

逢甲大學102學年度轉學生招生考試試題

編號：轉011-1

科目	國際企業管理	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 ※ 共 1頁第 1頁

Please answer in English

1. What is the theory of absolute advantage (10%) ? What is the theory of comparative advantage (10%)? Please describe in your own words or give any examples.
2. What are the motivations of firms to go international (10%)? Please elaborate John Dunning's eclectic paradigm (10%).
3. What is national culture (5%)? According to Hofstede's research, please explain the national cultural dimensions and the content of each dimension (15%).
4. Consider why a firm should enter a market via a joint venture arrangement. What are the advantages and disadvantages of this type of strategy (20%)?
5. What are the advantages and disadvantages of globalization? Please discuss respectively and give any examples (20%).