

TRƯỜNG ĐẠI HỌC VĂN LANG  
ĐƠN VỊ: KHOA THƯƠNG MẠI

**ĐỀ THI VÀ ĐÁP ÁN**  
**THI KẾT THÚC HỌC PHẦN**  
**Học kỳ 2, năm học 2024-2025**

**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>242_72BUSI30103_01</b>		
Hình thức thi: <b>Trắc nghiệm kết hợp Tự luận</b>	Thời gian làm bài:	<b>75</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	20%	Từ câu 1 đến câu 10	2 điểm	PI 2.3
<b>CLO 2</b>	Apply knowledge of international business strategy to choose strategies suitable to the business context.	Trắc nghiệm	20%	Từ câu 11 đến câu 20	2 điểm	PI 2.3
<b>CLO 3</b>	Apply knowledge of market penetration methods to develop a plan to access the global market.	Tự luận	60%	Câu tự luận 1,2	6 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 **trade block** of over 164 member countries up to 2025?

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

ANSWER: A

Goods and services purchased from other countries are called:

- A. Imported products
- B. Exported products
- C. Domestic products
- D. National products

ANSWER: A

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

- A. The business environment is complicated and risky
- B. Market expansion
- C. Access to low-cost labor sources
- D. Reach to capital sources in global market

ANSWER: A

According to Mercantilism, to be wealthier a country needs to\_

- A. increase total exports of goods and services to get more money or gold
- B. import more goods and services from global market
- C. issue more money
- D. increase both exports and imports of goods and services

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 advantage
- 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 together with the use of the same currency are characteristics of which of the following levels of regional economic 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. South Africa
- B. USA
- C. Japan
- D. China

ANSWER: A

Regional economic integration refers to agreements between countries in a geographic region to...

- A. All are true
- B. reduce tariff
- C. reduce non-tariff barriers
- D. promote the free flow of goods, services, and factors of production between them.

ANSWER: A

In International Business, a tariff is a ...

- A. tax on imported or exported goods and services.
- B. technical barrier to trade (TBT)
- C. quota
- D. licensing

ANSWER: A

Import bans, Quotas and licenses, Customs procedures, Sanitary and Phytosanitary measures are ... in international business.

- A. Non-tariff barriers (NTBs)
- B. Taxes
- C. Quota
- D. Triff – quota

ANSWER: A

The way a country organizes its resources and distributes goods and services to its citizens.

- A. Economic system
- B. Legal system
- C. Political system
- D. Cultural system

ANSWER: A

An economic system determined by free competition, in which businesses, consumers, and government act independently of one another, and market forces and self-interest determine what goods are created and sold.

- A. Market economy
- B. Centrally planned economy
- C. Mixed economy
- D. All are true

ANSWER: A

\_\_\_\_\_ is the rate at which one currency of a country is converted into another

- A. The exchange rate
- B. The foreign exchange market
- C. Forex
- D. The belief

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 of the currency
- 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 2025 is 25,000; the USD/VND exchange rate is forecasted to be lower than 25,000 in December 2025. Which of the following statements is correct when talking about Vietnam's export and import activities in December 2025 (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 global value chain (GVC)?

- A. Information system
- B. R&D
- C. Manufacturing
- D. Marketing & distribution

ANSWER: A

Which of the following entry modes is the simplest one?

- A. Exporting
- B. International Joint Venture
- C. The company is wholly owned by foreign investor/FDI
- D. Franchising

ANSWER: A

Prioritizes economies of scale with a globally standardized product. The cost pressures are high and customer preferences are globally consistent. This is...

- A. Global standardization strategy
- B. 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): The driving forces behind globalization?

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

Phần câu hỏi	Nội dung đáp án	Thang điểm	Ghi chú
<b>I. Trắc nghiệm</b>		<b>4.0</b>	
Câu 1 – 20		0.2 điểm/câu	
<b>II. Tự luận</b>		<b>6.0</b>	
<b>Câu 1</b>		<b>2.0</b>	
The driving forces behind globalization?	Declining barriers to the free flow of goods, services, and capital	1.0	
	Technological changes	1.0	
<b>Câu 2</b>		<b>4.0</b>	
International strategy	Exports products with minimal customization.	1.0	
Global standardization strategy	Prioritizes economies of scale with a globally standardized product. Effective when cost pressures are high and customer preferences are globally consistent.	1.0	
Localization strategy	Adapts products and operations to specific local markets.	1.0	
Transnational strategy	Seeks a balance between global efficiency and local responsiveness.	1.0	
<b>Điểm tổng</b>		<b>10.0</b>	

TP. Hồ Chí Minh, ngày 19 tháng 03 năm 2025

Người duyệt đề

Giảng viên ra đề




TS. Hoàng Chí Cương

TS. Hoàng Chí Cương