

國立屏東科技大學 九十六 學年度 碩士班甄試招生考試
企業管理研究所 企業經營概論 試題

注意事項：1. 作答時請清楚標明各題號。

2. 請以中文作答全數考題。

1. Explain and compare the four types of multinational corporation strategies described by Bartlett & Ghoshal. (25%)
2. Explain the purpose of ratio analysis in financial management field. (5%) List and explain the four main categories of financial ratios. (20%)
3. What is the purpose/importance of strategic marketing planning? (5%) And explain the process of strategic marketing planning. (20%)
4. Could human resources become one of the business/organization's competitive advantages? (10%) How do the human resource management department be a strategic partner in a business or an organization? (15%)