

# 國立臺北大學 106 學年度學士班暨進修學士班轉學生招生考試試題

系別：企業管理學系 2 年級(學士班)、3 年級(學士班、進修學士班)

考試時間：80 分鐘

科目：企業概論

第 1 頁，共 1 頁

可 不可使用計算機

- 一、試比較一例一休制度對大型企業與中小企業可能造成的影響。(25%)
- 二、請以 Porter 所提出的五力分析套用物聯網公司舉例說明之。(25%)
- 三、What is social responsibility of business? (5%) And what's the difference between a social enterprise and an ethical business? (10%) Give an example of social enterprise in Taiwan to explain it. (10%)
- 四、Many people who have taken a marketing course have learned about the "4 P's" of marketing. Explain the 4C's and the 4P's of Marketing. (15%) And what's the difference between them? (10%)

※試題隨卷繳交