

國立臺灣科技大學

九十四學年度碩士班甄試招生考試試題

系所組別：企業管理系EMBA碩士

科 目：企業管理實務

總分 100 分

1. (40 分)

「從企業倫理的觀點，說明博達公司事件中，該企業有那些未盡的倫理責任。」

2. (30 分)

(1) 請解釋 “Generic Business-level Strategies.” (10 分)

(2) 請說明 “Strategic Group Analysis”與其對競爭策略分析之意涵。(10 分)

(3) 何謂 “Business sustained competitive advantages? 請闡釋。”(10 分)

3. (30 分)

1) Please describe the concepts of “customer satisfaction” and “customer value”.  
(10 %)

2) How would you define “service quality”? Why do firms with better service quality usually achieve better customer satisfaction and performance? How should firms measure service quality accurately? (20 %)

