

对外经济贸易大学

2013 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

提示：答在试题本上，答题无效

一、名词解释（每题 4 分，共 6 题，共 24 分）

1. 人文发展指数 (HDI)
2. 伦理困境
3. 区域经济一体化
4. 石油美元 (Petrodollar)
5. 核心能力 (core competence)
6. 对等贸易 (counter trade)

二、单项选择（每题 1 分，共 7 题，共 7 分）

1. 属于普通法系的有
A 美国的德克萨斯州 C 英国的苏格兰
B 美国的路易斯安纳州 D 加拿大的魁北克省
2. 《马德里公约》的保护对象是
A 专利权 B 商标权 C 版权 D 外观设计
3. 对于“非市场经济体”，使用何种政策手段的作法是不合法的
A 反倾销 B 行政管理政策 C 反补贴 D 进口配额
4. 下列哪种情况下可使用备用信用证
A. 出口商为了安全收汇 B. 进口商预付货款后为获得合格货物
C. 出口商为了及时收回货款 D. 进口商为了及时获得货物
5. 母国中心的人员配备政策适应何种战略？
A 国际战略 B 本土化战略 C 全球标准化战略 D 跨国战略
6. 转移定价的作用不包括：
A 全球税负最小化 C 避免东道国政府对资本流动的限制
B 进口关税最小化 D 调整不同子公司所在东道国政策对财务绩效的影响

7. 影响一个国家会计制度发展的因素包括

A 企业与出资者的关系 B 与其他国家的政治和经济联系 C 政党制度 D 文化

三、判断题（每题 1 分，共 9 题，共 9 分）

1. 生产全球化是二十世纪末新一轮全球化的本质特征。
2. 根据古兰经，接受利息是不可饶恕的罪孽，所以使用伊斯兰银行的资金是无成本的。
3. 通过法律机制，向财产所有者征收过多的税收，索取高额的许可证费用并不属于侵犯财产权的行为。
4. 英语国家中表示 OK 的手势已经是当今世界各民族文化中都能接受的手势。
5. 跨国合并报表时，进行货币换算可以使用的方法有现行汇率法和时限法。
6. 波特的国家竞争优势理论是已经得到经验检验支持的理论。
7. 当前国际货币体系的本质是浮动汇制的合法化。
8. 调整贴现率是在投资决策中处理对外投资风险的唯一方法。
9. 集中存款和多边净额是全球现金管理的两种有效方法。

四、简答题（每题 6 分，共 5 题，共 30 分）

1. 儒家思想的核心价值是什么，对于商务活动的意义如何？
2. 传统国际贸易理论和新国际贸易理论分别适合解释哪种类型的贸易？
3. 外汇风险的类型与防范要点是什么？
4. 组织文化的作用是什么？
5. 出口商使用托收方式应注意哪些事项？

五、论述题（每题 15 分，共 2 题，共 30 分）

1. 使用“全球整合——地区响应”分析框架，论述跨国战略的内涵和该战略对于组织设计提出的要求。
2. 在中国设立包括外资在内的企业，企业内不仅仅会组织工会，根据《公司法》还会设立中国共产党的组织，你如何从劳资关系和企业文化角度理解中国企业中的工会与党委。

六、专业英语 (英译中, 共计 50 分) (写在答题纸上)

1. (15 分) The likelihood of loss should be predictable. Insurance companies know approximately how many fires will occur each year, how many traffic accidents and job-related injuries will take place. Knowledge of the numbers of such losses and of their average size allows the insurance company to determine the amount of premiums necessary to repay those companies and individuals who suffer losses.

The loss should be fortuitous or accidental. Losses must happen by chance and must not be intended by the insured. The insurance company is not required to pay for damages caused by a fire if the insured is found guilty of arson. Similarly, life insurance policies typically exclude the payment of proceeds if the insured commits suicide in the first year of policy's coverage.

2. (25 分) The basic function of financial system is to channel funds from savers who have an excess of funds to spenders who have a shortage of funds. Financial system can do this either through direct finance, in which borrowers borrow funds directly from lenders by selling them securities, or through indirect finance, which involves a financial intermediary that stands between the lender-savers and the borrower-spenders and helps transfer funds from one to the other. This channeling of funds improves the economic welfare of everyone in the society, because it allows funds to move from people who have no productive investment opportunities to those who have such opportunities, thereby contributing to increased efficiency in the economy. In addition, channeling of funds directly benefits consumers by allowing them to make purchases when they need them most.

Financial markets can be classified as debt and equity markets, primary and secondary markets, exchanges and over-the-counter markets, and money and capital markets. Financial intermediaries are financial institutions that acquire funds by issuing liabilities and in turn use those funds to acquire assets by purchasing securities or making loans. Financial intermediaries play an important role in the financial system, because they reduce transaction costs, allow risk sharing, and solve problems created

by adverse selection and moral hazard. As a result, financial intermediaries allow small savers and borrowers to benefit from the existence of financial markets, thereby increasing the efficiency of the economy.

3. (10分) The recent string of scandals at Chinese companies listed in North America should be a wake-up call for both the listing authorities and investors. Their failure to pay sufficient attention to corporate governance and accounting is stoking a confidence crisis.

The listing rules should be tightened. Foreign companies that cannot comply with US standards of accounting should not raise money from American investors. There is, sadly, little to be done about those companies that have already been admitted as to delist would simply punish investors further.