

逢甲大學100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 Please answer in English ※ 共1頁第1頁

1. What is Multinational Enterprise (MNE) (10%)? What are the motivations of firms to go international (15%)? (25% total)
2. List and describe the four determinants of Porter's National Competitive Advantage (15%). Proposed one example to elaborate the Porter's National Competitive Advantage (10%). (25% total)
3. What is transaction cost theory (5%) ? How does asset specificity align with governance structure (10%) ? What are the implications for MNEs to choose the entry mode upon foreign direct investment (FDI) decisions (10%)? (25% total)
4. What are the major dimensions of Hofstede's national culture study (10%)? Propose one example to elaborate the national culture challenges of MNEs cross-border management (15%). (25% total)