

銘傳大學八十八學年度大學推薦甄選入學考試

(企管系)

小論文 試題

以下 1 至 5 題任選 4 題作答，每題各 20 分。答題時，請標明題號。第 6 題，一律作答，本題 20 分。

1. 您聽說過”學習型組織”嗎？請問”學習型組織”之內涵是什麼？又為何其慢慢被一般企業所接受？請詳述之。(20%)
2. 您聽說過”企業改造”嗎？請問”企業改造”之基本精神與動力是什麼？請詳述之。(20%)
3. 您聽說過”供應鏈管理”與”全球運籌管理”嗎？兩者是否一樣？兩者之”管理”指的是管理什麼？請詳述之。(20%)
4. 您聽說過”網路行銷”與”電子商務”嗎？這兩者有何差異嗎？他們是運用什麼技術來達成行銷與商務之任務？請詳述之。(20%)
5. 有一天，當您有機會經營與管理一家中、小企業(假設員工人數在 500 人以下)，您認為什麼樣的”經營策略”最需要被考慮，為什麼？請詳述之。(20%)
6. Case Study-The IPO Decision (Please answer the following questions in English.)(20%)

Donna Karan Corporation, a fashion merchandiser, is attempting to engage a new public stock issue in the current year. Three years ago, the firm planned the initial public offering (IPO), but because market conditions and earnings for the year came in below what was planned, the full value of the firm would not have been realized. Therefore, the plan was scrapped.

Since this time, sales have increased 20% (and are currently over \$250 million), and profits have increased to more than \$60-million, up from last year's profit of \$32 million.

The investment banker underwriter, Bear Sterns and Company, states that Donna Karan Corporation is in much better financial shape today to undertake an initial public offering of stock. The company has developed management and an aggressively developed international business.

Questions :

- (1) Explain why the IPO is now expected to be more successful than it was three years ago. (10%)
- (2) Explain the debt and equity financing that could be undertaken by Donna Karan Corporation now and in the future. (10%)