

# 銘傳大學八十九學年度傳播管理研究所碩士班招生考試

## 第二節

### 管理學 試題

請回答下列各題。英文題目請以英文作答，否則給予該題一半分數。

1. 試問「管理學」四大功能所指為何？並請以企業之個案或實例加以說明此四大功能。
2. 在電子商務(Electronic Commence)與電子企業(Electronic Business)環境。您覺得傳統之企業策略規劃、人力資源管理、組織結構設計、領導型態、控制型態、經營變革與創新、資訊控制系統等會有什麼樣之衝擊，請按上述各項逐一說明之(20%)。
3. “供應鍊管理”與”全球運籌管理”兩者是否一樣？兩者之”管理”指的是管理什麼？請詳述之(20%)。
4. The factor that employee today are central to helping companies competitive advantage and manage change has led to the emergence of strategic human resource management (HRM). Define this term and indicate HR's role in formulating and executing strategy (20%).
5. Traditional control methods are based on setting standards and then monitoring them. This control method includes three categories of controls. Identify each one of the categories and provide a brief description of each category sufficient to provide distinguishment between them (20%).

試題完