

对外经济贸易大学

2012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（每题1分，共计5分）

- 1、远期汇票一般通过下列哪种方式实现转让目的
A. 承兑 B. 背书
C. 交付 D. 贴现
- 2、营销中的4P，不包括：
A. 产品 B. 渠道
C. 定价 D. 谈判
- 3、下面哪种方式不属于国际服务贸易的提供方式：
A. 跨境交付 B. 过境消费 C. 自然人流动 D. 移民 E. 商业存在
- 4、以下哪个阶段是经济一体化的最高层次：
A. 自由贸易区 B. 经济联盟
C. 关税同盟 D. 共同市场
- 5、下列不属于提单性质和作用的情况是：
A. 承运货物收据 B. 货物投保的凭证
C. 货物的物权凭证 D. 运输合同的证明

二、判断题（每题1分，共计7分）

- 1、战略承诺是一种无风险的投资。
- 2、国际商务的内容就是的国际贸易、国际金融和国际投资。
- 3、战略联盟既包括契约形式，也包括股权形式。
- 4、波特的国家竞争优势理论是尚未得到经验研究支持的理论。
- 5、各国会计准则的差异由经济因素决定，跟文化因素无关。
- 6、经济全球化并非不可扭转的历史进程。
- 7、市场进入的后动优势是由于不确定性的存在而产生。

三、名词解释 (每题 5 分, 共计 20 分)

- 1、石油美元
- 2、Make-or- buy decision (翻译并解释)
- 3、转移定价
- 4、非关税壁垒

四、简答题 (每题 8 分, 共计 48 分)

- 1、国际直接投资理论中的垄断优势论、内部化论和折衷范式的主要内容是什么, 分别最适合解释什么问题?
- 2、如何理解全球化对产品生命周期理论形成的挑战?
- 3、什么是外汇风险? 分为几类? 外汇市场针对哪类外汇风险提供了怎样的解决方案?
- 4、国际企业的战略类型及其演进规律是什么?
- 5、跨国公司组织架构是什么? 为什么除了正式的结构, 还需要其他的要素?
- 6、跨国企业人员配备政策的三种基本类型是什么? 分别适应哪种战略?

五、论述题 (共计 20 分)

你若作为商务咨询人士, 应该如何从政治经济、文化与伦理的角度, 向拟进入中国市场的一般外国企业介绍中国的国别制度特征?

六、专业英语 (英译中, 共计 50 分)

1. (20 分) A firm can be seen as nothing more than a collection of projects. A firm must allocate cash to projects within its budgets. Therefore, the process of deciding which projects to undertake and which projects to pass up is called capital budgeting. Capital budgeting is at the heart of corporate decision-making.

As far as finance is concerned, every project is a set of cash flows. Most projects require an upfront cash outflow (an investment or expense or cost) and are followed by a series of later cash inflows (payoffs or revenues or returns). It does not matter whether the cash flows come from garbage hauling or diamond sales. Cash is cash. However, it is important that all costs and benefits are included as cash values. If you would have to spend more time or have more distaste to haul trash, you would have to translate this into an equivalent cash negative. Similarly, if you want to do a project "for the fun of it," you must translate this into a cash positive. The discipline of finance takes over after all positives and negatives (inflows and outflows) from the

project “black box” have been translated into their monetary cash value.

To obtain a project’s value today, you must compute the net present value (NPV). NPV translates all future cash flows, both inflows and outflows, into their equivalent present values today, and then adds them up to find the “net”: the “net present value” of the project. The Net Present Value Capital Budgeting Rule states that a firm should accept projects with a positive NPV and reject projects with a negative NPV.

2. (10分) China is booming and private equity firms intend to prosper alongside the country. As opportunistic investors, the funds typically prefer plays on the growth of the consumer market – from finance companies to auto retailers and service providers such as internet travel agencies.

Investors typically take the view that growth in the country makes China-related shares attractive. But there are lots of challenges. “Macro growth does not always translate into profitability,” Joe Bae, co-head of KKR’s Asian operations, said at a recent conference.

Moreover, the competition is becoming fiercer. A new generation of local Chinese talent has left the big buy-out firms to start new funds.

3. (20分) Since June last year the yuan has appreciated 7% against the dollar. The rise in China’s relative costs has been even greater given its higher inflation rate. With stimulative fiscal and monetary policy bolstering domestic demand, China’s current-account surplus has shrunk by two-thirds, from 10% of GDP in 2007. Meanwhile America’s trade deficit has narrowed, and manufacturing employment has stopped falling. All this means the yuan is far less undervalued than it was a few years ago—if at all.

Many policy makers and academics contend that foreign direct investment (FDI) can have important positive effects on a host country’s development effort. In addition to the direct capital financing it supplies, FDI can be a source of valuable technology and know-how while fostering linkages with local firms, which can help jumpstart an economy. Based on these arguments, industrialized and developing countries have offered incentives to encourage foreign direct investments in their economies.

It is important to note that diversity today no longer means just differences in race or gender. It is far more encompassing of the whole human experience. Multiple dimensions, such as age, culture, personality, skills, training, educational background and life experiences, need to be considered. To thrive and innovate in the global economy, we require flexibility, creativity and imagination — qualities that can be nurtured only by a diversity of viewpoints bringing different voices to the table and that we urgently need as we emerge from the worst economic crisis in decades.

2015 年对外经济贸易大学考研辅导 434 国际商务专业基础冲刺班授课计划

辅导科目：434 国际商务专业基础

授课老师：

刘学姐（2014 级国际商务硕士研究生，初试总分排名第三，英语专八优秀，人事部翻译资格水平考试三级笔译）

林学姐（2014 级国际商务硕士研究生，专业课 110+）

授课课时：10 课时（一个课时 50 分钟）

上课时间：11 月 18 日-11 月 19 日上午

课时计划：

国际商务课本重点串讲	4 课时
近期时事热点以及答疑互动	2 课时
预测模拟题练习与讲解	4 课时

注：如课时内容有细微调整，则是根据大家上课实际需要为准！

课程了解及报名 <http://www.maodakaoyan.com/thread-5700-1-1.html>

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