

对外经济贸易大学

2011年硕士学位研究生入学考试初试试题

考试科目：434 国际商务专业基础

一、单项选择题（每小题1分，共7分）

- 1、相同外汇品种的远期外汇交易与外汇期货交易的关键区别体现在（？）
A. 交易时间 B. 交易对象
C. 交易目的 D. 能否交割
- 2、关税同盟与自由贸易区的主要区别是（？）
A. 成员国之间关税和配额的废除 B. 共同关税与配额体系
C. 对生产要素流动限制政策的废除 D. 经济政策与制度的协调和统一
- 3、国际货币基金组织产生于（？）
A. 金本位制度 B. 布雷顿森林协议
C. 浮动汇率制度 D. 广场协议
- 4、外汇管制作作为一种国家采取的控制手段，达到的主要目的是（？）：
A. 限制商品流动 B. 限制出口
C. 限制进口 D. 限制投资
- 5、在分析企业从事国际化商务活动的动机时，最主要的主动性动机是（？）：
A. 获得市场份额 B. 获得产品或技术优势
C. 获取利润 D. 解决生产过剩
- 6、市场细分可以使跨国公司在满足具体目标群体的独特需求的同时，还可以获得（？）
A. 市场份额扩大的优势 B. 产品差异化的优势
C. 成本领先的优势 D. 标准化生产的优势
- 7、对等贸易，也称对销贸易，有着千具体形式，其中不包括（？）：
A. 易货 B. 互购
C. 补偿贸易 D. 来料加工

二、判断题（表述正确的划√，表述错误的划×，每小题1分，共10分）

- 1、外汇汇率的直接标价是指以一定单位的外国货币为标准来计算应付出多少单位本国货币。
- 2、欧洲美元指的是存入欧洲银行的美元货币。

- 3、一位高背景文化的经理人与一位低背景文化的经理人沟通时，应注意用明确的语言进行表达，以增强文化的适应性。
- 4、国际贸易惯例在某种程度上具有一定的法律约束力，国际商务活动的参与方必须遵守。
- 5、在对国际环境进行研究和分析时，经常用到德尔菲研究方法，该方法属于定量的研究方法，可以准确地发现事物的特殊性。
- 6、FOB 贸易术语的交货地点在装运港，而 CIF 贸易术语的交货地点在目的港。
- 7、银行汇票与商业汇票的主要区别是，前者是用于银行转账支付的目的，而后者则用于商业转账支付的目的。
- 8、里昂惕夫悖论颠覆了要素禀赋理论。
- 9、进行对外直接投资必须拥有可以复制和转移的“优势”。
- 10、企业间的战略联盟一定不涉及股权联系。

三、名词解释（每小题 3 分，共 21 分）

- 1、LIBOR
- 2、购买力平价
- 3、增值税
- 4、贸易便利化
- 5、出口管理公司
- 6、产业内贸易理论
- 7、转移定价

四、简答题（每小题 5 分，共 10 分）

- 1、国际金融交易按照不同的借款人和不同的货币种类可以分成几类，并简要说明每一类的特征？
- 2、海运提单的作用体现在哪些方面？

五、分析论述题（3 小题，共 52 分）

1、有关国际金融危机与国际商务环境的问题（12 分）

- (1) 此次国际金融危机无疑影响到全球贸易环境，导致贸易保护主义再度抬头，请简要解释，在一般情况下，政府限制进口的非关税壁垒有哪些形式？（3 分）
- 请列举政府通过政策手段干预进口通常可能出于哪些方面的考虑？（3 分）你认为 WTO 就贸易保护主义问题发挥作用的空間有多大？（2 分）

(2) 金融危机背景下，当代国际货币体系遭遇了怎样的挑战？（2分）对于推动人民币国际化的意义何在？（1分）中国能否通过区域经济合作推动人民币的国际使用？（1分）

2、全球化的现实、意义与挑战。（15分）

(1) 推动全球化的主要因素有哪些？（3分）

(2) 请简要阐述全球化对于市场和生产布局意味着什么？（4分）产品生产和服务外包活动如何同全球化相关联？（1分）

(3) 什么是产品生命周期理论，请解释。（4分）

(4) 请论述全球化对于产品生命周期理论提出的挑战。（3分）

3、有关外国市场进入模式的问题（25分）

人们提到外国市场进入，会提到以下类型的基本模式：出口、许可、特许经营、通过直接投资建立合资企业或全资企业、管理合同和国际工程承包等，这些并不可以完全相互替代。请回答以下相关问题。

(1) 出口又可分为间接出口和直接出口，各自的优点有哪些？（2分）

(2) 当企业具有何种类型的生产要素时，出口、许可和对外直接投资是相互替代的模式？（1分）请借助已故英国学者邓宁（John Dunning）的国际生产折衷范式（OLI paradigm）解释三者的选择。（3分）

(3) 特许经营是类似许可，但更为复杂的模式。请解释特许经营的含义（2分）并举一个例子（1分）。

(4) 交钥匙工程作为管理合同的一种形式，通常对于客户和供应商分别具有何种吸引力？（3分）

(5) 请列举出应用国际工程承包形式进入外国市场的两个典型行业。（2分）

(6) 对于新建独资企业而言，选择新建或收购形式的依据是什么？（5分）

(7) 请分析交钥匙工程、特许经营、合资企业和全资企业四种模式各自的优缺点。（6分）

六、专业英语（英译中，共计50分）

1、UN upgrades world economic prospects for 2010-2011, sees uneven global recovery (30分)

A new United Nations (UN) report published on Wednesday (November 24, 2010) said that the world economy is poised to recover from last year's crunch with up to three percent growth this year and 3.2 percent improvement by next year, while warning at the same time that only a solid recovery could recoup job losses and fill the production backlog created by the deep recession.

The revised 2010 World Economic Situation and Prospects report said that a great majority of the world's economy had experienced positive growth in the latter part of 2009 and first part of 2010, largely supported by governments' fiscal stimulus packages and expansionary monetary policies.

It also said that strong governments support from around the world has mostly stabilized global financial markets while noting at the same time that by mid-part of 2010, systemic risks in the world financial system have been halted and risk premiums in most of credit market segments have subsided to pre-crisis levels.

However, the report made it clear that the economic recovery has been advancing at different pace across the world as it cited that growth prospects in some developing nations may be encouraging but "economic activity is lacklustre in developed economies and below potential elsewhere in the developing world."

The report is projecting too that unemployment rate would maintain its high rate incidence for a much longer period in most of the developed nations while workers in developing countries would be forced to take on vulnerable employment conditions as the number of the working poor should spike further.

It stressed that thanks to the Greek fiscal crisis, which has now advanced into a eurozone crisis issue, a dismal economic for the whole of Europe is already in the offing and leaving note at the same time that global economic recovery would likely be spearheaded by developing nations such as China and India.

The report is upbeat though that the United States economy, which is the world's largest, would advance by 2.9 percent this year but would slow down a bit in 2011.

expecting to grow only by 2.5 percent. It also cited that Japan appears to be still reeling from the oil crisis seen in the 1970s as its economy contracted by more than five percent in 2009 and expected to average a mere 1.3 percent over the next two years.

The UN study wrapped up its report with projections of 4.7 percent and 5.3 percent growths in 2010 and 2011 respectively for Africa while in Latin America, GDP growths were projected to soar by four percent and 3.9 percent in respective same periods, as it noted that both continents' economies have seen contractions of more than two percent in 2009.

2. World Market Overview (20分)

U.S. stocks steepened their decline Tuesday (November 23, 2010) after the Federal Reserve downgraded its U.S. economic projections in the minutes of its latest meeting, citing worse than expected growth. The Dow Jones Industrial Average tumbled 159 points, or 1.4%, to 11020 Tuesday. Markets had fallen earlier in the day after a skirmish between North Korea and South Korea and as worries lingered over the stability of euro-zone debt. Stocks fell further Tuesday after minutes showed central bank officials downgraded their assessment of the U.S. economy at their last meeting three weeks ago.

The Fed expects the economy to grow at a moderate pace next year, with unemployment staying disappointingly high and inflation uncomfortably low. The market may also be disappointed that the central bank didn't give more details about how it will evaluate and potentially adjust the scope of the \$600 billion bond buying program it announced earlier this month. The market's reaction to the program, known as quantitative easing or QE2 has been mixed, as some have worried the bond purchases could spur inflation. The Nasdaq Composite fell 1.6% to 2493.

Meanwhile, investors continued to worry over the debt situation in the euro zone, where the focus is shifting to Portugal and Spain after Ireland agreed to a bailout package on Sunday.