

科目：管理學 適用：國企系三

編號：711

考生注意：

1. 依次序作答，只要標明題號，不必抄題。
2. 答案必須寫在答案卷上，否則不予計分。
3. 限用藍、黑色筆作答；試題須隨卷繳回。

本試題
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第 1 頁

Please answer the following questions either in English or in Chinese.

1. Please explain the following terms. (30%)
 - (1) Five Forces Model (6%)
 - (2) Organizational Culture (6%)
 - (3) Organizational Ethics (6%)
 - (4) Span of Control (6%)
 - (5) Transformational Leadership (6%)
2. What are the advantages and disadvantages of having a central planning department to do an organization's planning compared with having decentralized planning groups provide planning support to line managers? (20%)
3. When and under what conditions might managers change from a functional to (1) a product, (2) a geographic, and (3) a market structure? And please identify at least one existing (real) company which is (a) a functional, (b) a product, (c) a geographic, and (d) a market structure? (25%)
4. What are the main obstacles to organizational change? What techniques can managers use to overcome these obstacles? (25%)