TRƯỜNG ĐẠI HỌC VĂN LANG

**KHOA THƯƠNG MẠI**

**ĐỀ THI VÀ ĐÁP ÁN ĐỀ THI KẾT THÚC HỌC PHẦN**

**Học kỳ 3, năm học 2021 - 2022**

Mã học phần: 213\_7TM0010\_01

Tên học phần: Kinh doanh Quốc tế

Mã nhóm lớp học phần: K26DB-C01

Thời gian làm bài (phút/ngày): 75 phút

Hình thức thi: **Trắc nghiệm kết hợp tự luận**

Cách thức nộp bài phần tự luận: **Sinh viên gõ trực tiếp trên khung trả lời của hệ thống thi.**

**PHẦN TRẮC NGHIỆM (7.0 điểm)**

Globalization of markets results in markets becoming \_\_\_\_\_.

A. less diverse

B. more interdependent

C. more protected

D. less competitive

ANSWER: A

Early outsourcing efforts were primarily confined to \_\_\_\_\_.

A. manufacturing activities

B. service activities

C. technological research

D. health care

ANSWER: A

Which of the following is an impediment that makes it difficult for firms to achieve the optimal dispersion of their productive activities to locations around the globe?

A. Transportation costs

B. Government deregulations

C. Reduction of barriers to trade between countries

D. Reduction of barriers to foreign direct investment

ANSWER: A

The General Agreement on Tariffs and Trade (GATT) was responsible for \_\_\_\_.

A. policing the global marketplace

B. protecting government owned enterprises

C. limiting nuclear testing

D. promoting environment friendly technology

ANSWER: A

The World Trade Organization promotes the:

A. lowering of barriers to cross-border trade and investment.

B. development of poor nations through low-interest loans.

C. state ownership of major enterprises.

D. regulation of national economies.

ANSWER: A

The G20 was originally established to:

A. formulate a coordinated policy response to financial crises in developing nations.

B. maintain order in the international monetary system.

C. preserve peace through international cooperation and collective security.

D. manage, regulate, and police the global marketplace.

ANSWER: A

The growth of international trade in services has been driven by advances in:

A. communications.

B. transportation.

C. agriculture.

D. energy.

ANSWER: A

Religion may be defined as:

A. shared beliefs and rituals that are concerned with the realm of the sacred.

B. social rules that govern people's actions toward each other.

C. routine conventions of everyday life.

D. a set of moral principles, or values, that are used to guide and shape behavior.

ANSWER: A

Which of the following statements about values and norms of a culture is true?

A. The values and norms of a society influence social structure.

B. The values and norms of a society are not the evolutionary product of a number of factors.

C. The values and norms of a society are not influenced by religion.

D. The values and norms of a society emerge fully formed.

ANSWER: A

Mores are:

A. the norms that are seen as central to the functioning of a society and its social life.

B. the routine conventions of everyday life.

C. abstract ideas about what a group believes to be right, good, and desirable.

D. the social rules and guidelines that prescribe appropriate behavior in particular situations.

ANSWER: A

An act, as simple as shaking hands when meeting new people is an example of \_\_\_\_\_.

A. symbolic behavior

B. values

C. mores

D. social stratification

ANSWER: A

Even if a \_\_\_\_\_ can be characterized as having a single homogeneous culture, often that national culture is a mosaic of subcultures.

A. society

B. culture

C. country

D. norm

ANSWER: A

Norms refer to:

A. the social rules and guidelines that prescribe appropriate behavior in particular situations.

B. a system of values that are shared among a group of people.

C. the routine conventions of everyday life.

D. abstract ideas about what a group believes to be good, right, and desirable.

ANSWER: A

There are two main trading blocs in Europe, the European Union and the \_\_\_\_\_.

A. European Free Trade Association

B. Andean Community

C. Mercosur

D. European Council

ANSWER: A

In theory, WTO rules should ensure that a free trade agreement:

A. does not result in trade diversion.

B. does not result in trade creation.

C. results in trade creation.

D. results in trade diversion.

ANSWER: A

A(n) \_\_\_\_\_ entails even closer economic integration and cooperation than a common market.

A. free trade area

B. customs union

C. economic union

D. full political union

ANSWER: A

The \_\_\_\_\_ was established to increase multinational cooperation in view of the economic rise of the Pacific nations and the growing interdependence within the region.

A. Asia-Pacific Economic Cooperation

B. Mercosur

C. Andean Community

D. Association of Southeast Asian Nations

ANSWER: A

From least integrated to most integrated, the levels of economic integration are a:

A. free trade area, a customs union, a common market, an economic union, and a political union.

B. common market, a free trade area, an economic union, a customs union, and a political union.

C. customs union, a free trade area, a common market, a political union, and an economic union.

D. common market, an economic union, a customs union, a free trade area, and a political union.

ANSWER: A

Which level of economic integration eliminates trade barriers between member countries and adopts a common external trade policy?

A. Customs union

B. Political union

C. Common market

D. Economic union

ANSWER: A

A(n) \_\_\_\_\_ involves the free flow of products and factors of production between member countries, the adoption of a common external trade policy, a common currency, harmonization of members' tax rates, and a common monetary and fiscal policy.

A. economic union

B. common market

C. customs union

D. free trade area

ANSWER: A

Research and development, production, marketing and sales, and customer service are all examples of \_\_\_\_\_.

A. primary activities

B. core competencies

C. value creation

D. secondary activities

ANSWER: A

Which of the following is true of firms that compete in the global marketplace?

A. Because differentiation across countries can involve significant duplication and a lack of product standardization, it may raise costs.

B. They must employ a transnational policy in order to have a competitive edge.

C. They must employ a domestic policy in order to have a competitive edge.

D. Because differentiation across countries can involve significant duplication and a lack of product standardization, it may reduce costs.

ANSWER: A

When a firm focuses on increasing profitability by customizing the product or service so that they provide a good match to tastes and preferences in different national markets, the firm is following a(n) \_\_\_\_\_ strategy.

A. localization

B. international

C. transnational

D. global standardization

ANSWER: A

\_\_\_\_\_ activities are basically concerned with creating the product, marketing and delivering the product to buyers, and providing support and after-sales service.

A. Primary

B. Subordinate

C. Ancillary

D. Support

ANSWER: A

A strategy that focuses on increasing the attractiveness of a product is referred to as a(n) \_\_\_\_\_.

A. differentiation strategy

B. low cost strategy

C. effectiveness strategy

D. efficiency strategy

ANSWER: A

**PHẦN TỰ LUẬN (3.0 điểm)**

Câu 1 (1.5 điểm): Describe the benefits of global expansion for firms. Give an example.

**Đáp án Câu 1:**

**Expanding globally allows firms to increase their profitability and rate of profit growth in ways not available to purely domestic enterprises. Firms that operate internationally are able to:**

**1. Expand the market for their domestic product offerings by selling those products in international markets.**

**2. Realize location economies by dispersing individual value creation activities to those locations around the globe where they can be performed most efficiently and effectively.**

**3. Realize greater cost economies from experience effects by serving an expanded global market from a central location, thereby reducing the costs of value creation.**

**4. Earn a greater return by leveraging any valuable skills developed in foreign operations and transferring them to other entities within the firm's global network of operations.**

Câu 2 (1.5 điểm): Consider the firm in terms of a value chain. What is the difference between primary activities and support activities? Provide examples of each.

**Đáp án Câu 2:**

**The operations of a firm can be thought of as a value chain composed of a series of distinct value creation activities. Primary activities have to do with the design, creation, and delivery of the product; its marketing; and its after-sale-service. Normally, primary activities are divided into R&D, production, marketing and sales, and customer service. The support activities of the value chain provide inputs that allow the primary activities to occur. Support activities include information systems, company infrastructure, logistics, and human resources.**

-The End-

*Ngày biên soạn: 30/06/2022*

**Giảng viên biên soạn đề thi: TS. Nguyễn Văn Phước**

*Ngày kiểm duyệt: 30/06/2022*

**Trưởng (Phó) Khoa/Bộ môn kiểm duyệt đề thi: TS. Nguyễn Văn Phước**