

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:	International Business (Kinh doanh quốc tế)			
Mã học phần:	72BUSI30103	Số tin chỉ:	3	
Mã nhóm lớp học phần:	242_72BUSI30103_01			
Hình thức thi: Trắc nghiệm kết hợp Tự luận		Thời gian làm bài:	75	phút
Thí sinh được tham khảo tài liệu:	<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 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 all countries in the world**
- B. Globalization increases income inequality between highly qualified workers and unskilled workers**
- C. Globalization contributes to helping poor countries escape poverty**
- D. Globalization refers to the shift toward a more integrated and interdependent world economy**

ANSWER: A

Which of the following statements is correct regarding David Ricardo's theory of comparative advantage?

- A. Nations can benefit from international trade by specializing in the production of goods or services where they have a relative 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

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. Countries should promote the exports to get more money and gold**

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 Bac Ninh, 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 in Vietnam

ANSWER: A

Which of the following is **not an advantage** of Merger & Acquisitions (M&A)?

**A.** Slow operation abroad

**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.** Import tax

**B.** Licensing

**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

What is the primary purpose of international trade?

- A.** To exchange goods and services between countries
- B.** To protect domestic industries
- C.** To increase global competition
- D.** To expand cultural diversity

ANSWER: A

What is a key characteristic of a multinational corporation (MNC) in international business?

- A.** Operates in multiple countries
- B.** Focuses only on domestic markets
- C.** Does not follow local regulations
- D.** Operates only in developed economies

ANSWER: A

What is a “tariff”?

- A.** A tax imposed on imported goods
- B.** A trade agreement between two countries
- C.** A restriction on exported goods
- D.** A type of foreign investment

ANSWER: A

What does the term “foreign direct investment” (FDI) refer to?

- A.** Investment in assets in a foreign country for business purposes
- B.** Financial aid given to developing countries
- C.** A method to raise domestic capital
- D.** Loans from international banks

ANSWER: A

Which of the following is a technical barrier to trade?

- A.** Stringent product labeling requirements
- B.** Imposing high tariffs
- C.** Quotas on imported goods
- D.** Tariff-quota on imported goods

ANSWER: A

The characteristics of foreign exchange market include

- A.** All are true
- B.** decentralized global marketplace where currencies are traded.
- C.** Trade 24/7 across different time zones
- D.** Trading occurs electronically through networks of banks, brokers, and institutions.

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. Centrally plan economy**

ANSWER: A

Vietnam's exchange rate policy is\_

- A. Managed-floating system**
- B. Fixed exchange rate**
- C. Floating**
- D. Complete government control**

ANSWER: A

Assuming the USD/VND exchange rate in June 2025 is 25,000, the USD/VND exchange rate is forecasted to be higher than 25,000 by December 2025. Which of the following statements is correct when talking about Vietnam's export and import activities in December 2025 (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? The functions of foreign exchange market?

Câu hỏi 2 (4 điểm): What is Franchise? Pros and Cons of Franchise in international business?

### 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/1 câu	
<b>II. Tự luận</b>		<b>6.0</b>	
<b>Câu 1</b>		<b>2.0</b>	
What is the foreign exchange market?	A market for converting the currency of one country into that of another country	1	
The functions of foreign exchange market?	<ul style="list-style-type: none"> <li>• Currency Conversion</li> <li>• Facilitating Trade and Investment</li> <li>• Hedging Against Currency Risk</li> <li>• Speculation and Profit Generation</li> <li>• Determining Exchange Rates</li> <li>• Promoting Global Liquidity</li> </ul>	1	
<b>Câu 2</b>		<b>4.0</b>	
What is Franchise?	A franchise is a business model in which a franchisor (the owner of a brand, product, or service) grants a franchisee (an individual or company) the right to operate a business using the franchisor's established brand, systems, and support. In return, the franchisee typically pays fees or royalties to the franchisor.	1.0	
Pros of Franchise	<ul style="list-style-type: none"> <li>• Reduced risk due to an already successful business model.</li> <li>• Access to established customer base and marketing strategies.</li> <li>• Continuous support and training from the franchisor.</li> </ul>	1.5	
Cons of Franchise	<ul style="list-style-type: none"> <li>• High initial investment and ongoing royalty fees.</li> <li>• Limited control over how the business operates.</li> <li>• Dependence on the franchisor's success and reputation.</li> </ul>	1.5	
<b>Điểm tổng</b>		<b>10.0</b>	

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

**Người duyệt đề**



**TS. Hoàng Chí Cương**

**Giảng viên ra đề**



**TS. Hoàng Chí Cương**