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1. Which are the four basic functions of a manager in an enterprise? Which skills does a manager need (7 points)?
2. What is a competitive advantage? Please provide three concrete examples of competitive advantages in actual enterprises. (5 points)
3. Present the advantages and disadvantages of 4 bureaucratic structures. (8 points)
4. Present Maslow’s and Herzberg’s theory of motivation. Compare them, how do they differ, what do they have in common? (8 points)
5. What is a bureaucracy according to Weber? What characteristics does it have? What are the 3 different perceptions of authority according to Weber? (8 points)
6. What are the principles and challenges of a Matrix organization? How does it differ from a Functional organization? (8 points)
7. Explain the concepts of the “Economic Man” and “Administrative man” Why is Simon so critical of Taylor’s studies? (8 points)
8. Explain the McClelland’s motivational theory. What implications for managers does this theory offer? (8 points)