

朝陽科技大學 97 學年度碩士班招生考試試題

系(所)別：應用外語系

組別：一般生乙組

科目：國際企業管理理論寫作

總分：100 分

第 1 頁共 1 頁

When a firm plants a flag in a new country, it has to be especially aware of the economic, political, technological, and social variables that shape the business environment. If you were a business manager, what kinds of economic, political, social, and technological variables would you pay much attention to? Please write a well-organized composition (more than 400 words) to discuss all these variables.  
100%