

科目：國際企業管理 適用：國企系三

編號：711

考生注意：

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2. 答案必須寫在答案卷上，否則不予計分。
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I. 是非題 (每題 2 分, 共 10 分)

1. The higher the level of interdependence among divisions and functions in a firm, the more coordination is required. (True/False)
2. Customization focuses on the cost-side of the profit equation. (True/False)
3. Supply chain management is the process of selecting whether to make or buy the resources necessary for the manufacturing process. (True/False)
4. To compare the performance of two firms, one must know whether the firm uses LIFO or FIFO to value its inventories. (True/False)
5. Because the cost of living may vary dramatically by country, international HR managers must often tailor compensation systems to meet the needs of the host country's labor market. (True/False)

II. 選擇題 (每題 3 分, 共 90 分)

1. Olympic sponsorship is best suited for which type of companies?
  - a. companies pursuing a niche market
  - b. companies selling technological goods
  - c. retailers
  - d. companies pursuing a world-wide market
  - e. companies in the field of sports
2. Which of the following represent reasons that international business differs from domestic business?
  - a. currencies
  - b. legal systems
  - c. cultures
  - d. resources
  - e. all of the above
3. Foreign direct investment (FDI) \_\_\_\_\_
  - a. is equity funds invested in other countries
  - b. is the difference between exports and imports
  - c. is portfolio investment in other countries
  - d. is the return on foreign assets of MNEs

國立暨南國際大學九十四學年度轉學生入學考試試題

第3節

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4. Which of the following is *not* one of the basic elements of culture?
- a. social structure
  - b. language
  - c. religion
  - d. architecture
  - e. values
5. Which theory suggests that a country should produce and export those goods and services for which it is relatively more productive than other countries are and import those goods and services for which other countries are relatively more productive?
- a. relative advantage
  - b. comparative advantage
  - c. absolute advantage
  - d. relative factor endowments
  - e. specialization of countries
6. Which of the following questions must a firm's strategic planners answer?
- a. What products does the firm intend to sell?
  - b. Where and how will it make those products?
  - c. Where and how will it sell them?
  - d. Where and how will it acquire the necessary resources?
  - e. All of the above
7. Which of the following is an advantage of licensing?
- a. low financial exposure
  - b. limited market opportunities
  - c. dependence on licensee
  - d. potential conflicts with licensee
  - e. possibility of creating future competitor
8. Toyota and GM created a joint venture called NUMMI because Toyota wanted to learn about how to deal with labor and parts suppliers in the U.S. market while GM wanted to observe Japanese management practices. What benefit of strategic alliances were Toyota and GM seeking?
- a. ease of market entry
  - b. shared risk
  - c. shared knowledge
  - d. synergy
  - e. all of the above

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9. How long is the scope of time for operational control typically?

- a. daily or hourly
- b. weekly
- c. monthly
- d. yearly
- e. every few years

10. Which of the following is *not* an example of a secondary need?

- a. affiliation
- b. power
- c. shelter
- d. achievement
- e. security

11. Pizza Hut is offering free pizza slices in Beijing. This is an example of \_\_\_\_\_.

- a. advertising
- b. sales promotion
- c. personal selling
- d. public relations
- e. brand placement

12. \_\_\_\_\_ is an economic measure of efficiency that summarizes the value of outputs relative to the value of the inputs used to create the outputs.

- a. GNP
- b. GDP
- c. Productivity
- d. Turnover ratio
- e. Return on investment

13. Which currency is used the most in international invoices?

- a. U.S. dollars
- b. Euro
- c. Japanese yen
- d. Home country currency
- e. Host country currency

14. \_\_\_\_\_ is the process of transforming a subsidiary's reported operations denominated in a foreign currency into the parent's home currency.

- a. Transaction
- b. Translation

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- c. Revaluation
- d. Exchange
- e. None of the above

15. \_\_\_\_\_ refers to bringing a manager back home after a foreign assignment has been completed.

- a. Expatriation
- b. Repatriation
- c. Culture shock
- d. Expatriate failure
- e. Acculturation

16. In which country is Bayer, the drug company, headquartered?

- a. the United States
- b. France
- c. Great Britain
- d. Germany

17. A foreign company that is owned, whole or partially, by another company is called: \_\_\_\_\_

- a. a subsidiary
- b. a competitor
- c. a flag-ship firm
- d. a multinational

18. All of the following are triad nations except:

- a. the United States
- b. Luxembourg
- c. the Netherlands
- d. Russia

19. In recent years \_\_\_\_\_ economies have begun to replace \_\_\_\_\_ economies.

- a. market-driven; centrally-determined
- b. centrally-driven; market-driven
- c. focused; generic
- d. generic; focused

20. \_\_\_\_\_ is the branch of economics concerned with the exchange of goods and services with foreign countries.

- a. international trade
- b. international economics
- c. international business
- d. international arbitrage

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21. The \_\_\_\_\_ describes the relationship between inflation and interest rates in two countries.
- a. purchasing power parity
  - b. Fisher effect
  - c. the nominal interest rate
  - d. the Andalusian impact
22. When a company owns most of the assets needed to produce and deliver a good or service, it is employing a strategy known as \_\_\_\_\_ integration.
- a. vertical
  - b. horizontal
  - c. circular
  - d. concentric
23. A \_\_\_\_\_ is one in which the primary operational responsibility is delegated to area managers, each of whom is responsible for a specific geographic region.
- a. global area structure
  - b. global functional structure
  - c. global product structure
  - d. matrix
24. If a company is late to market with a new product, which of the following is likely to happen?
- a. sales will increase
  - b. annual gross profit will increase
  - c. profit will be negatively affected
  - d. market share will increase
25. \_\_\_\_\_ is the relative size of each market as a percentage of the total world market.
- a. market intensity
  - b. market differentiation
  - c. market growth
  - d. market size
26. Which of the following is least likely to be a screening criterion for international assignments in Europe?
- a. religion
  - b. self-reliance
  - c. adaptability
  - d. experience

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27. In which of the following countries would an MNE executive currently feel there is the greatest political risk?
- a. Canada
  - b. Great Britain
  - c. Russia
  - d. Germany
28. In addition to the four determinants of national advantage which shape the competitive environment of industries, companies must evaluate the impact of government as a variable. This includes all of the following except:
- a. new inventions
  - b. subsidies
  - c. education policies
  - d. tax laws
29. \_\_\_\_\_ is a business relationship in which two or more companies work together to achieve a collective advantage.
- a. marketing relationship
  - b. strategic venture
  - c. strategic alliance
  - d. none of the above
30. All of the following are primary parties to the North American Free Trade Agreement except:
- a. Mexico
  - b. United States
  - c. Canada
  - d. Guatemala