一、Answer the following questions： 70%

1. Define management and list management functions, explain in some details.　10%

2. Planning involves defining the organization's goals, establishing an overall strategy for achieving those goals, and developing plans for organizational work activities. Describe the purposes of planning and the characteristics of well-designed goals.　15%

3. Employees are one of the most important assets for a company. All managers must engage in some human resource management activities. Describe the activities necessary for staffing the organization and sustaining high employee performance.　15%

4. Exchange rate fluctuation can have an important impact on balance of trade. What is so-called exchange rate? Suppose that on March 5, Tatung Wine Shops imported Bordeaux wine from Pierre Bourgeois in France on credit. The price is 60,000 euro, and the exchange rate on March 5 was NT$42.0 against 1 euro. Suppose that the euro has fallen to $39.0 by the time Tatung paid Bourgeois on June 15. How much gains or losses does Tatung have due to exchange rate changes? Moreover, please draw a conclusion about the impact of purchasing on credit with shifting exchange rates (appreciation or depreciation) on foreign currency transaction gains or losses.　15%

5. Explain the following terms in Chinese:　15%
   (1) employee stock ownership plan (ESOP)　　(2) stock option program　　(3) insider trading

二、Case study： 30%

CANADIAN OFFICE OF TOURISM: SEGMENTING THE TRAVEL MARKET

The Office of Tourism of the Canadian government conducted a segmentation study designed to identify ways of attracting U.S. vacation travelers to Canada. In particular, management wanted to know what advertising appeals would be most effective in making various parts of Canada attractive. In conducting the research, the Office focused only on U.S. households that had traveled a certain distance on previous vacations (at least three-quarters of the distance required to reach Canada). Members of these households were then asked what they were seeking when they went on their last vacation. As the table below shows, six segments were defined on the basis of this analysis.

Segment I. Friends and relatives: nonactive visitor (29%)
These vacationers seek familiar surroundings where they can visit friends and relatives. They are not very inclined to participate in any activity.

Segment II. Friends and relatives: active city visitor (12%)
These vacationers also seek familiar surroundings where they can visit friends and relatives, but they are more inclined to participate in activities - especially sightseeing, shopping, and cultural and other entertainment.

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Segment III. Family sightseers (6%)

These vacationers are looking for a new vacation place which would be a treat for the children and an enriching experience.

Segment IV. Outdoor vacationer (19%)

These vacationers seek clean air, rest and quiet, and beautiful scenery. Many are campers and availability of recreation facilities is important. Children are also an important factor.

Segment V. Resort vacationer (19%)

These vacationers are most interested in water sports (e.g., swimming) and good weather. They prefer a popular place with a big city atmosphere.

Segment VI. Foreign vacationer (26%)

These vacationers look for vacations in a place they have never been before with a foreign atmosphere and beautiful scenery. Money is not of major concern, but good accommodations and service are. They want an exciting, enriching experience.

1. In this example, what is the generic need and what boundaries were placed on the relevant market?

2. Discuss how the six segments reflect usage situations and determinant attributes. What additional information would be useful for describing each segment?

3. Based on the information available, which segments would be best potential target markets?