

※ 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。

1. Robots will be widely used in a variety of industries in the future. If you are a manufacturing company manager, the company hopes you can put forward the corresponding strategy to respond to this trend? What's your plan? (Please specify using an example!) (20%)

2. The United States plans to return work opportunities back to the USA, the move will result in global economic and trade movement. If you are a manager of a mobile phone company, what's your corresponding strategy? (Please specify using an example!) (20%)

3. If you are a manager of the company, which owns a professional baseball team in Taiwan, how would you market the team to enhance the company's brand and image? (Please specify using an example!) (20%)

4. If your company sets up a charitable foundation and gives you NT\$10 million a year, how will you use this resource to enhance the company's brand and image? (Please specify using an example!) (20%)

5. Protection of the Earth is the responsibility of enterprises. If your company's manufacturing process produces high pollution, you are the brand's manager and the company hopes you can put forward the corresponding strategy to enhance the company's environmental image? What's your plan? (Please specify using an example!) (20%)