

逢甲大學103學年度轉學生招生考試試題

編號：轉010-1

科目	管理學	適用 系別	國際企業管理學士學位學程 (英語專班)三年級	時間	80分鐘
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※ 請務必在答案卷作答區內作答 ※

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1. (Sub-total 25%) Please list and describe the major dimensions of the national culture (15%).

In addition, please provide an example to show how national culture matters in management (10%).

2. (Sub-total 25%) Please elaborate the five-force analysis model(15%).

In addition, please provide an example to show how to apply five-force analysis to the business/ industry decision (10%).

3. (Sub-total 25%) Please apply management theory(ies) to evaluate the benefits, costs, and risks, regarding the decision of entering the job market after getting a master degree.

4. (Sub-total 25%) What is the “management”? (10%)

And why is “management” not only important for companies but also for individuals? (15%)