

國立中央大學八十八學年度碩士班研究生入學試題卷

所別： 工業管理研究所 甲組 科目： 管理學 共 1 頁 第 1 頁

注意事項：

1. 必需依序作答，否則以零分計算。
2. 請用中文作答。

一. 請解釋下列各組名詞，並作二者之比較。每小題六分。

1. the behavioral approach to job design and the classical job design
2. contingency leadership theory and charismatic leadership theory
3. business unit strategy and corporate strategy
4. entrepreneurship and intrapreneurship
5. expectancy theory and reinforcement theory
6. restructuring and reengineering
7. Lewin's model of change and congruence model of change
8. matrix structure and multidivisional structure
9. workflow automation and flexible manufacturing
10. stakeholders and stockholders

參考用

二. 申論題

1. (20 points)
 - (1) What is business ethics? Why is ethics important in business?
 - (2) Give examples of ethical issues from different management areas.
 - (3) What is the social responsibility of business?
 - (4) Why there are strong arguments for asking business to take responsibility for social issues?
 - (5) What are among the important social responsibility issues?
2. (20 points)
 - (1) Describe the sociocultural environment, the political-legal environment, and economic environment that an international business or global business must deal with.
 - (2) Discuss how these global business environment factors affect management decisions on planning, organizing, leading and controlling.