

壹、是非題：對的請打○，錯的請打×（每題2分，共20分）

- 一、Coaching and budgeting are skills closely related to the management function of leading.
- 二、One assumption of rationality is that we know all of the alternatives.
- 三、In a typical MBO program, successful achievement of objectives is reinforced by performance-based rewards.
- 四、Direct expansion and diversification are examples of a corporate retrenchment strategy.
- 五、Resource allocation problems can be solved with breakeven analysis.
- 六、The degree to which an organization relies on rules and procedures relates to the complexity of its organizational structure.
- 七、Guidance from the job characteristics model suggests that job enlargement should take place rather than task specialization.
- 八、The first step in the control process is comparing actual performance against a standard.
- 九、Research indicates that a Theory Y approach with employees leads to higher productivity than a Theory X approach.
- 十、Behavioral theories of leadership suggest that leaders can be trained.

貳、簡答題：請解釋下列名詞的意義，並說明其在管理上的貢獻或運用（每題8分，共24分）

- 一、Cost Leadership Strategy
- 二、Bounded Rationality
- 三、Customer Relationship Management (CRM)

參、申論題（56分）

- 一、(1) 請說明何謂「Expectancy Theory」？ (8分)
- (2) 管理者該如何運用此理論在其管理工作上？ (8分)
- 二、有學者將企業策略決策分為三個層次來探討，即為「網絡定位策略」(networking strategy)、「總體策略」(corporate strategy)、「事業策略」(business strategy)。
 - (1) 請分別說明此三個策略層次的意義。 (10分)
 - (2) 請以國內中華電信公司、台灣大哥大公司、遠傳電信公司為例，比較此三家公司的「總體策略」與「事業策略」。 (10分)
- 三、(1) 請說明「Hersey and Blanchard's Situational Leadership Theory」的內容？ (10分)
- (2) 該理論與「The Managerial Grid」領導理論相比，兩個領導理論何者較優？為什麼？ (10分)