

壹、是非題 (每題三分, 共三十分)

1. Maslow's theories, while widely accepted because of their simplicity, have little, if any, research supporting them.
2. When the decision-maker knows the probability of occurrences of alternatives, the decision is made under conditions of uncertainty.
3. Corporate-level strategy seeks to answer the question: How should we compete in each of our business?
4. Entrepreneurs differ from bureaucratic managers in the strategy process in that entrepreneurs' emphasis is on the perception of opportunity not the availability of resources.
5. Break-even analysis is a technique for identifying the point at which total revenue is just sufficient to cover fixed costs.
6. Any deviation from the plan needs corrective attention.
7. According to Mintzberg's study, the roles of figurehead, leader, and liaison are all interpersonal roles.
8. The commitment concept means that plans should extend far enough to meet those commitments made today.
9. The BCG (Boston Consulting Group) Matrix assumes the existence of a non-cumulative experience curve.
10. Robert House's path-goal theory is an expectancy theory of motivation.

貳、申論題 (共七十分)

- 一、請比較 "Transactional Leadership" 和 "Transformational Leadership" 之異同。 (10%)
- 二、1. 請解釋何謂「Organic Organization」? (5%)
2. 此類型的組織結構適合電信產業嗎? 為什麼? (10%)
- 三、1. 請解釋何謂「Total Quality Management」? (10%)
2. 此管理觀念與作法適用於電信產業嗎? 為什麼? (10%)
- 四、請以中華電信公司為例, 說明該公司的領導人若要發展中華電信公司的 "corporate-level strategy" 以及 "business-level strategy" 時,
 1. 他應該要分別思考哪些問題? 為什麼? (10%)
 2. 若你是該公司的領導人, 你認為中華電信公司的 "corporate-level strategy" 以及 "business-level strategy" 應為何? 並請說明理由。 (15%)