

國立臺北大學 103 學年度碩士班一般入學考試試題

系（所）組別：企業管理學系丙組

科 目：管理學

第 1 頁 共 1 頁

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中英文作答皆可

1. What is intellectual capital? Please describe its definition, content and trend.(25%)
2. Distinguish among types of decision making-Rational decision making, bounded rationality, and intuitive.(25%)
3. Competitive advantage “grows fundamentally from the value a firm is able to create” (Porter 1985). Briefly compare and contrast, with examples, the strategies of cost leadership and differentiation and their influences on the primary activities of Porter’s Value Chain.(25%)
4. After the financial crisis of 2008, many feared the world would spiral down into the isolationism of the 1930s. It didn’t. In fact, many countries put their liberalization efforts into regional deals with like-minded neighbors, such as the Trans-Pacific Partnership and Regional Comprehensive Economic Partnership. Briefly define regional economic integration and discuss the pros and cons of the worldwide trend toward regional economic integration. (25%)

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