

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) 工程管理組丁組在職生碩士班入學考試

科目 工業組織與管理 科號 2302 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. Factors such as the company's strategy, organization design, management leadership, and corporate culture strongly influence company success.
2. Functional structures are found more frequently in a worldwide business than in a domestic business.
3. A productivity goal could be stated in terms of "unit produced per employee," "resource cost per employee," or "cost for a unit of production."
4. A market goal would typically be stated in terms of net income, earnings per share, or return on investment.
5. In the information economy, the technology infrastructure makes information more accessible and hence less valuable.
6. We would expect the effectiveness criteria of a baseball team to be affected by goal measurability.
7. Mechanisms of explicit knowledge management include the use of dialogue and communities of practice.
8. From organization theory, the same structure that generates innovation is also the best for using and implementing that innovation.
9. If employees perceive that their outcomes are unfair, but that the decisions and procedures leading to those outcomes were fair, then they are much more likely to seek constructive ways of restoring equity.
10. Venture teams are large groups of employees dedicated to coming up with new ideas for improved new organization structure.

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申論題

11. 試從權力觀點 (power perspective) 定義一個組織。(15%)

12. 當企業引進新的管理技術或制度 (如 ERP, BPR, 平衡計分卡, 或六標準差等) 時, 高階管理者應作何種考量; 請從現實角度探討分析。(35%)