

2023 年度 白鷗大学大学院経営学研究科入試問題 英語

受験番号 _____ 氏名 _____

問題 I 以下の英文を読み、問 1~問 2 に答えなさい。

(A) Traditionally, marketing strategy has been regarded as a strictly local problem of in each national market. Difference in customer needs and preferences, in competition, in institutional systems, and in legal regulations have seemed to require basically different marketing programs. Any similarity between countries has been seen as purely coincidental.

There is no doubt that differences among nations are still great and that these differences should be recognized in marketing planning. But the experiences of a growing number of multinational companies suggest that there are also some real gains in an integrated approach to marketing strategy. Standardization of products, packages, and promotional approaches may permit substantial cost savings, as well as greater consistency in dealings with customers. The harmonization of price policies often facilitates better internal planning and control. Finally, if good ideas and scarce, and if some of them have universal appeal, they should be used as widely as possible.

All of this adds up to conclusion that both (B) the pros and cons of standardization in multinational marketing programs should be considered, and that a company's decisions should be based on estimated overall revenues and costs. Obviously, each case must be considered on its own merits slogans and formulas are not very helpful guides to intelligent planning.

問 1 下線部 (A)を和訳しなさい。

問 2 下線部(B)が意味する内容を日本語で答えなさい。

問題文Ⅱ 以下の英文を読み、問1~問2に答えなさい。

There is a conference going on at the Tokyo Convention Center involving business executives from all over the world. Mr. John Smith from Texas is one of the attendees, and he is interested in meeting many people from these different countries during the coffee break in the conference. While walking around looking for someone to talk to, he spots two men, one Japanese and one Arab, who are talking together on the other side of the room. Mr. Smith approaches them.

S m i t h : Good morning gentlemen. I'm John Smith. (He extends his hands to the Arab man first and then to the Japanese.) Do you mind if I join you?

Mohammed : (As he shakes Smith's hand with both of his.) Welcome, please join us.

S u z u k i : (He steps backward and bows slightly. He shakes Mr. Smith's hand without saying anything, ready to exchange business cards.)

Mohammed : Are you enjoying yourself in this wonderful country, Mr. smith?

S m i t h : Oh, sure, it's very nice here. What do you do Mr. ...?

Mohammed : Mohammed Rageh. I'm from Egypt and the president of my import company.

We are here to look at some of available products and meet our Japanese friends.

S m i t h : (Turn to Suzuki.) And your name, sir?

S u z u k i : (He silently hands Smith his business card.)

S m i t h : (After looking at quickly.) Oh, you're Mr. Suzuki.

S u z u k i : Yes, Sany corporation.

S m i t h : I see. (Puts Suzuki's card in his pocket and turns back to Mohammed, reaches into his pocket and hands each his business card.) Do you have a business card, Mohammed?

Mohammed : (Smiling.) No, I don't carry them with me. Everybody knows me.

(Moving closer to Jon to show his hospitality.) I'm the president.

S m i t h : (Stepping back from Mohammed.) Oh. I understand.

S u z u k i : Mr. Smith. You are from the Blackford Company?

S m i t h : Yes, I'm the marketing director in charge of the Southwestern Division.

Mohammed : Well, should we all go have coffee and enjoy our break time together?

S m i t h : I'm sorry, but I have to go talk to some other people.

Maybe we'll get together later on. It was very nice to meet you. Goodbye.

John Smith walks away in search of more people to make contact with, as Mohammed and Suzuki look each other (C) smiling. They overhear him: "Good morning , gentleman, I'm John Smith. Do you mind If I join you?"

問1 下線部 (C) で Mohammed と Suzuki はなぜ smiling したのか。

問2 この3人の会話の中には3つの文化的衝突があります。その場面を抜きだし、どのような文化的衝突が起きたかを説明しなさい。

問題III 以下の英文を読み問1~問2に答えなさい。

(D)The key to negotiation is to realize that all parties need to gain something of value in exchange for any concessions they make. Only then can they all come away feeling successful. Try to achieve this by understanding that what is valued by your party may not be valued by the other. Whereas in a competitive sport victory is valued by both parties. So if one side wins, the other loses. Negotiation, in contrast, can end in a win/win conclusion. When trade unions negotiate with a company's management, they can gain more pay for their members, while the management may gain assurances about increased productivity.

問1 下線部(D)を和訳しなさい。

問2 スポーツと交渉の違いについて本文の内容を踏まえて説明しなさい。