

# 國立中山大學 105 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. 近年來醫院的經營極為注重成本的控制，而維持高品質的醫療照護亦需要更多資源的投入，請問醫院該如何保持此兩者的平衡? (25%)
2. Please describe the nature of leadership and the factors that contribute to leadership effectiveness and success. (15%)
3. 在現今日趨嚴苛的醫療環境下，有些醫院仍能保持獲利狀態，而有些醫院卻面臨財務危機。如果你/妳是醫院高階管理者，請問你/妳要採取何種策略以增進醫院的獲利能力? (25%)
4. 目前醫院大多傾向使用學名藥為主要治療藥物，請試述此種做法的優缺點。(20%)
5. "The decentralization of healthcare has been on the policy agenda for many years, with proponents and opponents debating its benefits on the basis of conceptual schemes and empirical studies. Advocates of decentralization point to its wide range of merits; emphasizing the potential improvements to resource allocation, welfare, and access to healthcare due to local knowledge and the effective and flexible use of resources to address local needs..... Similarly, the effects of centralization of healthcare resources may also be beneficial to policymakers, as this approach can be effective when economies of scale can be exploited or when health services can be improved with greater coordination." (Park et al., 2013)  
  
What would be your comments based on the above statement? (15%)