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淡江大學 103 學年度日間部轉學生招生考試試題

系別：企業管理學系二年級

科目：管理學

考試日期：7月19日(星期六) 第4節

本試題共 二 大題， 1 頁

一、名詞解釋(請寫出中文並解釋之，每題5分)

1. Social Responsibility
2. Learning Organization
3. Charismatic Leadership
4. Enterprise Resource Planning Systems
5. Negative Reinforcement
6. Entrepreneurs

二、問答題(每題10分)

1. 何謂事前控制？事中控制？事後控制？並分別舉例說明。
2. 何謂電子溝通？電子溝通與傳統的面對面溝通各自會面臨哪些溝通障礙？
3. 最有可能影響組織結構的權變因素有哪些？並舉一企業為例搭配說明。
4. How might understanding whether an employee has an internal or an external locus of control help a manager better communicate with, motivate, and lead the employee?
5. Explain the difference between risk and ambiguity. How might decision making differ for a risky versus an ambiguous situation?
6. Write a brief mission statement for a local business with which you are familiar. How might having a clear, written mission statement benefit a small organization?
7. Perform a SWOT analysis for the school or University you attend. Do you think university administrators consider the same factors when devising their strategy?