

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

不得使用計算器

簡述題 (5% Each):

請依題號順序以一至二行說明“同意”及“不同意”之答案的理由或狀況。

(Please state the **reasons or conditions** for Yes and No answers in **one to two lines**.)

1. Management has existed for thousands of years. Industrial revolution influenced management practices through the advances of machine power and mass production.
2. A simple structure is a “flat” organization with a *decentralized decision-making*. The strength of the simple structure is that it is *fast, flexible, and clear*.
3. A company’s strategy, organization design, and leadership determine a company’s success.
4. When you get the *authority* you get the *power* in an organization.
5. An organization’s *culture* has strong influences on its *structure, rules and regulation*.
6. A *creative* organization will be more *innovative and productive*.
7. In the knowledge economy, the technology makes information more *accessible* and hence less *valuable*.
8. Most organizational relationships are rooted in *knowledge-based trust*. This is the highest level of trust when there is no *emotional connection* between the parties.
9. When two firms *merge*, they will achieve *economy of scale*. When two *universities* merge, they will achieve a similar result.
10. The general *business strategy* (such as low cost, differentiation, and focus) can also be used by the *universities* in the global competition

問答題 (10% Each):

1. Name four most important contributors to Scientific Management. Also cite their specific contributions, respectively.
2. What is the "Contingency Approach" in Organization Theory? To what extent does this line of reasoning challenge the "Management Process School"?
3. Name the quantitative management model that is most popular in formulating the "Product Mix Problem." Please also describe the "Product Mix Problem."
4. According to Professor Karl Weick, organizational environment is enacted. Please comment.
5. Use the concept of legitimacy from the Institutional School to explain why many organizations adopt the same structure or technology.