

大葉大學 九十三 學年度 研究所碩士班 招生考試試題紙

系 所 別	組 別	考 試 科 目 (中文名稱)	考 試 日 期	節 次	備 註
國際企業管理學系碩士班	甲	管 理 學	3月28日	第二節	共乙頁;請 用中文作答

註：考生可否攜帶計算機或其他資料作答，請在備註欄註明（如未註明，一律不准攜帶） 10:30 ~ 12:00

1. Describe the Hawthorne studies and their contribution to management. (25 分)
2. Explain how someone can be a manager but not a leader, a leader but not a manager, and both a manager and a leader. (25 分)
3. What is the difference between reengineering and restructuring? (25 分)
4. Under what environment conditions are price wars most likely to occur in an industry?
What are the implications of price wars for a company? How should a company try to deal with the threat of a price war? (25 分)