

※ 考生請注意：本試題不可使用計算機。請於答案卷(卡)作答，於本試題紙上作答者，不予計分。

一、選擇題：(30 分 單選題，每題 3 分)

(Choose which one is incorrect)

1. The development of transportation technology includes(A) containerization transportation(B) modernization of port facility and operation(C) electronic custom clearance(D) intermodal transportation(E) innovation of container technology
2. Features of financial management of shipping industry include(A) huge impact from government subsidization(B) low company's own capital(C) miscellaneous income sources(D) unstable shipping revenues (E) huge investment
3. The business strategies of 21 centuries airlines include(A) make sure corporate mission(B) build airline business model(C) merge other airlines(D) reduce cost as long-term strategy(E) yield improvement would be the focus of marketing.
4. Rail container transportation includes(A) mega land bridge service(B) land bridge service(C) mini land bridge service(D) micro land bridge service.
5. The container transportation advantages for carriers include(A) swift handling operation(B) safety of transportation(C) increase capacity(D) reduce cost(E) increase revenues.
6. The basic facilities of pipeline transportation include(A) tank truck(B) pipe(C) storage tank(D) pump station(E) control center
7. The cost features of pipeline transportation includes(A) low fixed cost(B) low variable cost(C) high sunk cost of assets(D) no packaging and warehousing fees(E) no empty backhaul
8. The features of air transportation includes(A) public carrier(B) regulating business(C) capital intensity(D) high sunk cost(E) technology intensity(F) labor intensity(G) significant peak and off-peak(H) international and professional(I) low profitability .
9. The factors affecting air transportation business operation include(A) technology progress(B) economic growth(C) fuel costs(D) regulations(E) flexibility(F) quality of human resource in management
10. Marketing management of airline includes(A) forecasting of fuel price(B) market segmentation analysis (C) market research and study(D) make sure target customers(E) analysis of customer behavior(F) marketing portfolio analysis

二、申論題: (70 分)

1. 評論海峽兩岸服務貿易協議對台灣運輸事業未來發展的推論，並詳述同意或不同意的理由: (20pts)

海峽兩岸服貿協議中，其所牽涉到的運輸相關產業涵蓋：海運服務業、空運服務業、公路運輸服務業、以及倉儲業與貨運承攬業等。產業界憂慮一旦開放陸資企業進入台灣，中國物流業者可藉其國內市場發展出「一條龍」的經營模式，掌控上中下游市場。此外陸資也可透過經濟規模所產生的優勢，對台灣物流倉儲服務進行破壞性價格戰等惡性競爭，進而擾亂原有市場秩序並壓縮台灣中小規模相關運輸服務業者的生存空間。

2. To explain the challenges coming from Uber for global passenger transportation industry through sharing economy and the progress of ICT (information and communication technology) (10 pts). According to Uber current business model, try to make your arguments whether Uber should develop driverless technology. (Why or why not) (10 pts)

3. One Belt and One Road with inland base “Silk Road Economic Belt” and oceangoing “Maritime Silk Road” is a critical development strategy for China to reshape its influences on global economics through renovating transportation routes. The strategy underlines China's efforts to act a bigger role in global affairs and exploits its advantages in huge volume of export and import.

Silk Road Economic Belt can be treated as a new route or extension of Eurasia land bridge: The New Eurasian Land Bridge or Second Eurasian Continental Bridge is running through China and Kazakhstan. As of November 2007, about 1% of the \$600 billion in goods shipped from Asia to Europe each year were delivered by inland transport routes.

More background information:

“In January 2008 China and Germany inaugurated a long-distance freight train service between Beijing and Hamburg. Travelling a total of 10,000 km, the train uses the China Railways and the Trans-Mongolian line to travel from Xiangtan (in Hunan Province) to Ulan Bator, where it then continues north to the Trans-Siberian. After reaching the end of the Trans-Siberian at Moscow the train continues to Germany via rail links in Belarus and Poland. Total transit time is 15 days, as compared with the 30 days average it would take for the freight to make the same journey by ship. The first train of 50 containers, carrying a mixed load of clothes, ceramics and electronics, travelled on tracks operated by six different railways.

Another test run, from Chongqing to Duisburg via Alashankou crossing, Kazakhstan, Russia, Belarus, and Poland took place in March–April 2011, covering 10,300 km in 16 days. As of March 2014, the Chongqing-Duisburg route makes three weekly services carrying up to 50 40-foot-long containers.

The transportation authorities in another industrial center of central China, Wuhan, plans to organize regular runs of direct freight train between Wuhan and European destinations (Czech Republic, Poland, Germany) starting in April 2014. Plans call for the service starting from 1-2 trains per month in April–June 2014, gradually increasing the frequency to 1-2 trains per week in 2015.”

Q1: How does this “One Belt and One Road” change the landscape of global logistic service and its potential impacts? 10 pts

Q2: If you were the CEO of YangMing Marine Transport Corp, how would the “Silk Road Economic Belt” going to challenge your service scope and business model? What kind of countermeasure could be proposed to cope with? 10 pts

Q3: If you were a logistic manager of Nike, is “Silk Road Economic Belt” going to change your logistic arrangement? Why or Why not? 10 pts

