

大葉大學 九十二 學年度 研究所碩士班 招生考試試題紙

系 所 別	組 別	考 試 科 目 (中 文 名 稱)	考 試 日 期	節 次	備 註
國際企業管理系	甲乙組	英 文	4月13日	第一節 08:30~10:00	共二頁 P2-1

註：考生可否攜帶計算機或其他資料作答，請在備註欄註明（如未註明，一律不准攜帶）

一、 Cloze test : 50%

1. According to one of \_\_\_\_\_ laws as family incomes rises, the percentage spent on food declines.

2. When one assumes that all people within one culture behave, believe, feel, and act the same is known as \_\_\_\_\_.

3. The most common tool for a company situation analysis is called the SWOT. SWOT is an acronym for \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_.

4. Once a company has decided to sell in a foreign country, it must decide the best mode of entry, its choices are, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_, \_\_\_\_\_.

5. \_\_\_\_\_ is the trend of businesses expanding beyond their domestic boundaries.

6. The "four Ps" of the marketing mix are \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

7. The four stages of the product life cycle (PLC) include \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, and decline.

8. A company must consider four special service characteristic when designing marketing programs: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, and perishability.

9. Michael Porter identifies the two primary generic strategies that company use to gain competitive advantage: \_\_\_\_\_, and \_\_\_\_\_.

10. When each department within a firm carries out value — creating activities to design, produce, marketing, deliver and support the firm's products, the department can be thought of as a link in the company's \_\_\_\_\_.

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二、 Translate the follow sentences into Chinese : 25%

1. The worst disease which can afflict business executives in their work is not, as popularly supposed, alcoholism ; its egotism.
2. The world belongs to the optimists, pessimists are only spectators.
3. Impartiality is not neutrality — it is partiality for justice.
4. It is more important to do the right thing than to do things right.
5. Where the willingness is great, the difficulties cannot be great.

三、 Translate the follow sentences into English : 25%

1. 首先我們要成爲最好的，然後我們要成爲第一。
2. 擁有競爭優勢，就好像在一場刀劍的戰爭中擁有槍械一般。
3. 計劃是微不足道的，但規劃則事關重大。
4. 擁有一位明確的敵人，要好過擁有一位可疑的朋友。
5. 當一位擁有經驗的人遇上一位擁有金錢的人，則很快地，擁有經驗的人將擁有金錢，而擁有金錢的人將擁有經驗。