

大葉大學 99 學年度 研究所碩士班甄試 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	甲組	英文	11月28日	第一節	共2頁第1頁

說明 1: 可否攜帶特殊作答輔助工具:  否  是, 考生可使用 \_\_\_\_\_ (如未註明, 一律不准攜帶)

**Part 1 - essay questions (50 points)**

Each question is worth ten points.

- 1.1 In five years' time, the industry group I'd most like to work in is ..., because ...
- 1.2 Most mergers fail to produce the expected benefits (fact). Why?
- 1.3 Think of two companies operating in the same market (e.g. Coke and Pepsi, Yahoo and Google, Audi and BMW, Gucci and Armani). Compare their strategies.
- 1.4 Contemporary trends in advertising, communication and promotion include ...
- 1.5 The most high-quality, low-cost, customer-focused and environmentally-friendly production process I know is ...

**Part 2 – lexis (50 points)**

Each question is worth one point.

2.1

Complete each explanation with a pair of words from the box. The words may not be in the correct order.

acquisition / merger    debt / liability    enterprise / venture  
firm / partnership    freelancer / self-employed  
senior management team / Board

- 1 The \_\_\_\_\_ is elected by the shareholders and is responsible to them. It can hire and fire the CEO, but the \_\_\_\_\_ (including the CEO) run the company on a day-to-day basis.
- 2 A \_\_\_\_\_ is a new business activity, and it collocates with the word 'capital' to mean money available to expand a successful start-up. An \_\_\_\_\_ is either a company, or any large important project. Used without the article it collocates with 'free' and 'private' to give a synonym for 'capitalism'.
- 3 A \_\_\_\_\_ is simply money that somebody owes. A \_\_\_\_\_ refers to an amount of money that a company owes, but it can also mean the legal responsibility for paying for something.
- 4 Many people work for themselves, with the legal status of sole trader. If they are a plumber or a shop-keeper, they are likely to refer to themselves as \_\_\_\_\_. If they are a professional who works for several companies (eg a journalist or independent consultant), they are likely to refer to themselves as a \_\_\_\_\_.
- 5 The word \_\_\_\_\_ can just be a synonym for 'company'. But it is more often used for a small company providing a professional service, such as a \_\_\_\_\_ of accountants, lawyers or architects.
- 6 A \_\_\_\_\_ is when two companies join to form one. The suggestion is that the process is welcomed by both sides. An \_\_\_\_\_ is when one company buys another. The process could be unwelcome by the smaller company, who might feel that they are being taken over.

2.2

match the company names in the box to the descriptions below.

Cisco    Citigroup    ~~ExxonMobil~~    GE (General Electric)  
Intel    Pfizer    Proctor & Gamble    Wal-Mart  
PwC (PriceWaterhouseCoopers)    UPS (United Parcels Service)

- 1 The world's largest oil producer and distributor.  
\_\_\_\_\_ ExxonMobil
- 2 Provides auditing, tax and consulting services to other businesses. \_\_\_\_\_
- 3 An international company, its services include current accounts (AmE checking accounts), insurance, stock brokerage, investment banking and consumer finance.  
\_\_\_\_\_
- 4 Designs and manufactures microprocessors and specialized integrated circuits. \_\_\_\_\_
- 5 The world's #1 maker of household and personal products; more than twenty of its brands are billion-dollar sellers (including Ariel, Fairy, Gillette, Pampers and Pantene).  
\_\_\_\_\_
- 6 One of America's largest and most diverse corporations, its products cover power generation, jet engines, financial services, medical imaging, etc. The name of its industry group reflects the wide range of activities.  
\_\_\_\_\_
- 7 A global health care company, famous for making Viagra; its competitors include Glaxosmithkline and Novartis.  
\_\_\_\_\_
- 8 The largest private employer in the US; \$9 out of every \$100 that Americans spend on shopping is spent in their stores. \_\_\_\_\_
- 9 A worldwide delivery company; it also offers customs handling, international trade management and supply chain design. \_\_\_\_\_
- 10 Manufactures hardware such as switches and routers that allow the Internet to function and computers to talk to each other. \_\_\_\_\_