

東吳大學 103 學年度轉學生(含進修學士班轉學生)招生考試試題

第 1 頁，共 1 頁

系級	國際經營與貿易學系三年級	考試時間	100 分鐘
科目	國際企業	本科總分	100 分

一、問答題：(60%) (每題十五分，可用中文或英文回答)

1. Please describe the various firm responses to a weakening or appreciating domestic currency.
2. What are the motives for government intervention in trade and investment activities?
3. Please discuss the benefits and risks of global sourcing.
4. What makes emerging markets attractive for international business?

二、解釋名詞：(40%) (每題八分，可用中文或英文回答)

1. Internalization theory
2. Offshoring
3. Self-reference criterion
4. Price escalation
5. Greenfield investment