

國 立 清 華 大 學 命 題 紙

96 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 1801 共 1 頁第 1 頁 *請在【答案卷卡】內作答

註：不得使用計算器。

1. 試列舉「將管理學理論用於實務時的應注意事項」，並做必要的說明。(20%)
2. 請畫一張圖來表示行銷管理、生產管理、人力資源管理、研發管理及財務管理等五大領域間的關係。(20%)

以下請依問題順序簡單敘述答案及適用的理由或狀況” (每題10%)。

(Please answer the questions in order and state the **reasons or conditions**. 10% each.)

3. Under what **conditions** do you believe that management by objective (MOB) would be most useful and least useful?
4. Should a company's control function be **linked** to the organizing and leading functions of management?
Explain.
5. How do creativity and innovation **differ**? Give an example of each. How does an innovative culture make an organization more effective?
6. Identify the various dimensions of the trust. Use examples to show their **impacts** on managing and leading an organization.
7. Classrooms have cultures. Use an example or two to describe how the classroom cultures **affect** you and your instructor.
8. How an organization's strategy, organization design, leadership collectively **influence** its success?
Use an organization you are personally familiar with as an example.