大仁技術學院九十四學年度研究所碩士班考試入學招生考試

管理學試題

注意
一、本試題共 題，每題 分，共計分。
二、請依序將答案寫於答案卷，作答時請標明題號。
三、未答或答錯不計分。

管理事項

一、配合題：(30%)

Please match the key terms with the statement that best describes them:

A. Internal control
B. Non-verbal communication
C. Theory Y managers
D. Segmentation
E. Quality map
F. Cross-functional training
G. Break-even analysis
H. Decision trees
I. Organizational performance
J. Intrinsic motivation

1. A plan that shows the design logic for service, including the functions and quality controls.
2. Managers focus on integrating individual and organizational goals.
3. Incentives from work itself, including using a variety of skills, the significance of the work and so on.
4. Achieving high levels of efficiency, satisfaction, and adaptability.
5. Allowing employees to control their own behaviors.
6. Ideas or opinions conveyed through facial expressions, inflection, and posture.
7. Finding a niche in a market where a product or service can be different from other competitors.
8. An analytical technique that allows one to break alternative into parts, probabilities, and payoffs to each part.
9. Determining the level of output at which costs equal revenues and the firm will not lose money.
10. Teaching and showing a worker in a number of different tasks.

二、申論題：(70%)

1. 請舉例為屏東縣“東港黑鮪魚季”擬定一套行銷 4P 計劃。(20%)

2. 以 Michael Porter 的競爭力“五力分析”，就某一個休閒產業或地方慶典活動為例子，請說明。(25%)

3. 新經濟時代，組織要維持競爭力與發展，人是最寶貴的資產(Human Assets)，請試論您對“學習型組織”的看法。(25%)