

國立暨南國際大學九十二學年度轉學生入學考試試題

第 3 節國際企業管理適用：(國企系三 711)

(本試題共 8 頁，第 1 頁)

考生注意：1. 依次序作答，只要標明題號，不必抄題。

2. 答案必須寫在答案卷上，否則不予計分，並限以藍黑色筆作答。

3. 試題隨卷繳回。(餘詳詳閱試場規則)

下列有選擇題 40 題，請將答案依序寫在作答本上(不可在題目紙上作答)，每題 2.5 分。

1) The fact that U.S. business people prefer to start meetings on time, whereas Latin American business people are less concerned with promptness is an indication of

- A) differences in legal systems.
- B) differences in the value of time due to differences in value of currencies.
- C) differences in the skills of managers from the different countries.
- D) differences in culture.
- E) Latin America is in a different time zone.

2) Sony and Matsushita Electric building stereo assembly plants in Malaysia to take advantage of cheap labor is an example of how _____ facilitates growth in international business activity.

- A) social changes
- B) resource acquisitions
- C) technological changes
- D) market expansion
- E) competitive forces

3) To combat high inflation, deficit trade balance, and rising external debt in the 1980s, Mexico took which of the following actions?

- A) Mexico became more protectionist
- B) Mexico increased the price of oil to generate more money.
- C) Increased government's role in the economy.
- D) Economic policies changed from import substitution approach to market-driven one.
- E) Economic policies changed from market-driven policies to import substitution approach.

4) Steps taken by major South American countries to reverse consequences of destructive import substitution policies include

- A) use of mass production techniques.
- B) export promotion policies.
- C) privatization and free-trade agreements.
- D) increased per-capita income.
- E) increased non-tariff barriers.

5) Which group of people are hurt most by mercantilist policies of a country?

- A) Consumers buying domestically produced goods.
- B) Consumers buying imported goods.
- C) Domestic manufacturers.
- D) Export oriented manufacturers in the country.
- E) Local politicians.

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第 3 節 國際企業管理適用：(國企系三 711)

(本試題共 8 頁，第 2 頁)

考生注意：1. 依次序作答，只要標明題號，不必抄題。

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3. 試題隨卷繳回。(餘詳詳閱試場規則)

6) Supply factors that influence the FDI decision include the following, except

- A) access to key technology.
- B) customer mobility.
- C) logistics.
- D) production costs.
- E) resource availability.

7) The function of the international monetary system includes which of the following?

- A) Providing a mechanism for correcting imbalances between a country's international payments and receipts.
- B) Financing trade deficit in less developed countries.
- C) Overcoming private sector reluctance in investing in less developed countries.
- D) Detecting when governments should have trade restrictions.
- E) Providing funds for less developed countries.

8) To calculate the value of the SDR, IMF uses

- A) market price of gold.
- B) a fixed exchange rate system that changes every five years.
- C) a weighted average of the market value of U.S. dollar and the pound sterling.
- D) a weighted average of the market value of five currencies.

9) Which of the following currencies is not a hard currency?

- A) Mexican pesos
- B) British pound
- C) German mark
- D) U.S. dollar.
- E) Japanese yen

10) _____ involves profiting from price differences from two geographically distinct markets.

- A) Covered-interest arbitrage
- B) Hedging
- C) Three-point arbitrage
- D) Two-point arbitrage
- E) Forward premium

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第 3 節 國際企業管理適用：(國企系三 711)

(本試題共 8 頁，第 3 頁)

考生注意：1. 依次序作答，只要標明題號，不必抄題。

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3. 試題隨卷繳回。(檢閱詳閱試場規則)

11) The U.S. government-sponsored agency created to provide financing for U.S. exports through direct loan and loan guarantees is

- A) Overseas Private Investment Corporation.
- B) Export-Import Bank.
- C) MITI.
- D) International Trade Commission.
- E) Department of Commerce.

12) Which of the following has been a justification for imposing tariffs?

- A) To increase local demand for foreign-made goods
- B) To reduce the level of trade barriers and reduce price of foreign-made goods
- C) To reduce the level of employment in domestic industries
- D) To increase government revenue and eliminate the progressivity of the domestic tax system
- E) To increase government revenue and add progressivity to the domestic tax system

13) Which of the following is not a reason why OPEC lost its control over the world crude oil market?

- A) The restriction of their output to stated production quotas by members of OPEC.
- B) The increasing use of other forms of energy.
- C) The reduction in the consumption of petroleum-related products.
- D) The increased production of oil by non-OPEC sources.
- E) Political infighting among OPEC members.

14) The reallocation of production from high-cost producers to lower-cost producers within a trading bloc is referred to as

- A) import promotion.
- B) trade creation.
- C) import substitution.
- D) trade diversion.
- E) export promotion.

15) The legal system in countries such as Saudi Arabia and Iran can be described as

- A) civil law.
- B) bureaucratic law.
- C) statutory law.
- D) common law.
- E) religious law.

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第 3 節國際企業管理通用:(國企系三 711)

(本試題共 8 頁,第 4 頁)

考生注意: 1. 依次序作答, 只要標明題號, 不必抄題。

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3. 試題隨卷繳回。(餘請詳閱試場規則)

16) Which of the following is not a necessary question to be answered in resolving an international dispute?

- A) Which country's law should be applied?
- B) Should we use local or foreign currency when settling disputes?
- C) In which country should the conflict be resolved?
- D) How will the settlement be enforced?
- E) Should we use litigation, negotiation, or arbitration?

17) Gift giving and hospitality are expressions of which of the following elements of culture?

- A) Negotiations
- B) Communication
- C) Social structure
- D) Shared culture
- E) Religion

18) _____ is the unconscious use of one's own culture to judge new surroundings.

- A) Convergence
- B) Acculturation
- C) Learned behavior
- D) Self-reference
- E) Adaptive behavior

19) When the pressures for global integration are high, and the need for local responsiveness is low, the appropriate strategic approach is a (an)

- A) multidomestic strategy.
- B) integration strategy.
- C) global strategy.
- D) transnational strategy.
- E) international strategy.

20) The business level strategy that calls for establishing or maintaining the image that a firm's products are unique in the market is

- A) diversification.
- B) overall cost leadership.
- C) differentiation.
- D) specialization.
- E) focus.

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第 3 節國際企業管理適用：(國企系三 711)

(本試題共 8 頁，第 5 頁)

考生注意：1. 依次序作答，只要標明題號，不必抄題。
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3. 試題隨卷繳回。(餘請詳閱試場規則)

21) _____ are responsible for the willingness of consumers in the United States to pay more for function rather than the design of products.

- A) Technological influences
- B) Sociocultural influences
- C) Legal influences
- D) Ownership advantages
- E) Location advantages

22) Licensing is a popular mode of entry into foreign markets for the following reasons except

- A) it allows the firm to take advantage of locational advantages.
- B) it offers weak protection of intellectual property.
- C) it allows a firm to avoid host country restrictions of FDI.
- D) it involves very little out of pocket costs.
- E) it helps a firm to avoid high tariffs and NTB in host countries.

23) Which of the following statements correctly states the difference between strategic alliances and exporting, licensing, franchising and FDI?

- A) Strategic alliance is a mode of entry to foreign markets while the others are not.
- B) Strategic alliance involves a firm hiring another firm to act on its behalf.
- C) Strategic alliance results from cooperation among two or more firms, rather than one company acting alone.
- D) Strategic alliance is more of an international strategy and the others are more of a domestic strategy.
- E) Strategic alliance is not a mode of entry, the others are.

24) In which of the following countries is a joint venture most likely be in the form of public-private venture?

- A) China
- B) Austria
- C) Denmark
- D) Mexico
- E) United States

25) The following are disadvantages of both the global area design and global product design except

- A) coordination and corporate learning are more difficult.
- B) cost efficiencies are not gained by the firm in production.
- C) technology is not easily transferable among the different segments of the firm.
- D) duplication of activities across the firm.

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第 3 節國際企業管理適用：(國企系三 711)

(本試題共 8 頁，第 6 頁)

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3. 試題隨卷繳回。(除詳閱試場規則)

26) The researcher who suggested that there is a single best organizational design that firms must seek is

- A) Tom Burns.
- B) David Hickson.
- C) Derek Pugh.
- D) Max Weber.
- E) G. M. Stalker.

27) _____ suggests that decision makers are constrained in their ability to be objective and rational by limitations of the human mind.

- A) Uncertainty avoidance
- B) Bounded rationality
- C) Time orientation
- D) Rationalization
- E) Satisficing

28) Group decision making will be more acceptable in which of the following cultures?

- A) Long-term orientation
- B) Aggressive behavior culture
- C) Collectivistic culture
- D) Uncertainty acceptance culture
- E) Power tolerance

29) _____ is an integrated effort to systematically and continuously improve the quality of a firm's products and services.

- A) TQM
- B) Performance ratio
- C) Productivity
- D) ISO 9000
- E) Quality

30) Which of the following control techniques will be the least desirable for a firm that is committed to using a generic organizational control system?

- A) Strategic control
- B) Planning process control
- C) Accounting systems
- D) Procedures
- E) Performance ratios

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第 3 節國際企業管理適用：(國企系三 711)

(本試題共 8 頁，第 7 頁)

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3. 試題隨卷繳回。(除精詳閱試場規則)

31) Important distribution decisions for an international firm include the following except

- A) the channel length.
- B) the choice of a foreign distributor.
- C) the choice of medium for message.
- D) deciding the mode of transportation.
- E) the choice of an import agent.

32) Factors which determine the extent to which a product is customized or standardized across national markets include all of the following except

- A) the laws of host countries.
- B) cultural needs of local market.
- C) the target customers.
- D) the price of the product.
- E) level of economic development.

33) In the selection of a location for a facility, country-of-origin marketing effects is a(n) _____ issue.

- A) country-related
- B) government policy
- C) organizational
- D) product-related
- E) strategic vulnerability

34) A firm that is engaged in every step of the operations management process as goods are developed, transformed, packaged, and sold to consumers can be described as having a

- A) high level of sourcing.
- B) low level of sourcing.
- C) high vertical integration.
- D) high level of logistics.

35) The method of payment that is likely to be the least appealing to an importer is

- A) open account.
- B) credit card.
- C) payment in advance.
- D) letters of credit.
- E) countertrade.

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(本試題共 8 頁，第 8 頁)

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3. 試題隨卷繳回。(餘詳詳閱試場規則)

- 36) A confirmed letter of credit
- A) transfers the risks to the confirming bank.
 - B) transfers the risks to the exporter.
 - C) obligates the importer to make payment.
 - D) can be altered without written consent of the exporter.
 - E) is issued by the importer's bank.
- 37) The earnings of a foreign branch are
- A) taxable only in the host country.
 - B) treated as passive income.
 - C) taxable only when it repatriated to the parent.
 - D) tax exempt by both the home and host country since the branch is not a separate legal entity.
 - E) treated as taxable income to the parent when earned.
- 38) The most likely course of action for a firm wishing to evade the repatriation policies of a host country is to
- A) lower the transfer prices paid by the subsidiary in the host country.
 - B) raise the transfer prices paid by the subsidiary in the host country.
 - C) institute a market-based transfer pricing among its units.
 - D) raise the transfer prices paid to the subsidiary in the host country.
- 39) Which one of the following is not a purpose of performance appraisal?
- A) It identifies areas for additional training and development.
 - B) It provides feedback to individuals.
 - C) It provides a basis for rewarding top performers.
 - D) It identifies possible problems with an assignment.
 - E) It helps identify the goals of foreign assignment.
- 40) An ethnocentric staffing model will suggest the use of _____ in staffing positions.
- A) third-country nationals
 - B) parent-country nationals
 - C) ethnic diversity
 - D) host-country nationals