

國立高雄第一科技大學 101 學年度 碩士班 招生考試 試題紙

系所別：國際管理碩士學位學程

組別：不分組

考科代碼：2372

考科：管理英文

注意事項：

- 1、本科目不得使用電子計算器。
- 2、請於答案卷上規定之範圍作答，違者該題不予計分。

Answer the following questions with English only.

1. (30%) Explain the following management terms:  
World Trade Organization(WTO), privatization, Theory Y, market economy, recession, electronic conferencing, outsourcing, Facebook, just-in-time production, breakeven point.
2. (20%) Use the following words to write at least 50 words to describe the problems Greek people are facing.  
Economy, debt, competitiveness, interest rate, spending cut, unemployment.
3. (15%) Unemployment is the level of joblessness among people actively seeking work in an economic system. When unemployment is low, there is a shortage of labor available to businesses to hire. As businesses compete with one another for the available supply of labor, they raise the wages they are willing to pay, and they tend to raise the prices of their products at the same time.

Question: Explain why

- (1) When unemployment is low, there is a shortage of labor available to businesses to hire
- (2) As businesses compete with one another for the available supply of labor, they raise the wages they are willing to pay
- (3) and they tend to raise the prices of their products at the same time.

4. (20%) In a typical enterprise, managers of different levels work in a variety of areas. These areas include: human resource management, operations management, marketing management, and financial management.

Question: Explain what each type of management is about (with at least 30 words each).

5. (15%) E-commerce (short for electronic commerce) – the use of the Internet and other electronic means for retailing and business-to-business transactions – has created new market effects around the globe: including creating portable offices, enabling increased collaboration, and providing new business opportunities.

Question: please elaborate on each of these effects (with at least 30 words each).