

# 國立中央大學九十六學年度碩士在職進修專班研究生入學考試試題卷

考試科目：英文考試

考試時間：80 分鐘

共1頁／第1頁

英翻中（50%）：

McIntyre and Huszagh (1995) adapted Cavusgil and Nevin's (1980) Internationalization Process to conceptually develop a subsequent four-stage “franchise system internationalization” model. According to the authors, internationalization of the franchise system starts out from a domestic base (i.e., domestic franchising stage) before undertaking preliminary, experimental steps into nearby international markets (i.e., experimental involvement stage); then, it is followed by a more systematic exploration of international opportunities (i.e., active involvement stage) and a final stage characterized by the consideration of global opportunities and long term commitment to franchising in international marketplaces (i.e., committed involvement stage). These individual critical activities pertaining to the franchise system at each stage are outlined in Figure 1.

After proposing the conceptual model, McIntyre and Huszagh (1995) then collected a set of American cases for purposes of classification into the last 2 stages (active involvement stage and committed involvement stage), and tested for differences between these 2 stages. Although findings from the research provide a scheme for classifying the franchise system's stage of internationalization, the cross-sectional nature of this study limits the ability to document that firms proceed from one stage to another stage. Besides, a more thorough empirical analysis that incorporates the franchise system at all stages of internationalization is also required. Of course, the prospects for international franchising in other contexts, such as from East Asia areas, may deserve further investigation to provide a standpoint from perspectives other than American.

中翻英（50%）：

第二季一向是企業徵才旺季，不過人力企管公司萬寶華調查卻發現，第二季有意增聘人力的企業主竟然只有一成九，比第一季百分之二十四的數字，下降了五個百分點。更有高達六成企業主，今年第二季沒有增聘需求的打算。就業市場一片寒冬，唯獨不動產業一枝獨秀，有高達三成的業者表示，本季將增加聘僱需求。不動產業的就業情況，到底有多「火紅」？今年八大房仲品牌的新增店數約一千兩百家，估計人力需求缺口高達七千至八千人。業者需求旺，房仲業的高額獎金，更讓不少人趨之若鶩。前陣子信義房屋推出「聚英計畫」，名額三百名，強調保障底薪五萬元、兩年兩百萬，吸引上千封履歷，其中不乏國內知名大學資工、資管系畢業生。還有三名已取得清大理工科博士學位的應徵者，則因為「學歷太高」被拒絕錄用。