

東吳大學 110 學年度碩士班研究生招生考試試題

第 1 頁，共 1 頁

系級	國際經營與貿易學系碩士班 B 組(國際企業與行銷)	考試時間	100 分鐘
科目	企業管理	本科總分	100 分

※一律作答於答案卷上(題上作答不予計分)；並務必標明題號，依序作答。

一、環境對企業經營影響甚大。學者將環境分成一般環境(general environment)與任務環境(task environment)。請說明二者分別為何(20%)。很多人常用 OT 來分析環境，請說明之(10%)。

二、Organized endeavors directed by people responsible of planning, organizing, leading and controlling activities have existed for thousands of years. The Egyptian pyramids and the Great Wall of China are tangible evidence that projects of tremendous scope, employing tens of thousands of people, were undertaken well before modern times. The pyramids are a particularly interesting example. The construction of a single pyramid occupied more than 100,000 people for 20 years. Who told each worker what to do? Who ensured that there would be enough stones at the site to keep workers busy? The answer to such questions is managers. Regardless of what managers were called that time, someone had to plan what was to be done, organize people and materials to do it, lead and direct the workers and impose some controls to ensure that everything was done as planned.

(source: Robbins & Coulter, Management)

問題：

- 1.本文中，作者認為管理者(Manager)應該做些什麼事情?(15%)
- 2.本文以埃及金字塔和中國長城為例，為何金字塔是一個特別有趣的例子？請說明你的看法。(15%)

三、研究組織外在環境的重要性，在 1960 年代在開放性系統理論與情境理論發展(open-systems theory and contingency theory)後，愈益清晰。當代管理學研究的主要焦點在於找出方法來協助管理者改善在全球環境中找到組織資源(organizational resources)與競爭的方式。策略管理與全面品質管理(total quality management)是協助管理者更有效使用組織資源的兩個途徑。

問題：

- 1.請說明何謂開放性系統理論(open-systems theory)與情境理論(contingency theory)。(20%)
- 2.請說明組織資源(organizational resources)有哪些?(10%)
- 3.請舉某一知名企業為例，說明該公司如何進行全面品質管理(total quality management)。(10%)