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Multiple choice 100%  (2.5% for each question)

1. 一般而言，多國籍企業 (MNEs) 的定義為：
   (1) 總部在兩個或多個國家之企業
   (2) 在兩個或多個國家從事生產活動之企業
   (3) 獲得多國政府終授的廠商
   (4) 由不同國家廠商所組成之跨國合資企業

2. 聯合國 (UN) 致力提升的事項中，不包括下列何者？
   (1) 提高人類生活水準
   (2) 減少貿易與投資之障礙
   (3) 促進勞動就業
   (4) 促進經濟和社會的發展

3. 研究顯示 FDI 在世界經濟中扮演的角色：
   (1) 在製造部門日漸重要，而在服務部門日漸下降
   (2) 在製造部門日漸下降，而在服務部門日漸重要
   (3) 在兩個部門皆越來越不重要
   (4) 在兩個部門皆越來越重要

4. 下列哪一概念用來衡量一個人可以脫離他出生時所在社會階級之難易程度？
   (1) 垂直移動 (Vertical mobility)
   (2) 社會潛力 (Social potential)
   (3) 社會移動 (Social mobility)
   (4) 垂直潛力 (Vertical potential)

5. Hofstede 研究中的_____________構面探索「社會如何處理人們在生理與心智能力上的不對等」？
   (1) 權力距離 (power distance)
   (2) 集體主義與個人主義 (individualism vs. collectivism)
   (3) 規避不確定性 (uncertainty avoidance)
   (4) 雄性作風與雌性作風 (masculinity vs. femininity)

6. ______________相信自己的文化較為優越。
   (1) 種族中心主義 (ethnocentrism)
   (2) 地理中心主義 (geocentrism)
   (3) 多元中心主義 (polycentrism)
   (4) 社會中心主義 (sociocentrism)

7. 下列何者比較接近 Friedman 學派對「企業道德」的觀點：
   (1) 道德純然是一種文化的反映。
   (2) 多國籍企業的母國道德標準適用於位於該國之子公司。
   (3) 在公司遵守法律的情況下，企業的社會責任只為了增加利潤。
   (4) 若其他國家的廠商不遵循其道德規範，管理理者也不用遵循。

8. 16 至 17 世紀時，__________主張國家應同時鼓勵出口和避免進口。
   (1) 種族中心主義 (ethnocentrism)
   (2) 資本主義 (capitalism)
   (3) 集體主義 (collectivism)
   (4) 商業主義 (mercantilism)
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9. 根據李嘉圖理論(Ricardo’s theory)，下列何者為真？
   (1) 在其絕對利益國家內的顧客應該購買當地製造商製造的商品。
   (2) 貿易使各國顧客都會消費更多。
   (3) 對製造特定產品沒有絕對利益的國家，實施貿易限制有利於該國消費者。
   (4) 貿易為零合電局，一國獲利，另一國必有損失。

10. 國際產品生命週期(IPLC)認為長期而言，美國將：
   (1) 為產品唯一生產者。
   (2) 由產品外銷商變為進口商。
   (3) 由產品進口商變為產品外銷商。
   (4) 為產品唯一的消費者。

11. 以下關於「關稅」效果的敘述，何者正確？
   (1) 會降低輸入品的價格。
   (2) 會降低輸入國廠商的生產效率，因為保護性關稅會保護當地廠商的高效率生產。
   (3) 增加輸入國的生產效率。
   (4) 有利於輸入國的消費者，但不利於製造商。

12. 若裕隆汽車公司決定在中國進車，而中國政府規定50%零件需由當地製造，此要求為______
   (1) 按值自製要求(ad valorem content requirement.)
   (2) 國際自製要求(international content requirement.)
   (3) 特定自製要求(specific content requirement.)
   (4) 價值自製要求(local content requirement.)

13. ______ involves the establishment of a wholly new operation in a foreign country.
   (1) licensing
   (2) greenfield investment.
   (3) horizontal FDI
   (4) vertical FDI

14. ______ is expected to see the largest percent increase in FDI flows in the next decade.
   (1) South Korea
   (2) India
   (3) US
   (4) China

15. When brand loyalty, customer relationships, or distribution systems are important, ______
    investments are appropriate.
   (1) merger and acquisition
   (2) greenfield
   (3) portfolio
   (4) new construction

16. ______ is more expensive and more risky than ______.
   (1) exporting, licensing
   (2) licensing, FDI
   (3) exporting, FDI
   (4) FDI, licensing
17. 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

18. John Dunning's eclectic paradigm argues that
   (1) the firms that pioneer a product in their home markets undertake FDI to produce a product for consumption in a foreign market
   (2) when a firm that is part of an oligopolistic industry expands into a foreign market, other firms in the industry will be compelled to make similar investments
   (3) combining location-specific assets or resource endowments and the firm's own unique assets often requires FDI
   (4) impediments to the sale of know-how increase the profitability of FDI relative to licensing

19. According to the ________ view, the MNE is seen as an instrument for dispersing the production of goods and services to those locations around the globe where they can be produced most efficiently.
   (1) radical                    (2) free market
   (3) capitalist                 (4) pragmatic nationalism

20. When technology is complex and making the technology operational requires substantial hands-on experience, ________ is usually preferred.
   (1) exporting                  (2) franchising
   (3) licensing                  (4) FDI

21. 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

22. In the last decade of the 20th century, many countries moved toward
   (1) free market objectives and pragmatic nationalism
   (2) the radical view and pragmatic nationalism
   (3) the radical view and free market objectives
   (4) free market objectives and closed investment

23. Which of the following three countries implemented the North American Free Trade Agreement:
   (1) Panama, Mexico, and the United States.
   (2) Canada, Brazil, and the United States.
   (3) United States, Argentina, and Mexico.
   (4) Canada, Mexico, and the United States.

24. Twenty-one Pacific Rim countries including the NAFTA countries, Japan, and China have been discussing a pan-Pacific free trade area under the auspices of
   (1) NAFTA  (2) MERCOSUR  (3) APEC  (4) FTAA
25. 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

26. In a _______, no discriminatory tariffs, quotas, subsidies, or administrative impediments are allowed to distort trade between member nations. Each country, however, is allowed to determine its own trade policies with regard to nonmembers.

(1) common market  (2) economic union  (3) political union  (4) free trade area

27. Which of the following is true of a common market?

(1) all barriers to the trade of goods and services among member countries are removed and each country maintains its own policy towards nonmember countries
(2) involves the free flow of products between member countries and the adoption of a common external trade policy
(3) has no barriers to trade between member countries, includes a common external trade policy, and allows factors of production to move freely between members
(4) eliminates trade barriers between member countries and adopts a common external trade policy

28. The _______ is the ultimate controlling authority within the EU.

(1) Ministry of Trade  (2) European Parliament  (3) Council of the European Union  (4) Court of Justice

29. Benefits of the euro include all of the following except

(1) businesses and individuals will realize significant savings from having to handle one currency, rather than many
(2) it will make it more difficult to compare prices across Europe
(3) European producers will have to find a way to reduce production costs to maintain their profit
(4) it should give a strong boost to the development of a highly liquid pan-European capital market

30. According to Purchasing Power Parity, a country with ______ inflation will see its currency ______.

(1) high, appreciate  (2) high, depreciate  (3) low, stabilize  (4) stabilize, appreciate

31. If the expected rate of inflation in Germany is greater than that of in Japan, Germany’s nominal interest rate will be:

(1) about the same as Japanese nominal interest rates
(2) lower than Japanese nominal interest rates
(3) higher than Japanese nominal interest rates
(4) what PPP would predict
32. A ________ means the value of the currency is fixed relative to a reference currency.
   (1) pegged exchange rate  (2) dynamic exchange rate
   (3) floating exchange rate  (4) static exchange rate

33. The ________ formed the framework for the post World War II international monetary system.
   (1) Gold Standard  (2) Bretton Woods Agreement
   (3) IMF  (4) World Bank

34. All of the following decisions are typically centralized at a firm’s headquarters except:
   (1) human resource management  (2) major financial expenditures
   (3) overall firm strategy  (4) financial objectives

35. The emphasis on local responsiveness in firms pursuing a local responsiveness strategy creates strong
   pressures for ________ operating decisions to foreign subsidiaries.
   (1) integrating  (2) centralizing  (3) consolidating  (4) decentralizing

36. Initially, a firm’s international divisions tends to be organized on
   (1) product  (2) geography  (3) people  (4) research and development

37. Accountability is a problem in MNEs with the ________ structure.
   (1) worldwide product division  (2) worldwide area
   (3) international  (4) global matrix

38. The main types of control systems used in MNEs include all of the following except
   (1) personal controls  (2) bureaucratic controls
   (3) input controls  (4) cultural controls

39. A grocery retailer such as Tesco might capitalize on the infrastructure of stores already in place by
   (1) exporting
   (2) establishing a joint venture with a local enterprise
   (3) licensing
   (4) franchising to local companies

40. 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