

國 立 清 華 大 學 命 題 紙

九十三學年度 工業工程與工程管理學系（所）工程管理組丁組一般生碩士班入學考試

科目 管理學 科號 2201 共 2 頁第 1 頁 *請在試卷【答案卷】內作答

是非簡答題 (5% Each):

請依題號順序答“是”或“非”;並以一至二行概略說明一般之理由。

若認為是依狀況而定則可分別以一至二行說明“是與非之狀況”。

(Please state True or False and explain in general considerations in one to two lines. If you think that it is conditional, you may state both and explain in one to two lines for each situation of True and False.)

1. In organization theory, “model” refers to an organization’s flow chart depicting its structure.
2. The production of information good involves high fix costs and low marginal costs. Therefore, cost-based pricing is the key in the information industry.
3. If an organization decides to empower low-level workers, the future decisions are more likely to be made using political model than the rational model of organization.
4. From the population ecology perspective, it is healthy for the society to have new organizations emerging and old organizations dying as the environment changes.
5. Price, efficiency and own profits are the most important considerations in the collaborative partnership.
6. A differentiation strategy can reduce rivalry with competitors and fight off the threat of substitute products.
7. Compared with other types of management knowledge, the engineering technologies tend to be low in analyzability and high in variety.
8. The first mover has better chances to win in the high-tech industries when technology changes are incremental than when the changes are radical.
9. The institutional perspective explains why organization diversity continuously increases with the appearance of new organizations filling niches left open by established organizations.
10. In resource dependence theory, organizations will do whatever is needed to avoid dependence on the environment for reducing uncertainty.

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定義(各5%)

11. 制度論
12. 資源依賴論
13. 管理方格
14. 價值鏈

批判題：請對下列之論述提出合理的質疑，並予以引申。(各15%)

15. 只要努力收集資訊就能做好企業規劃。
16. 企業的目標非常重要；最好能由全體成員形成共識後釐訂。