

TRƯỜNG ĐẠI HỌC VĂN LANG  
ĐƠN VỊ: KHOA THƯƠNG MẠI

**ĐỀ THI VÀ ĐÁP ÁN**  
**THI KẾT THÚC HỌC PHẦN**  
**Học kỳ 3, năm học 2023-2024**

**I. Thông tin chung**

Tên học phần:	<b>International Business (Kinh doanh quốc tế)</b>		
Mã học phần:	<b>72BUSI30103</b>	Số tín chỉ:	<b>3</b>
Mã nhóm lớp học phần:	<b>233_72BUSI30103_01</b>		
Hình thức thi: <b>Trắc nghiệm kết hợp Tự luận</b>	Thời gian làm bài:	<b>60</b>	phút
<i>Thí sinh được tham khảo tài liệu:</i>	<input checked="" type="checkbox"/> Có	<input type="checkbox"/> Không	

**II. Các yêu cầu của đề thi nhằm đáp ứng CLO**

*(Phần này phải phối hợp với thông tin từ đề cương chi tiết của học phần)*

Ký hiệu CLO	Nội dung CLO	Hình thức đánh giá	Trọng số CLO trong thành phần đánh giá (%)	Câu hỏi thi số	Điểm số tối đa	Lấy dữ liệu đo lường mức đạt PLO/PI
(1)	(2)	(3)	(4)	(5)	(6)	(7)
<b>CLO 1</b>	Apply knowledge of global markets to analyze problems facing businesses.	Trắc nghiệm	40%	Từ câu 1 đến câu 20	4 điểm	PI 2.1
<b>CLO 2</b>	Apply knowledge of international business strategy to choose strategies suitable to the business context.	Tự luận	20%	Câu tự luận 1	2 điểm	PI 2.2
<b>CLO 3</b>	Apply knowledge of market penetration methods to develop a plan to access the global market.	Tự luận	40%	Câu tự luận 2	4 điểm	PI 2.3

**III. Nội dung câu hỏi thi**

**PHẦN TRẮC NGHIỆM (20 câu + 0.2 điểm/câu)**

Which of the following factors is not the driving force behind globalization?

- A. Increase in trade barriers
- B. The birth of containers
- C. Technological change

**D. Development of aviation transport**

ANSWER: A

Which of the following statements is false?

- A. Globalization reduces the economic power of supranational organizations**
- B. Globalization increases income inequality between highly qualified workers and unskilled workers**
- C. Globalization contributes to helping poor countries escape poverty**
- D. All are wrong**

ANSWER: A

Which of the following statements is correct regarding Adam Smith's theory of absolute advantage?

- A. In international trade, countries benefit from specializing and exporting products with absolute advantages**
- B. In international trade, countries should encourage exports and limit imports**
- C. In international trade, only the exporting country benefits and the importing country will lose**
- D. All are correct**

ANSWER: A

Which of the following statements is false regarding Mercantilism?

- A. Countries should encourage imports and restrict exports**
- B. Trade is a zero-sum game**
- C. Gold and silver are the main pillars of national prosperity**
- D. All is incorrect**

ANSWER: A

Which of the following is not an attribute of a country in M. Porter's diamond model?

- A. Geographic location of the country**
- B. Demand conditions**
- C. Related and supporting industries**
- D. Firm Strategy, Structure and Rivalry**

ANSWER: A

Which of the following cases is the so-called foreign direct investment?

- A. Samsung established a subsidiary in Vietnam**
- B. Financial institutions invest in Vietnam's stock market**
- C. Japan lends Vietnam capital to implement the Thai Binh Thermal Power Plant**

project

**D.** Couple Angelina Jolie - Brad Pitt sponsors educational programs in remote areas of Vietnam

ANSWER: A

Which of the following is not an advantage of acquisitions?

**A.** Build the company as desired from the beginning

**B.** Less risky than a completely new establishment

**C.** Create a presence quickly

**D.** Capture domestic businesses before competitors

ANSWER: A

Arrange in order of level of economic integration from low to high

(1) Common market

(2) Political union

(3) Free trade area

(4) Economic union

(5) Customs union

**A.** (3) (5) (1) (4) (2)

**B.** (2) (4) (1) (5) (3)

**C.** (3) (5) (1) (2) (4)

**D.** (2) (4) (1) (3) (5)

ANSWER: A

Non-tariff barriers do not include:

**A.** Value added tax

**B.** Anti-dumping law

**C.** Quota

**D.** Technical barriers

ANSWER: A

Using a common currency is a characteristic of which of the following levels of integration?

**A.** Economic union

**B.** Free trade area

**C.** Customs union

**D.** Common market

ANSWER: A

Which of the following is not part of Hofstede's cultural dimensions?

- A. Ethnocentrism
- B. Uncertainty avoidance
- C. Masculinity in relation to femininity
- D. Power distance

ANSWER: A

Personal space is expressed through?

- A. Unspoken language
- B. Spoken language
- C. Education
- D. Social structure

ANSWER: A

Paying or receiving interest is forbidden according to which religion's economic principles?

- A. Islam
- B. Christianity
- C. Judaism
- D. Hinduism

ANSWER: A

The common law system is based on

- A. Tradition, precedent
- B. Teachings, religion
- C. The beliefs of a tribe
- D. The beliefs of the ruling class

ANSWER: A

... believes that sacrifices must be made for the benefit of the majority and that property belongs to common ownership

- A. Collectivism
- B. Socialism
- C. Individualism
- D. Privatization

ANSWER: A

The people of some ancient Greek cities were directly involved in the decision-making process, which demonstrated political trends.

- A.** Pure democracy
- B.** Representative democracy
- C.** Right-wing totalitarianism
- D.** Tribal totalitarianism

ANSWER: A

The French government bought the car company Renault when it was in financial crisis, which made Renault's competitors unhappy because normally the French government would not intervene in such situations and that they have to compete with a company whose operating costs are subsidized by the government. What kind of economic system is this?

- A.** Mixed economy
- B.** Market economy
- C.** Command economy
- D.** All are wrong

ANSWER: A

Vietnam's exchange rate policy is\_

- A.** Managed-floating system
- B.** Freedom
- C.** Floating
- D.** Complete government control

ANSWER: A

Assuming the USD/VND exchange rate in June 2024 is 25,000, the USD/VND exchange rate is forecasted to be higher than 26,000 by December 2024. Which of the following statements is correct when talking about Vietnam's export and import activities in December 2024 (Supposably other factors remain unchanged).

- A.** Exports increase, imports decrease
- B.** Exports decrease, imports increase
- C.** Exports increase, imports increase
- D.** Exports decrease, imports decrease

ANSWER: A

Strategic expansion of operations abroad by customizing goods and services to suit tastes and preferences in different national markets

- A. Localization strategy
- B. International strategy
- C. Global standardization strategy
- D. Transnational strategy

ANSWER: A

### PHẦN TỰ LUẬN (2 câu + 6 điểm)

Câu 1 (2 điểm): What is the foreign exchange market? Why do investors participate in the foreign exchange market?

Câu hỏi 2 (4 điểm): A manufacturer and seller of baubles, was based in the US and wanted to expand to the Chinese market. They can enter the agreement with a Chinese firm, allowing them to use their product patent, in return for a payment. So what method is company using to penetrate the international market? Let's present the definition, analyze the advantages and disadvantages of this entry mode?

### ĐÁP ÁN PHẦN TỰ LUẬN VÀ THANG ĐIỂM

Phần câu hỏi	Nội dung đáp án	Thang điểm	Ghi chú
<b>I. Trắc nghiệm</b>		<b>4.0</b>	
Câu 1 – 20		4.0	
<b>II. Tự luận</b>		<b>6.0</b>	
<b>Câu 1</b>		<b>2.0</b>	
Definition	A market for converting the currency of one country into that of another country	1	
Reason 1	To convert the currency of one country into the currency of another.	0.5	
Reason 2	To provide some insurance against foreign exchange risk, or the adverse consequences of unpredictable changes in exchange rates.	0.5	
<b>Câu 2</b>		<b>4.0</b>	
Entry mode	Licensing (licensing agreement)	1.0	
Definition	Arrangement in which a licensor grants the rights to intangible property	1.0	

	to a licensee for a specified period and receives a royalty fee in return.		
Advantages	<ul style="list-style-type: none"> <li>• Low development costs and risks</li> <li>• Moderate involvement and commitment</li> </ul>	1.0	
Disadvantages	<ul style="list-style-type: none"> <li>• Lack of control over technology</li> <li>• Inability to realize location and experience curve economies</li> <li>• Inability to engage in global strategic coordination</li> </ul>	1.0	
	<b>Điểm tổng</b>	<b>10.0</b>	

TP. Hồ Chí Minh, ngày 19 tháng 07 năm 2024

**Người duyệt đề**



**TS. Hoàng Chí Cương**

**Giảng viên ra đề**



**ThS. Trương Công Bắc**