

大同大學 103 學年度研究所碩士班甄試複試考試試題

考試科目:英文

所別:事業經營研究所

全一頁

註:本次考試 不可以參考自己的書籍及筆記; 不可以使用字典; 不可以使用計算器。

1. 將下文翻譯成英文。(50%)

熊彼得 (Schumpeter) 首先提出創新在興業 (entrepreneurial) 過程中的重要性,它是經由推出新產品或新服務而對現有市場結構產生創造性破壞,進而引導出廠商新的資源使用方式,使廠商能夠成長並因此促進經濟的發展。此過程的關鍵是創新,因此創新常被視為公司興業精神的重要特徵,是一種打破市場均衡的作為。而興業導向中的創新性是反映廠商參與、支持及實驗新創意的程序,進而產生新產品、新服務或新技術的傾向,基本上是呈現出廠商遠離現有技術或是現有事業事業實務的意願。

2. 將下文翻譯成中文。(50%)

A great deal of a manager's work has to do with allocating resources; manpower, money and capital. But the single most important resource that we allocate from one moment to the next is our own time. How you handle your own time is, in my view, the single most important aspect of being a role model and leader.

A manager must keep many balls in the air at the same time and shift his energy and attention to activities that will most increase the output of his organization. In other words, he should move to the point where his leverage will be the greatest.