

（考試時間 3 小時）

一、基本概念（25%）

下面兩題中請挑選一題作答（請切勿兩題皆作答）

1. In terms of corporate strategy, General Motors integrated vertically in the 1920s, diversified in the 1930s, and expanded overseas in the 1950s: (a) Explain the rationales of these developments with reference to the profitability of pursuing each strategy. (b) Why do you think vertical integration is normally the first strategy to be pursued after concentration on a single business? Do you agree that strategic alliances will eventually replace vertical integration as a mainstream strategy?
2. Please explain the following theories and illustrate their applications to the strategic management issues.
 - (1) Agency theory
 - (2) Transaction Cost Theory

二、文獻評析（75%）

請由下列兩篇文獻中挑選一篇，回答下列問題（切勿兩篇皆作答）：

1. 寫出 300 字以內的中文摘要，以及 150 字以內的英文摘要
2. 說明該篇論文的：(a)研究問題、(b)理論架構、(c)研究方法、(b)研究發現
3. 請條列說明論文中的貢獻及缺點，並提出可能的改進之道

文獻另附