

國立高雄第一科技大學 100 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：2362

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 terms:

Inflation, deflation, CPI, GDP, trade surplus, bull market, stock market, customer royalty, product life cycle, government bond

2. (15%) In a “free-market system” people are free to decide what products to produce, how to produce them, whom to sell to, and at what price to sell them. On the other hand, in a “planned market system”, governments largely control the allocation of resources and limit freedom of people’s choice in order to accomplish government goals.

Question: Please elaborate on the advantages and disadvantages of each system

3. (20%) One of the Social Responsibilities of businesses toward consumers is “The right to be informed”. This right means consumers have a right to know what they are buying, how to use it, what materials are used, where the materials are from, and whether it presents any risks to them.

Question: You are asked to use a specific product of your choice to explain what these concerns mean.

4. (20%) Question: Please elaborate on the impacts of Internet applications on businesses in the area of resources management, marketing, cost control, and customer relation.

5. (15%) In developing marketing strategies, it is very important to divide the potential buyers of a market into subgroups, called market segmentation.

Question: You are asked to explain the reasons to do market segmentation.