

大葉大學 97 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
人力資源暨公共關係學系碩士班	甲組	管理學	4月13日	第 / 節 8:30~12:00	頁之頁

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）

請依序在答案紙內回答下列各問題，總計 100 分。

- 一、1. 請說明何謂管理？（5分）
2. 請說明何謂管理程序(Management Process)？（20分）
  
- 二、3. 何謂人力資源管理？（10分）
4. 何謂公共關係？（10分）
5. 企業如何結合人力資源管理與公共關係提升企業競爭優勢？（5分）
  
- 三、請將下列英文譯成中文
6. Expatriate refers to anyone living and/or working outside his or her home country. Family and personal adjustment problems, not technical competence, are the main cause of failures in foreign assignments. Realistic job previews, cross-cultural training, support during the foreign assignment, and home-country sponsors can help reduce failure rates.（10分）
7. Herzberg's motivator-hygiene theory of job satisfaction proposes separate and distinct clusters of factors associated with job satisfaction and dissatisfaction. Motivators are factors associated with the content of the performed task and are associated with strong effort and good performance. Motivators cause a person to move from a state of no satisfaction to satisfaction. Hygiene factors are associated with the work context and are indicative of job dissatisfaction.（10分）
8. Knowledge management is the development of tools, processes, systems, structures, and cultures explicitly to improve the creation, sharing, and use of knowledge critical for decision making. Two types of knowledge impact the quality of decisions: tacit knowledge and explicit knowledge. Tacit knowledge represents information that is difficult to express, formalize, or share. Explicit knowledge can easily be put into words and explained to others.（10分）
  
- 四、9. 何謂家庭友善福利 (Family-friendly Benefits)？（10分）
10. 企業為何要採用家庭友善管理措施？（5分）
11. 近年行政院勞工委員會推動的家庭友善措施有哪些？（5分）