

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:	International Business (Kinh doanh quốc tế)		
Mã học phần:	72BUSI30103	Số tin chỉ:	3
Mã nhóm lớp học phần:	233_72BUSI30103_01		
Hình thức thi: Trắc nghiệm kết hợp Tự luận	Thời gian làm bài:	60	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)
CLO 1	Apply knowledge of global markets to analyze problems facing businesses.	Trắc nghiệm	40%	Từ câu 1 đến câu 20	4 điểm	PI 2.1
CLO 2	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
CLO 3	Apply knowledge of market penetration methods to develop a plan to access the global market.	Tự luận	40%	Câu tự luận 2	2 điểm	PI 2.3

III. Nội dung câu hỏi thi

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

Which of the following is the main target of the anti-globalization movement?

- A. WTO
- B. UN
- C. IMF
- D. WB

ANSWER: A

Goods and services purchased from abroad are called:

- A. Imported products
- B. Export products
- C. Domestic products
- D. National product

ANSWER: A

Which of the followings is not a reason for businesses to engage in international business?

- A. The business environment is less complex
- B. Market expansion
- C. Access to low-cost labor sources
- D. Take advantage of the large capital resources of the global market

ANSWER: A

According to Mercantilism, to be wealthier a country needs to_

- A. increase total exports of merchandise and services
- B. import more goods and services
- C. issue more money
- D. combine export and import of goods and services at the same time

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

Harmonizing tax rates and fiscal policies is a characteristic of which of the following levels of integration?

- A. Economic union
- B. Customs Union
- C. Common market
- D. Free trade area

ANSWER: A

How many country members in the European Union are using the Euro currency?

- A. 20
- B. 19
- C. 27
- D. 28

ANSWER: A

The Asia-Pacific Economic Cooperation (APEC) Forum includes major economic powers except?

- A. Germany
- B. Russia
- C. America
- D. China

ANSWER: A

Members of high uncertainty avoidance cultures often:

- A. have a strong need to impose rules and regulations
- B. react less aggressively to changes
- C. accept risks
- D. do not accept payment of fees to secure employment

ANSWER: A

Which of the following religions emphasizes compliance with contractual obligations?

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

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 Iranian people have their political freedom and religious expression restricted according to the law based on the principles of Islam, which represents political system?

- A. Theocratic totalitarianism
- B. Tribal totalitarianism
- C. Right-wing totalitarianism
- D. All are correct

ANSWER: A

The Civil law system is based on_

- A.** standards and ethics
- B.** tradition, precedent
- C.** teachings and religion
- D.** the beliefs of the ruling class

ANSWER: A

Greek philosopher Aristotle argued for diversity and private property. This lays the foundation for?

- A.** Individualism.
- B.** Collectivism
- C.** Socialism.
- D.** Communism

ANSWER: A

Assuming other factors remain unchanged, when inflation rate in Vietnam is higher than the US inflation rate, the USD/VND exchange rate will_

- A.** increase
- B.** decrease
- C.** be unchanged
- D.** all of the answers are incorrect

ANSWER: A

In a pure floating exchange rate regime, the exchange rate is determined_

- A.** basing on the law of supply and demand
- B.** by the government
- C.** by the law of supply and demand, but the government can intervene
- D.** all of the answers are incorrect

ANSWER: A

Assuming the USD/VND exchange rate in June 2024 is 25,000; the USD/VND exchange rate is forecasted to be lower than 24,000 in December 2024. Which of the following statements is correct when talking about Vietnam's export and import activities in December 2024 (other factors remain unchanged).

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

ANSWER: A

Which of the following activities is not a main activity in the value chain?

- A. Information system
- B. R&D
- C. Manufacture
- D. Marketing

ANSWER: A

Which of the following entry modes is the simplest one?

- A. Exporting
- B. Joint venture
- C. The company is wholly owned
- D. Foreign direct investment

ANSWER: A

The strategy of expanding operations abroad by reducing costs and viewing the global market as a single one is defined as:

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

ANSWER: A

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PHẦN TỰ LUẬN (2 câu + 6 điểm)

Câu 1 (2 điểm): Analyze the differences between the main legal systems in the world: Common law, civil law, theocratic law and give examples?

Câu hỏi 2 (4 điểm): Analyze four main strategies in international business (international strategy, global standardization strategy, localization strategy and transnational strategy)?

ĐÁP ÁN PHẦN TỰ LUẬN VÀ THANG ĐIỂM

Phân câu hỏi	Nội dung đáp án	Thang điểm	Ghi chú
I. Trắc nghiệm		4.0	
Câu 1 – 20		2.0	
II. Tự luận		6.0	
Câu 1		2.0	
Common law	A system of law based on tradition, precedent, and custom; when law courts interpret common law, they do so with regard to these characteristics.	0.5	
Civil law	A system of law based on a very detailed set of written laws and codes.	0.5	
Theocratic law	A system of law based on religious teachings.	0.5	
Example	<ul style="list-style-type: none"> • Common law: England, United States... • Civil law: Germany, France, Japan, and Russia... • Theocratic law: Many Muslim countries 	0.5	
Câu 2		4.0	
International strategy	Trying to create value by transferring core competencies to foreign markets where indigenous competitors lack those competencies.	1.0	
Global standardization strategy	A firm focuses on increasing profitability and profit growth by reaping the cost reductions that come from economies of scale, learning effects, and location economies.	1.0	
Localization strategy	Increasing profitability by customizing the firm's goods and services so that they provide a good that matches to tastes and preferences in different national markets.	1.0	
Transnational strategy	Attempt to simultaneously achieve low costs while also differentiating product offerings across geographic markets.	1.0	
Example		1.0	
Điểm tổng		10.0	

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