

科目：國際企業管理 適用：國企系三

編號：711

考生注意：

1. 依次序作答，只要標明題號，不必抄題。
2. 答案必須寫在答案卷上，否則不予計分。
3. 限用藍、黑色筆作答；試題須隨卷繳回。

本 試 題

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1. The world markets have become more integrated today. This integration took place in global, regional, and community levels.
  - (1) Please describe which forms of economic integration are often implemented. (15%)
  - (2). What is WTO, NAFTA, IMF, EU, APEC in their full name and their goal? (15%)
2. Today international business is becoming an important issue in management field.
  - (1) What are the driving forces of internationalization? (10%)
  - (2) Can you describe the differences between MNEs and domestic firms? (10%)
  - (3) What are the differences between organizational culture and national culture? Can you take any example to describe the content of national culture? (20%)
3. What are the types of foreign direct investment and what strategy goals encourage an MNE to engage in such investment? (15%)
4. What is political risk an MNE may encounter, what strategies can MNEs adopt to deal with the political risk? (15%)