

壹：請詳細解釋下列名詞（每題八分）

1. TQM
2. Management by Objective (MBO)
3. SWOT Analysis
4. Break-even Analysis
5. Contingency Planning
6. XYZ Theory
7. Effectiveness & Efficiency
8. Two-factor Theory of Motivation
9. Job Analysis
10. Job Enrichment & Job Enlargement

貳：詳細回答下列有關策略問題：（二十分）

1. 組織策略管理之本質 (Nature of Strategic Management) ?
2. 一般組織的策略制訂 (Strategic Formulation) 與策略執行 (Strategic Implementation) 之程序為何？