

國立中山大學 104 學年度碩士暨碩士專班招生考試試題

科目名稱：管理學【企管系醫管碩士班】

題號：471001

※本科目依簡章規定「不可以」使用計算機(問答申論題)

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申論題 (共計 100%)

(請於答案卷作答，勿於試題紙上作答)

1. 試述管理過程中所涉及的一連串基本功能特性。(20%)
2. Please describe the four generic approaches to assess an organization's effectiveness. (15%)
3. 目前許多在醫療機構進行的研究均需要先申請人體試驗委員會(IRB)的核准，但也帶來研究過程的不便，請問你(妳)的看法？(25%)
4. 如果醫療機構的健檢部門希望提升高階健檢(例如 5 萬元以上的費用)的人數，請問有何方式可以進行？(25%)
5. "Accessibility and continuity of care are important aspects of good general practice and essential in efforts to improve the quality of performance. Patients tend to attach particular importance to availability and accessibility, as also to the possibility of consulting the same general practitioner. There is also a positive correlation between patient satisfaction, continuity and accessibility of care, and medical treatment outcomes." (Raivio et al., 2014)

What would be your comments based on the above statement? (15%)