

大葉大學 95 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
國際企業管理學 系碩士班(一般生)	甲組	英文	4月23日	第三節	共二頁

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）

P2-1



**CASE**

**Birds of a feather**

In striving to support domestic business and increase competitiveness on the world market, many governments have embraced the concept of 'industry clusters', which are, in essence, the grouping together, geographically, of companies who are in the same, similar or supporting industries in order to foster co-operation.

Definitions still vary, and there is debate over exactly what constitutes a cluster, but despite numerous definitions almost all share aspects of proximity, networking and specialisation.

The approach to cluster policy adopted in Finland is one of creating favourable frameworks in which a firm might operate and concentrate on key areas of shortfall, such as education, infrastructure, research and development and services. Stemming from an underlying objective, that of increasing the attractiveness of Finland and its regions for inward investment by internationally competitive firms.

The key aim is to pool local, regional and national resources in order to develop internationally competitive fields of expertise. Two important activities have been to advance networks and co-operation between different regional players and to contribute to increased competencies in SMEs through training.

The programme contributed to 8,500 new jobs and 290 new high-tech firms were created in the period 1994-1998 alone.

14 regional Centres of Expertise (CoEs) and 2 national networked CoEs currently exist, with each one having emerged through co-operation between industry, local government, other public authorities, technology centres, universities, polytechnics and research institutes.

The local technology centre generally has the responsibility for running the CoEs and these are selected by competitive tendering, with the main criteria being internationally high standards, innovative approach, potential impact of proposed measures and efficient organisation.

**Questions:**

- 15% 1. *What advantages would it offer a firm to operate within an industrial cluster?*
- Essay 15% 2. *What do you consider to be the macro forces impacting on the development of world trade? Show by examples how they are changing the nature of international business.*
- Students should be able to show a knowledge of the macro forces underpinning the shaping and development of world trade factors such as:
- development of regional trading blocs, EU, NAFTA, ASEAN
  - the World Trade Organisation
  - operations of the World Bank and the issues of debt ridden economies
  - bilateral and multilateral trading agreements
- 15% 3. *Discuss the impact of China's membership of the WTO for firms trying to compete in the Chinese Economic Area*
- 15% 4. *Evaluate the importance of full monetary union within the European Union to a company marketing to the European market.*
- 15% 5. *Evaluate the impact and application of e-business development for a service organisation. What are the potential dangers of e-business?*

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國際企業管理學 系碩士班(一般生)	甲組	英文	4月23日	第三節	13:30~15:00

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P 2-2

Multiple Choice 5%

6. You are directed to study the factors that are larger societal forces that affect your company – demographic, economic, natural, technological, political, and cultural. What are you studying?
- the macroenvironment
  - the microenvironment
  - the marketing environment
  - the global environment
- 5% 7. What is the abbreviation for the name of the trade agreement that reduces trade barriers between the United States, Mexico, and Canada?
- NAFTA
  - NATO
  - AFTNS
  - NOLLT
- 5% 8. Marketing seeks to create and manage profitable customer relationships by delivering \_\_\_\_\_ to customers.
- competitive prices
  - superior value
  - superior service
  - superior promotion
- 5% 9. In \_\_\_\_\_ e-commerce, consumers can buy or exchange goods and information directly from or with one another.
- B2C
  - C2C
  - B2B
  - C2B
- 5% 10. Which form of data can usually be obtained more quickly and at a lower cost?
- primary
  - census
  - secondary
  - syndicated