

系所組別： 國際經營管理研究所在職專班

考試科目： 經營管理實務(專班)

考試日期：0219，節次：3

※ 考生請注意：本試題 可 不可 使用計算機

1. What are the big five personalities? 10%
2. Explain 1. Locus of Control, 2. Machiavellianism, 3. Self-Esteem, and 4. Self-Regulation. 10%
3. What are Resource-Based Theory and Knowledge Management? 10%
4. Please describe the 5 structures of an organization. 10%
5. Describe the major principles of management (at least 10 items)? 10%
6. What are the two kinds of forecasting/predictions approaches? Please elaborate. 10%
7. What are the barriers (at least 6) to effective planning? How does each interfere with effective planning? 10%
8. What is the last step of the strategic planning process and how is it in line with the strategic planning process (please explain the logical reasoning in details). 10%
9. Please use one case (briefly describe it, well-known one is appreciated) to illustrate the importance of seeking for agility for an organization. 10%
10. The plan that is concerned with the entire organization's direction and purpose and how it intends to grow, compete, and meet its customers' needs over the next few years is the: 3%
(choose one)
 - a. tactical plan
 - b. operational plan
 - c. discretionary plan
 - d. strategic plan
11. Which types of goals are established by top management and take over a year to achieve? 3%
(choose one)
 - a. strategic goals
 - b. tactical goals
 - c. contingency goals
 - d. none of the above
12. Which of the following is a way to make plans effective? 4%
(choose one)
 - a. Effective communication
 - b. Providing quality information
 - c. Involving others in the process
 - d. All of the above