

國立台灣大學商學研究所博士班入學考試試卷 (90 學年度)

科目 策略管理

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【1】 There are two schools of strategy: (1) design school and (2) process school. Please use either of the schools to explain how the OEM strategy of Acer group is formulated as facing global competition. (20%)

【2】 Please list the different stages of industry life cycle and the factors that drive the process of industry evolution. (15%)

【3】 What factors should guide a firm in deciding its R&D strategy? Please show the resources a firm should invest as a research leader in a market. (15%)

【4】 “The sources of profitability of firms” has been a central issue in the strategic management literature. Scholars have raised several possible factors, including: industry effects, corporate effects, business unit effects, and other effects such as country factors. Please explain: (a) **what** are the related theoretical perspectives with regard to this issue. (b) **how** these theories view this issue. (25%)

【5】 The idea of “virtual corporation” is that a firm should not rely on internal hierarchy to organize its value-added activities if it wants to be flexible and competitive. Therefore, a firm should pursue vertical dis-integration by outsourcing its activities as many as possible. In other words, to the traditional “make-or-buy” question, “buy” should dominant.

Please provide your opinions by using the transaction cost theory. (25%)

試題請隨卷繳回