

# 大同大學 97 學年度研究所碩士在職班入學考試試題

考試科目:企業經營實務

所別:事業經營研究所

第 1/1 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。

## 一. Questions

1. Explain the reasons why Taiwan's firms moved their business activities to China? What are the major advantages for them? Are these advantages still sustainable? Why? Can you give some suggestions for these firms on how to adapt the environmental changes? 30%
2. Define TQM and BPR, respectively. Then, compare the similarities and differences between them. 15%
3. What is the exchange rate? 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.
  - a. Translate the question into Chinese. 5%
  - b. Answer the question. 10%
4. Explain the following terms in Chinese: 10%
  - a. SWOT Analysis
  - b. PDCA cycle

## 二. Translate the following paragraphs into Chinese.

5. Many companies are aiming for high satisfaction because customers who are just satisfied will still find it easy to switch suppliers when a better offer comes along. Those who are highly satisfied are much less ready to switch. High satisfaction or delight creates an emotional affinity with the brand, not just a rational preference, and this creates high customer loyalty. 10%
6. The starting point for any business is to define the stakeholders and their needs. Traditionally, most businesses primarily nourished their stockholders. Today's businesses, however, are increasingly recognizing that unless other stakeholders—customers, employees, suppliers, and distributors—are nourished, the business may never earn sufficient profits for the stockholders. 10%
7. Management is the process of coordinating work activities so that they are completed efficiently and effectively with and through other people. Distributive justice refers to the perceived fairness of the amount and allocation of rewards among individuals (i.e., who received what). Procedural justice refers to the perceived fairness of the process use to determine the distribution of rewards (i.e., how who received what). 10%