

- 一、試以策略性決策或企業策略規劃之觀點，評論台灣對口蹄疫事件之處理過程及其決策。(25%)
- 二、瑞士IMD公布之世界競爭力報導中，台灣的國家競爭力由18名再降到24名，您認為造成台灣競爭力下降的主要原因是什麼？Porter教授平常演講時，對台灣提昇國家競爭力的建議是否有用？(25%)
- 三、試分別為「生物科技」產業及半導體產業進行SWOT分析，並說明兩種產業之策略重點有何差異？(25%)
- 四、A small Canadian company that has developed a set of valuable new medical products using its own unique biotechnology know-how is trying to decide how best to serve the European Union market. Its choices are as follows: (a) manufacture the product at home and let foreign sales agents handle marketing; (b) manufacture the products at home but set up a wholly owned subsidiary in Europe to handle marketing; and (c) enter into a strategic alliance with a large European pharmaceutical company. The product would be manufactured in Europe by a 50/50 joint venture, and then marketed by the European company. The cost of investment in manufacturing facilities is a major one for the Canadian company but not outside its reach. If these are the company's only options, what option would you advise it to choose? Why? (25%)