

# 靜宜大學 97 學年度碩士班招生考試試題

系所：國際企業學系

科目：英文

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## 一、請將下列英文翻譯為中文

### 1. 25 分

Capping a relentless rise in recent years, oil prices hit a record high during the day on Monday, then pulled back to close below the record. The day's highest trading price, \$103.95 a barrel on the New York Mercantile Exchange, broke the record set in April 1980 during the second oil shock. That price, \$39.50 a barrel, equals \$103.76 today, when adjusted for inflation.

The surge in energy prices is taking place as investors seek refuge in commodities to offset a slowing economy and a declining dollar. Analysts pointed out that financial institutions like pension funds and hedge funds are also buying oil and other commodities like gold as hedges against a rise in inflation.

That trend is expected to continue, especially after Ben S. Bernanke, the chairman of the Federal Reserve, signaled last week that he was ready to cut interest rates further to bolster economic growth, despite rising consumer prices.

"When investors lose confidence in the central bank, they tend to look for hard assets," said Philip K. Verleger, an economist and oil expert. "The Fed's capitulation on inflation is driving investors to commodities."

### 2. 10 分

Crisis management is a relatively new field of management. Typically, proactive crisis management activities include forecasting potential crises and planning how to deal with them, for example, how to recover if your computer system completely fails. Hopefully, organizations have time and resources to complete a crisis management plan before they experience a crisis. Crisis management in the face of a current, real crisis includes identifying the real nature of a current crisis, intervening to minimize damage and recovering from the crisis. Crisis management often includes strong focus on public relations to recover any damage to public image and assure stakeholders that recovery is underway

### 3. 15 分

Knowledge building emerges from relationships. People learn from each other, often just in time and often by the process of co-creation. Knowledge emerges from the process of work, not from underground springs or pools. Seeing knowledge as a substance, rather than as relationships, is what I call the Tyranny of the Tangible.

These relationships are facilitated by all those less tangible parts of an organization's or community's infrastructure. These parts are interdependent. Technological initiatives must depend upon managerial support for their success. Entrenched cultures can hinder sharing of any kind. Existing human connections are powerful reinforcements for future flow of communication. All of these pieces, plus history and strategic direction, affect operations.

## 二、請將下列中文翻譯為英文

### 1. 20 分

- (1) 國際企業管理
- (2) 全球策略夥伴
- (3) 全球運籌
- (4) 志工企業家
- (5) 道德循環
- (6) 自我參考標準
- (7) 綠色製造
- (8) 東南亞國協
- (9) 國際費雪效應
- (10) 整合行銷傳播

### 2. 20 分

企業社會責任早已名列全球商管議程前提，人們對於企業社會責任相關議題的重視日益增加，直接影響了商業行為。這些影響嚴重衝擊企業全球營運，也已導致不良後果，舉例如下：

1. 消費者的杯葛
2. 影響固定資產，如農地及建築
3. 無法吸引優秀員工，失去員工支持
4. 為補救過去錯誤，造成額外支出
5. 管理階層的注意力被移轉或分散，無法全心致力核心活動
6. 增加營運上限制，如新的立法規定
7. 籌措資金及投保困難
8. 企業發展過程（生命週期）困難重重（供給鏈中下游消費者，上游廠商）

### 3. 10 分

企業不斷的發展，其市場已無法侷限在某個國家或地區，跨海外設立據點或生產基地，已成為企業永續發展的重要關鍵因素之一。因此，多國籍企業已成為現今全球許多大型企業所採取的企業型態，運用全球資源統合運用，創造最大綜效，同時也強化企業本身最大之競爭能力。多國籍企業或跨國企業藉著透過全球化的子公司價值鏈的運作迅速發展，是 20 世紀後期世界發展中最顯著的現象。