

銘傳大學 105 學年度暑假轉學生招生考試

企業管理學系、國際企業學系、會計學系、財務金融學系、應用統計與資料學系、經濟與金融學系、風險管理與保險學系、醫療資訊與管理學系

第一節

「管理學」試題

(第 | 頁共 | 頁) (限用答案本作答)

可使用計算機 不可使用計算機

- 一、 Please explain Kim & Mauborgne's blue ocean strategy and Porter's five forces model? (20%)
- 二、 Please describe the process of interpersonal communication? And how technology affects managerial communication? (20%)
- 三、 Define the transactional and transformational leaders? What are the differences between them? (20%)
- 四、 Identify the three basic control methods, and explain the factors that can help managers to determine whether more or different control is necessary? (20%)
- 五、 Explain the reinforcement theory and specify how reinforcement contingencies and schedules of reinforcement have differential effects on behavior? (20%)

試題完
End of exam