

系 所 組 別	考 試 科 目
傳播管理學系	管理學

考生請於答案卷內作答

1. “Globe Silk, a Malaysian company that originally was in the clothing business, decided to diversify. One such project was to buy the technology from an Australian firm that would enable them to make crash helmets for cyclists. Globe Silk’s management then added a feature to the helmets—a flashing light. BY combining foreign technology with internal innovation, the company was able to create a highly successful and profitable new product.”

Please use a most appropriate management term to interpret above situation. Under what conditions that management term will be highly success. 30%

2. 如何界定媒介管理？其涵蓋的面向有哪些？並請說明傳播管理與媒介管理的差異？30%
3. 就你/妳所知說明 House 的 Path-Goal Theory，及傳播產業的應用。20%
4. 何謂組織文化？請由知識管理的角度詮釋組織文化的變革。20%