

國立體育學院 94 學年度學士班轉學生考試試題
管理學 (本試題共一頁)

※ 注意一：答案一律寫在答案卷上，否則不予計分

※ 注意二：作答時請標示題號。

※ 注意三：答題請用中文書寫

※ 注意四：可以直行書寫或橫行書寫

※ 注意五：不可以攜帶參考資料或字典

1. What is the difference between efficiency and effectiveness? (10%)
2. Differentiate between creativity and innovation. (10%)
3. Explain what is SWOT analysis (10%), and use it to develop your career planning in sport management or sport industry. (10%)
4. Explain what is Break-even analysis? (10%)
5. List and explain French and Raven's five bases of power. (10%)
6. Explain the key relationships in expectancy theory? (10%)
7. Distinguish between e-commerce and e-business. (10%)
8. What are the three situational factors (contingency dimensions) identified by Fiedler? (10%)
9. Provide the qualities of an effective control system. (10%)