

朝陽科技大學 100 學年度碩士班招生考試試題

系(所)別：應用外語系

總分：100 分

組別：一般生乙組

科目：國際企業管理理論寫作

第 1 頁共 1 頁

Please answer the following questions in well-organized essays in English. (Each 25 points)

1. How is e-commerce affecting global trade?
2. What are the primary functions of management?
3. How do marketers create product differentiation for their goods and services?
4. What are the various promotional strategies?