

國立屏東科技大學九十七學年度碩士暨碩士在職專班招生考試
管理學

UNREGISTERED

說明：請用中文或英文作答。

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1. Please develop a two-year business plan for an existing hypothetical small business. Please clearly state the elements and content for such plan. (40%)
2. What is the purpose for marketing research? What are the major types of marketing research? Does marketing research always involve conducting market survey through questionnaire design? (30%)

3. 名詞解釋(30%)

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- (1) SWOT 分析
- (2) 競爭策略 (competitive strategy)
- (3) 競爭優勢 (competitive advantage)
- (4) 海外直接投資 (foreign direct investment)
- (5) 市場滲透 (market penetration)

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