一. (35%)

In spring 1983 Phil Knight (NIKE's CEO) reflected on the term paper and the origins of his business idea:

"Adidas shoes were beginning to dominate the U.S. market, and it didn't make any sense, because West Germany was not the place to put shoe machinery. I thought it might be possible to take over the market with low-priced, but high-quality and smartly merchandised imports from Japan, as had already happened with cameras and other optical equipment." (Harvard Business School case 390-038)

Would you give us your comments about this passage?

二. (30%)

One of the most widely mentioned theories of motivation is the hierarchy of needs theory put forth by psychologist Abraham Maslow. The basic human needs placed by Maslow in an ascending order of importance. (Management by Harold & Heinz)

What is Maslow's "The Need Hierarchy"?

三. (35%)

When a leading consumer product is found to be unsafe, what is the responsibility of manufacturer: Must the company recall the product, warn people to get rid of the product, or pay compensation for injury? Should the government take action? (Making Business Decisions-Making Ethical Decisions in Business)

Please try to remark on these questions.