

國立彰化師範大學 102 學年度碩士班招生考試試題

系所：企業管理學系行銷與流通管理碩士班

選考甲

科目：管理學

☆☆請在答案紙上作答☆☆

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請同學依題號作答：

1. Please describe the four functions of management, Mintzberg's managerial roles, and Katz's managerial skills. (24%)
2. Please contrast the actions of managers according to the omnipotent and symbolic views. (6%)
3. Please describe the steps in the decision-making process. (20%)
4. What is value chain? How is it connected to a company's projects, strategies, and business goals? (25%)
5. 管理大師 Peter Drucker 曾說: "Business has only two basic functions - marketing and innovation." 請同學以國內公司為例，說明你是否贊成此話的原因。(25%)