

國 立 清 華 大 學 命 題 紙

95 學年度工業工程與工程管理學系(所) 丁組 碩士班入學考試

科目 管理學 科目代碼 2301 共 1 頁第 1 頁 *請在【答案卷卡】內作答

Essay questions (two with each 25%)

1. Please argue for the benefit and necessity of planning. Be sure to incorporate its limitation and some of the most damaging counter-arguments.
2. Given that you are a manager of a team of engineers, how can you lead them effectively under stress caused by tight deadlines, difficult and unclear technical problems, and limited resources? Please be specific about your behavior pattern, methods of aspiration, and ways of preparing yourself to face the challenge. And explain why and how these can foster a strong leadership in a small technical team.

Short discussion questions (10% each)

3. What are the advantages and disadvantages of feedback control?
4. Please argue for your position in the debate of marketing research shapes customer needs and wants versus marketing research merely reflects the needs and wants of customers.
5. How can an innovative culture make an organization more effective? Could such an innovative culture make an organization less effective? Explain.
6. What are the disadvantages of the team-based structures and the cross-boundary organizations? How could these disadvantages be minimized?
7. What are the reasons for entering a strategic alliance? What are the risks involved? How could these risks be managed?