

所別：企業管理學系 碩士班 一般丙組(一般生)  
企業管理學系 碩士班 一般戊組(一般生)

科目：管理學

本科考試禁用計算器

\*請在答案卷(卡)內作答

申論題：共100分，每題25分 請按題號順序作答，避免漏改影響計分。

- (1) Please analyze the following paragraph by the concepts of management theories. What managerial implications might be obtained from the Social Network Theory? (25 分)

Small-world networks were first observed and analyzed by the sociologist Stanley Milgram in 1967, who designed an experiment to explore the structure of a social network and its effects on information exchange. In his original research, he selected 296 senders from locations like Kansas or Nebraska and then asked them to transmit a message through their own social networks. When Milgram examined the transmission results, he discovered that, among all the messages sent to the stockbrokers in Boston, virtually all were connected by no more than six degrees of separation. Judging from these results, a socially networked world is much smaller than what we might expect. Although the small-world phenomena were already discovered in 1967, the causes of these networks, and the basis of mathematical models, were not developed until 1998. Watts and Strogatz (1998) first proposed one explanation of small-world network models. Because of discoveries by Watts and Strogatz (1998), networks became widely studied. Many scholars used various networks as specimens to explore network characteristics. Kogut and Walker (2001) examined financial enterprises in Germany in 1993 and their owners. They found that, in the financial industry, all of their personnel's network connections have small-world networking characteristics. When the enterprises merged and re-organized, small-world networking characteristics remained. Bart & Geert (2004) analyzed the networking of chemical enterprises, the food industries, the electronic industry, and strategic alliances from 1980 to 1986. They discovered that these enterprises' networks also formed a "small-world" network. Joel et al. (2004) took the Canadian investment banking network as a research subject, and found that from 1952 to 1989, the investment banking network also continued to have small-world network characteristics: a minority of important banks possessed a great majority of the links.

- (2) Please analyze the following paragraph by the concepts of management theories. What managerial implications might be obtained from the Sustainability perspective? (25 分)

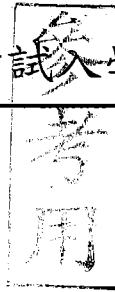
The Food Sustainability Index (FSI), developed by The Economist Intelligence Unit with the Barilla Center for Food & Nutrition, is a model designed to assess the sustainability of national food systems in a qualitative and quantitative manner. The FSI's three pillars are sustainable agriculture, nutritional challenges, and food loss and waste. In 2017, the highest-ranking country when it comes to sustainable food is France; that designation is not much of a surprise considering the country's longstanding embrace of small farmers. The country also scores high when it comes to food waste policy. Last year, France's government banned food waste and in turn, major supermarket chains started to sell "ugly" fruits and vegetables – a trend that soon filtered across the channel to the United Kingdom and across the pond to major U.S. chains. Italy comes out on top in the sustainable agriculture pillar, having come close to the top of the pack in the categories of water and air. Italy has pioneered new techniques to reduce water loss in domestic and agricultural contexts, and, as the biggest consumer of seafood in the euro zone, is continually updating its policies to ensure the industry's sustainability. Japan scores the highest in the nutritional challenges pillar, reflecting its leading position and high scores in the life quality and life expectancy categories, as well as a strong performance in the dietary patterns category. Meanwhile, countries with a high level of food sustainability tend to demonstrate high incomes, high levels of human development, smaller populations and slower rates of urbanization.

(Source: The Economist's Food Sustainability Index Has a Huge Surprise, Triple Pundit by Leon Kaye - 6 December, 2017. <https://www.triplepundit.com/2017/12/economists-food-sustainability-index-huge-surprise/>)

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**(3) Please analyze the following paragraph by the concepts of management theories. What managerial implications might be obtained from the Mergers and Acquisitions perspective? (25 分)**

Google is buying part of HTC's smartphone business, the companies announced today, putting an end to months of rumors about an acquisition.

Here's how the "cooperation agreement" breaks down: certain HTC employees, "many of whom are already working with Google to develop Pixel smartphones," will join Google's hardware business. HTC is to receive \$1.1 billion in cash as part of the transaction, according to a statement.

Also included in the deal is a non-exclusive license of HTC intellectual property, meaning HTC can continue to make products, including phones, under its company brand.

The HTC Vive virtual reality division remains intact, as do HTC's other initiatives.

The deal is expected to close by early 2018.

(Source: Google buys part of HTC's smartphone business, including team that works on Pixel, Techradar by Michelle Fitzsimmons September 21, 2017 <http://www.techradar.com/news/google-buys-part-of-htc-smartphone-business-including-team-thats-working-on-pixel>)

**(4) Please analyze the following paragraph by the concepts of management theories. What managerial implications might be obtained from the Marketing perspective? (25 分)**

Red lanterns adorn the aisles of a small supermarket. There are stacks of red envelopes on sale, for stuffing cash in and handing out as gifts. A sign offers seasonal discounts. Such festive trappings are ubiquitous in China in the build-up to the lunar new year, which this year starts on January 28th. But this is Yangon, the capital of Myanmar, where Han Chinese are a mere 2.5% of the country's population. They are a sign that Chinese new year is becoming a global holiday. Several countries in Asia celebrate the lunar new year in their own way. But dragon and lion dances in Chinatowns the world over have helped to make China's the most famous. These days growing numbers of people who are not of Chinese descent are joining in. In Tokyo window cleaners dress up as the animals of the Chinese zodiac. Barcelona's Chinese parade includes dracs (a Catalan species of dragon). America, Canada and New Zealand have issued commemorative stamps for the year of the chicken (or cock or rooster, as the animal of 2017 is sometimes called, inaccurately: the Chinese word is gender neutral). Last year New York city made the lunar new year a school holiday for the first time. China hopes the festival will boost its cultural "soft power" abroad. So it sponsors related events, such as a display this year of martial arts in Cyprus and a traditional Chinese temple-fair in Harare, Zimbabwe. It may give Chinese officials satisfaction to see foreigners enjoy such festivities. They lament the growing enthusiasm among Chinese for Western celebrations such as Christmas—in December cities across China are bedecked with Santas and snowflake decorations. Chinese new year is a welcome chance to reverse the cultural flow.

(Source: China's biggest festival is going global, The Economist - 28 January, 2017. <https://www.economist.com/news/china/21715707-government-wants-foreigners-celebrate-too-chinas-biggest-festival-going-global>)

**注意:背面有試題**