument? Why or why not (15 pts)
2. What is value chain management? (10 pts) What are potential obstacles and benefits that result from value chain management? (15 pts)
3. Compare and contrast transformational and transactional leaderships. (7 pts) What are differences between charismatic-visionary leadership and team leadership? (8 pts) For a rapid change of high-tech industry, if a business organization is confront with high external competition pressure, what kind of leadership style would be preferred? (10 pts)
4. What is Maslow's hierarchy of needs theory? (7 pts) What are differences between X theory and Y theory? (8 pts) According above three theories, propose an example to address how can a manager apply above theory to motivate employees in a mature industry? (10 pts)