

國立臺灣科技大學

九十四學年度碩士在職專班招生考試試題

系所組別：企業管理系EMBA碩士在職專班

科 目：企業管理

總分 100 分

1、簡答題：(25分)

(1)為何說企業組織是一個 open system。(10分)

(2)集權可以有「決策的協調較易進行，決策速度快」的優點，而分權也有「決策速度快」的優點，試述不同意義的所在。(15分)

2、What is the Top Management Role in Organization Direction, Design, and Effectiveness? (25分)

3、(25分)

More companies today are emphasizing relationship marketing rather than transaction marketing. How would you define "Relationship Marketing"?

4、(25分)

In today's highly dynamic marketing environment, a company's marketing strategy must change as the product, market and competitors change over time. The concept of "Product Life Cycle" (PLC) has, therefore, been much discussed. Please state the four stages of "Product Life Cycle" curve.

