

國立中央大學 108 學年度碩士班考試入學試題

所別： 企業管理學系 碩士班 一般甲組(一般生)  
企業管理學系 碩士班 一般丙組(一般生)

共 2 頁 第 1 頁

科目： 管理學

本科考試禁用計算器

申論題：共100分，每題25分 \*請按題號順序作答。

- (1) Please analyze the following paragraph by the concepts of management theories. What managerial implications might be obtained from the Inclusive Organizations? (25 分)

Continuous digital advances and the growing economy have highlighted the challenge of using a heterogeneous workforce in inclusive organizations. Inclusive organizations are friendly climate, ones formed by board members of diverse backgrounds or from different communities. Such a system utilizes the individual and collective talents of all members within the organization. The development of an inclusive organization is essential to economic growth. The rise of virtual teams has reduced the barriers to communication and benefits both the workplace and market. An increasing number of companies rely on global virtual teams to foster growth and innovation. Among these, the successful teams often excel at diversity and inclusion practice, whereby all kinds of similarities and differences such as nationalities, geography, genders, ethnicities, values and thinking styles are accounted for. These successful teams are inclusive, as they accept various viewpoints and create an acceptable and contributive working environment. Thus, diversity and inclusion are essential to a virtual team's success.

- (2) Please analyze the following paragraph by the concepts of management theories. What managerial implications might be obtained from the Conformity perspective? (25 分)

Millennials spend more time on social media than older generations: People ages 25-34 spend 141 minutes per day on it, versus 105 for the 35-44 set. And that could be hurting both their finances and mental health. That may be because they're influenced by what others seem to have on social media. Data released this year by mobile bank firm Varo Money found that 53% of millennials admit to buying something they saw advertised on social media. This is partly because millennials say they feel pressure to keep up with their friends' spending — and of those, nearly half say that social media posts of friends' vacations and lifestyles contribute to that pressure, according to 2017 data from TD Ameritrade. Not only can social media wreak havoc on our finances, it can also hurt our mental health. Younger adults who use social media a lot are at a higher risk of depression, and people who use many different social media sites are at higher risk for anxiety and depression. What's more, the more time people spend on social media, the more likely it is they feel socially isolated -- with people who spend more than two hours swiping through social media sites nearly doubling their risk of feeling socially isolated.

(Source: Market Watch by CATEY HILL - 30 Oct., 2018. <https://www.marketwatch.com/story/the-dark-reason-so-many-millennials-are-miserable-and-broke>)

- (3) Please analyze the following paragraph by the concepts of management theories. What managerial implications might be obtained from the Corporate Environmental Analysis? (25 分)

One of the biggest beneficiaries of the clash between the U.S. and China may turn out to be a gritty Taiwanese town called Taoyuan. The former Japanese enclave west of Taipei had long suffered as local companies shifted factories to the mainland to benefit from lower wages and globalizing trade. But with tensions escalating between the world's two largest economies, Taiwan's biggest tech firms are now moving some production back home and many are turning to this city of 2 million on the northwestern coast. The trend may have gained a boost after Donald Trump signaled he'll likely push ahead with increased tariffs. Taoyuan doesn't offer

參考用

# 國立中央大學 108 學年度碩士班考試入學試題

所別：企業管理學系 碩士班 一般甲組(一般生)  
企業管理學系 碩士班 一般丙組(一般生)

共 2 頁 第 2 頁

科目：管理學

本科考試禁用計算器

much in the way of glitz. But it does boast an hour's drive to Taipei, hosts the island's primary international airport, and oversees who're aggressive supporters. That's why it's a hot destination as the manufacturing powerhouses behind the world's electronics scour the globe for alternatives.

The moves threaten to splinter a decades-old supply chain, in which Taiwanese giants assemble devices out of sprawling Chinese bases that the likes of HP and Dell then slap their labels on. From iPhone assembler Pegatron Corp. to laptop maker Compal Electronics Inc., they're now preparing for an end to an arrangement that's served them well since the 1980s. Along with fellow Apple Inc.-supplier Inventec Corp., the trio are among those adding capacity in Taoyuan, with announcements coming as Washington and Beijing ramp up the rhetoric over trade and tariffs. Others like Quanta Computer Inc. are snapping up or seeking factory land. The city's population is now the fastest-growing in the country even as U.S.-Chinese tensions dampen the global economy.

Thirty years ago, many companies based in Taoyuan and elsewhere on the island decamped for China's lower costs, helping create the world's factory floor. While Taiwanese government data shows investments in China peaked around 2010, they remain a formidable presence. Fifteen of the top 20 exporters from the mainland to the U.S. in 2016 originated in Taiwan, according to a Chinese state-run customs data website. While some of Taiwan's corporations are considering migrating as far afield as Southeast Asia, others prefer to move closer to home bases. The island's administration -- sensing an opportunity -- is cobbling together incentives such as tax holidays to entice their corporate citizens back into the fold.

(Source: By Debby Wu, Taiwan's Underdog City Is Reborn in China-U.S. Trade Spat. November 27, 2018 <https://www.bloomberg.com/news/articles/2018-11-26/underdog-city-is-reborn-as-china-u-s-trade-spat-escalates>)

**(4) Please analyze the following paragraph by the concepts of management theories. What managerial implications might be obtained from the Decision-Making perspective? (25 分)**

Four years ago, a chemistry professor got a text from her grad student: If I'm not back in a week, cut me from the doctoral program. Charlotta Turner called him right away: "He was very sad and crying," the 48-year-old prof at Lund University in Sweden tells NBC News. "I could hear that the situation was hopeless and they had to flee." The student, Firas Jumaah, was visiting his native Iraq to help family members during a brutal 2014 ISIS attack targeting Yazidis—a religious minority that includes his family. The terror group had just enslaved and massacred Yazidis by the thousand in nearby Sinjar. Now Jumaah and family were planning to flee to the mountains. "I had no hope at all," says Jumaah, per the Local. "I was desperate."

But Turner took action. She spoke to Lund University's then-security chief, who contacted a company that sent mercenaries into northern Iraq. Only days later, four armed mercs on two Landcruisers blazed into the place where Jumaah was hiding, and rushed him to Erbil Airport with his wife and two young kids. "I have never felt so privileged, so VIP," he says. "But at the same time I felt like a coward as I left my mother and sisters behind me." Seeing his colleagues back in Sweden, he was speechless: "I just cried," he says. Yet Jumaah finished his PhD and found work at a Malmo pharmaceuticals company, and his family survived. The bill: roughly 60,000 kroner (US\$6,613), which his family has nearly finished paying. "If they told me to pay 200,000 kronor, I would," says Jumaah.

(Source: By Neal Colgrass, Newser, - 16 December, 2018. <http://www.newser.com/story/268670/prof-hires-mercs-to-save-grad-student-from-isis.html>)

注意：背面有試題