

編號： 273

國立成功大學105學年度碩士班招生考試試題

系 所：企業管理學系在職專班

考試科目：管理實務（專班）

考試日期：0227，節次：4

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※ 考生請注意：本試題不可使用計算機。請於答案卷(卡)作答，於本試題紙上作答者，不予計分。

1. What is resource-based view (RBV)? (15%)
2. Discuss the difference between transactional and transformational leadership (15%)
3. List and describe Michael Porter's five force analysis. (25%)
4. List and discuss Michael Porter's three competitive strategies. Also include specific examples of companies that pursue each of the three competitive strategies (45%)