

招生學年度	九十七	招生類別	轉學招生考試
系所班別	國際企業學系三年級		
科目	國際企業管理		
注意事項	【禁用計算機】		

MULTIPLE CHOICES 100% (2.5% each)

1. An MNE is
 - 1) any business that is headquartered in two or more nations
 - 2) any business that has productive activities in two or more countries
 - 3) a government-sponsored firm that is jointly owned by multiple nations
 - 4) a joint venture between firms from different countries

2. The _____ is primarily responsible for policing the world trading system and making sure nation-states adhere to the rules laid down in trade treaties signed by member states.
 - 1) International Monetary Fund
 - 2) World Bank
 - 3) United Nations
 - 4) World Trade Organization

3. The _____ focuses on low-interest rate loans to cash-strapped governments in poor nations that wish to undertake significant infrastructure investments.
 - 1) the International Monetary Fund
 - 2) the World Trade Organization
 - 3) the United Nations
 - 4) the World Bank

4. Which of the following does not help create an economic system that is favorable to international business?
 - 1) decreased privatization
 - 2) widespread deregulation
 - 3) open markets
 - 4) falling trade and investment barriers

5. For international companies _____ creates a more favorable environment for international business.
 - 1) collectivism
 - 2) dictatorships
 - 3) totalitarianism
 - 4) individualism

6. The most common form of theocratic totalitarianism is based on
 - 1) Islam
 - 2) Christianity
 - 3) a non secular philosophy
 - 4) collectivism

7. Confucianism
 - 1) has strong religious ideology
 - 2) revolves around personal salvation and the supernatural
 - 3) teaches the importance of attaining personal salvation through right action
 - 4) is dominant throughout parts of Africa and Latin America

8. A society in which the ties between individuals were loose and individual achievement and freedom were highly valued would be reflected in the _____ dimension of Hofstede's study.
 - 1) individualism vs. collectivism
 - 2) masculinity vs. femininity
 - 3) uncertainty avoidance
 - 4) power distance

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9. Hofstede's uncertainty avoidance dimension considered
- 1) the extent to which different cultures socialized their members into accepting ambiguous situations and tolerating uncertainty
 - 2) the relationship between gender and work roles
 - 3) how a society deals with the fact that people are unequal in physical and intellectual capabilities
 - 4) the relationship between the individual and his or her fellows
10. The belief in the superiority of one's own culture is known as
- 1) ethnocentrism
 - 2) geocentrism
 - 3) polycentrism
 - 4) sociocentrism
11. The most common ethical issues in international business involve all of the following except
- 1) human rights
 - 2) the moral obligation of multinational corporations
 - 3) shareholder protection
 - 4) environmental regulations
12. According to _____ the social responsibility of business is to increase profits, so long as the company stays within the rules of law.
- 1) the naïve immoralist
 - 2) the righteous moralist
 - 3) cultural relativism
 - 4) the Friedman doctrine
13. According to Ricardo, limiting the imports of textiles in the U.S.
- 1) only serves the interest of domestic producers
 - 2) is beneficial to U.S. consumers
 - 3) hurts American textile producers and their employees
 - 4) has little effect on the U.S. population as a whole
14. _____ suggests the interplay between the proportions in which the factors of production are available in different countries and the proportions in which they are needed for producing particular goods help explain international trade patterns.
- 1) Ricardo
 - 2) Heckscher-Ohlin
 - 3) Vernon
 - 4) Porter
15. Which theory stresses that in some cases countries specialize in the production and export of particular products not because of underlying differences in factor endowments but because in certain industries the world market can support only a limited number of firms?
- 1) Balanced trade
 - 2) Heckscher-Olin
 - 3) New trade
 - 4) Product life-cycle
16. By lowering production costs, _____ help domestic producers compete against foreign imports.
- 1) tariffs
 - 2) duties
 - 3) quotas
 - 4) subsidies
17. When goods are being sold cheaper at home, or below their cost of production _____ has occurred.
- 1) market saturation
 - 2) price undercutting
 - 3) production efficiency
 - 4) dumping

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18. A Greenfield investment
- 1) is a form of FDI that involves the establishment of a new operation in a foreign country
 - 2) involves a 7 percent investment in a foreign business entity
 - 3) involves a merger with a foreign business
 - 4) occurs when a firm acquires another company in a foreign country
19. When brand loyalty, customer relationships, or distribution systems are important, _____ investments are appropriate.
- 1) merger and acquisition
 - 2) Greenfield
 - 3) portfolio
 - 4) new construction
20. _____ is more expensive and more risky than _____.
- 1) exporting, licensing
 - 2) licensing, FDI
 - 3) exporting, FDI
 - 4) FDI, licensing
21. According to _____, FDI will be preferred whenever there are impediments that make both exporting and the sale of know-how difficult and/or expensive.
- 1) internalization theory
 - 2) internationalization theory
 - 3) perfect markets theory
 - 4) small markets theory
22. Within the free market framework, the MNE is:
- 1) an instrument that oppresses developing nations
 - 2) an instrument for dispersing the production of goods and services to the most efficient locations around the globe
 - 3) an instrument that fails to distinguish between efficient locations and inefficient locations for the production of goods and services around the world
 - 4) an extension of the policies of industrialized nations
23. A _____ occurs when a country imports more goods, services, and income than it exports.
- 1) debit account surplus
 - 2) current account surplus
 - 3) debit account deficit
 - 4) current account deficit
24. Home country policies designed to encourage outward FDI include all of the following except
- 1) capital assistance
 - 2) tax incentives
 - 3) capital outflow limits
 - 4) foreign risk insurance
25. Canada, Mexico, and the United States have implemented
- 1) NAFTA
 - 2) MERCOSUR
 - 3) APEC
 - 4) FTAA

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26. Which of the following selections accurately depicts the levels of economic integration from least integrated to most integrated?
- 1) Common market, economic union, full political union, free trade area, and customs union
 - 2) Common market, economic union, full political union, free trade area, and customs union
 - 3) Free trade area, customs union, common market, economic union, and full political union
 - 4) Full political union, free trade area, common market, customs union, and economic union
27. To establish a _____ there must be a significant degree of harmony and cooperation on fiscal, monetary, and employment policies.
- 1) customs union
 - 2) common market
 - 3) free trade area
 - 4) free trade zone
28. _____ suggests that given relatively efficient markets, the price of a basket of goods should be roughly equivalent in each country.
- 1) the theory of efficient markets
 - 2) the law of one price
 - 3) the theory of price inflation
 - 4) Purchasing Power Parity
29. Economic theory suggests that when inflation is expected to be high
- 1) interest rates will be low
 - 2) exchange rates will be high
 - 3) the International Fisher Effect does not hold
 - 4) interest rates will be high
30. Some countries, while not adopting a formal pegged rate, try to hold the value of their currency within some range against an important reference currency such as the U.S. dollar. This is often referred to as:
- 1) phantom float
 - 2) shadow float
 - 3) dirty float
 - 4) indirect float
31. Responding to _____ requires that a firm differentiate its product offering and marketing strategy from country to country in an effort to respond to differences in consumers tastes and preferences, business practices, distribution channels, competitive conditions, and government policies.
- 1) pressure for cost reductions
 - 2) pressure for experience effects
 - 3) pressure for location economies
 - 4) pressure to be locally responsive
32. When a firm has a strategic goal of pursuing a low cost strategy on a global scale, the firm should follow
- 1) a global standardization strategy
 - 2) a localization strategy
 - 3) an international strategy
 - 4) a transnational strategy

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33. In transnational firms, the need to realize location and experience curve economies requires some degree of _____ control over global production centers. However, the need for local responsiveness dictates the _____ of many operating decisions, particularly for marketing, to foreign subsidiaries.

- 1) integrated, parallel decentralization
- 2) decentralized, centralization
- 3) integrated, parallel centralization
- 4) centralized, decentralization

34. In firms pursuing a _____ strategy, each national operation is a stand-alone entity and can be judged on its own merits.

- 1) localization
- 2) area
- 3) international
- 4) matrix

35. Firms engaging in _____ with a local company can benefit from a local partner's knowledge of the host country's competitive conditions, culture, language, political systems, and business systems.

- 1) turnkey projects
- 2) joint ventures
- 3) Greenfield investments
- 4) licensing arrangements

36. Firms form strategic alliances for all of the following reasons except

- 1) strategic alliances facilitate entry into a foreign market
- 2) strategic alliances allow firms to combine finances and avoid costly and risky foreign exchange transactions
- 3) strategic alliances allow firms to share the fixed costs and risks in new product development
- 4) strategic alliances enable firms to bring together complementary skills and assets that neither company could easily develop on its own

37. If market segments transcend national borders,

- 1) the company should develop unique products for each national market
- 2) the company can view the global market as a single entity and pursue a standardized strategy
- 3) a localization strategy would be appropriate
- 4) consumers have differing purchasing behavior in different nations

38. The extent to which the place of manufacturing influences product evaluations is known as

- 1) source effects
- 2) country of origin effects
- 3) noise effects
- 4) location effects

39. A(n) _____ staffing policy requires host country nationals to be recruited to manage subsidiaries, while parent company nationals occupy key positions at corporate headquarters.

- 1) polycentric
- 2) geocentric
- 3) ethnocentric
- 4) transcenic

40. The most common method by which firms transfer funds from foreign subsidiaries to the parent is:

- 1) transfer prices
- 2) fronting loans
- 3) dividend remittances
- 4) royalty payments

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請選出以下各題目中最適當的選項(單選)，每題占 5%，共 20 題，總分 100 分。

- 請就國際貿易之特質選擇以下最適當的論述：
 - 國際貿易只對於缺乏比較利益的國家有好處
 - 國際貿易會因各個國家要素稟賦之相對差異而產生
 - 國際貿易將導致永遠固定之國際分工型態
 - 國際貿易會因各個國家的科技更發達而消失
- 在其他條件不變下若人們預期國內一般物價將上漲則：
 - 本國勞動市場供給增加
 - 國內貨幣需求量減少
 - 總合供給(aggregate supply)增加
 - 以上皆是
- 若某商品的價格相對於其它商品價格下跌而使消費者對於該商品銷費量增加，此情形稱之為：
 - 相對效果
 - 折扣效果
 - 替代效果
 - 所得效果
- 如果政府限制出國時可結匯的上限，這種政策屬於：
 - 外匯干預政策
 - 匯率政策
 - 資本管制政策
 - 緊縮貨幣政策
- 台灣經濟發展過程中產業發展路徑為：
 - 先出口導向再進口替代
 - 出口導向和進口替代同時進行
 - 先出口替代再出口導向
 - 以上皆非
- 下列何者有關貨幣學派的敘述正確：
 - 貨幣供給是影響景氣波動的主要因素
 - 投資變動是影響景氣波動的主要因素
 - 政府應利用財政政策當工具來穩定經濟
 - 以上皆是

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7. 傾銷(dumping)指的是涉及以下何種行為:

- (A)將國內較低品質的產品大量輸出某國家
- (B)將產品以低於國內價格的售價大量輸出某國家
- (C)將產品以高於國內價格的售價大量輸出某國家
- (D)將國內產品以前所未有的大量輸出到某國家

8. 請選擇以下市場狀況何者能使一個追求利潤最大的獨占廠商在進行差別取價(price discrimination)時所訂定的價格最高:

- (A)需求的價格彈性最小的市場
- (B)需求的價格彈性最大的市場
- (C)需求的價格彈性為1的市場
- (D)供給的價格彈性最小的市場

9. 當工資率上升，勞動供給量反而減少的現象主要為以下何種效果:

- (A)排擠效果
- (B)所得效果
- (C)替代效果
- (D)產量效果

10. 在一般先進國家中 GDP 組成項目以下列何者所占的比例最高:

- (A)民間消費支出
- (B)政府消費支出
- (C)投資支出
- (D)淨出口

11. 請按貨幣數量學說求出美國過去幾年之貨幣成長率，其間美國過去幾年的實質 GDP 成長 3.6%，通貨膨脹率是 2.2%，名目利率是 5.5%:

- (A)美國過去幾年之貨幣成長率為 3.3%
- (B)美國過去幾年之貨幣成長率為 1.9%
- (C)美國過去幾年之貨幣成長率為 7.7%
- (D)美國過去幾年之貨幣成長率為 5.8%

12. 下列何者為正確的成本函數論述:

- (A)平均成本遞增時邊際成本一定遞增
- (B)平均成本一定高於邊際成本
- (C)平均成本一定低於邊際成本
- (D)以上皆非

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13. 新興古典學派強調人們的預期是理性的，因此

- (A) 預期到的政策才能產生實質效果
- (B) 預期不到的政策才能產生實質效果
- (C) 人們不可能充份利用資訊作為預期的基礎
- (D) 人們無法對政策產生適當的反應

14. 喜歡開快車的人投保鉅額的人壽保險這種現象稱之為:

- (A) 檸檬問題
- (B) 逆向選擇
- (C) 道德障礙
- (D) 完全競爭

15. 下列那一項因素會使匯率有升值壓力:

- (A) 國外物價下跌
- (B) 國外利率上升
- (C) 貨幣供給增加
- (D) 國內股價看漲

16. 下列何者為自然獨占產業的特性::

- (A) 在社會福利極大的原則下定價將導致虧損
- (B) 需求的價格彈性很低
- (C) 邊際成本低於平均成本
- (D) 以上皆是

17. 下列何者不是知識產業的特色:

- (A) 具公共財特性
- (B) 規模報酬遞增
- (C) 具不對稱性
- (D) 邊際成本很大

18. 下列何種財貨的市場需求曲線為各別消費者需求曲線的水平加總:

- (A) 國家所得分配
- (B) 礦泉水
- (C) 市立公園
- (D) 消防隊

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19. 就凱因斯學派而言下列何者有助於貨幣政策效果提昇:

- (A)稅率提高
- (B)自發性進口支出增加
- (C)民間邊際消費傾向增加
- (D)邊際進口傾向增加

20. 在伊朗國內政權不穩定下造成世界原油價格大漲，此主要原因是:

- (A)市場需求增加
- (B)預期因素影響
- (C)市場供給減少
- (D)以上皆是

--本試題結束--