

國立嘉義大學九十七學年度

行銷與流通管理研究所碩士班招生考試試題

科目：管理概論

1. In the area of business management, price leadership is a way for a manufacturer to collaborate with its potential competitors. Typically, the price of a product is determined by the leading manufacturer. Other manufacturers then follow to determine their own prices for the similar products. This strategy is legal and can allow manufacturers to make great profit from the products. What is your personal opinion about this statement ? (25%)
2. As economies advance, a growing proportion of their activities are focused on the production of services. The Taiwan economy today consists of a 70-30 services-to-goods mix. How many different kinds of service types are there in Taiwan ? Please comment on them from your own viewpoints. (25%)
3. 何謂「價值鏈」？請由價值鏈的觀點，論述量販店與高級百貨公司的成功關鍵因素。(25%)
4. 陳冠希照片風波事件引起軒然大波。請畫一個架構圖，並論述說明一個公司如何建立與提升「商業倫理」。(25%)