

編號： 230

國立成功大學108學年度碩士班招生考試試題

系 所：創意產業設計研究所

考試科目：企劃實務

考試日期：0224，節次：3

第 / 頁，共 / 頁

※ 考生請注意：本試題不可使用計算機。 請於答案卷(卡)作答，於本試題紙上作答者，不予計分。

Short Essay Questions:

Please answer the following three essay questions in **English** with **300 words** maximum each.

1. What is 'Planning'? and What is 'Creative Business Planning'. (40%)
Pls use your own words to illustrate your understanding and their differences.
2. Pls use some products/services as cases to illustrate their planning process and outcome. (30%)
3. If you are given NT\$ 1,000,000. to initiate a creative project, what will you be doing and how you are going to make use of the funding? (30%)