

7. A learning organization develops the capability to
 - a. add new training programs even when competitors are going bankrupt
 - b. accept conventional wisdom of the industry
 - c. work in teams
 - d. continuously learn, adapt, and change

8. Which of the following statements about communication and the manager's job is true?
 - a. Communication is so complex that managers need not try to understand the process.
 - b. Communication is a part of almost all managerial activities.
 - c. The planning function requires little communication.
 - d. Communication is the only thing that holds an organization together.

9. An automobile manufacturer that increased the total number of cars produced at the same cost, but with many defects, would be
 - a. efficient and effective
 - b. effective but inefficient
 - c. increasing efficiency
 - d. increasing effectiveness

10. Which of the following leadership models is a combination of the trait and leader behavior approaches, with the addition of a situational element?
 - a. Path-goal theory
 - b. Vroom-Yetton-Jago model
 - c. Vertical-dyad linkage model
 - d. Fiedler's LPC model

二、名詞解釋： 每題 5 分，共 5 題 佔 25%

1. Market segmentation and market penetration
2. Vertical Integration
3. Hot stove rule
4. Strategic alliance
5. PDCA

三、請回答下列問題， 共 2 題 佔 45%

1. Please to briefly describe the concepts of strategic management? (25%)

2. Benefits & Issues of knowledge management (KM) (20%)