

國 立 宜 蘭 大 學

112 學年度碩士班考試入學招生

管理學概論試題

(外國語文學系國際商務溝通碩士班)

准考證號碼：

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《作答注意事項》

1. 請先檢查准考證號碼、座位號碼及答案卷號碼是否相符。
2. 考試時間：100 分鐘。
3. 本試卷共有 5 題簡答題，請用英文作答，一題 20 分，共計 100 分。
4. 請將答案寫在答案卷上。
5. 考試中禁止使用手機或其他通信設備。
6. 考試後，請將試題卷及答案卷一併繳交。
7. 應試時不得使用電子計算機。

**Part I. Short Answers (20%/each)**

1. Why do firms exist?
2. Why ESG (environment, social, and governance) are critical? How to use ESG to build up an organization's sustainability?
3. If you are working in a service-oriented company, what are the strategies that you use to keep your job in times of uncertainty (i.e., Covid-19)?
4. What characteristics or personality that a leader should have?
5. Please describe and explain one theory or perspective you have learned or known.