

Global-Economics-for-Managers考試證照綜述, Global-Economics-for-Managers參考資料

PRE-ASSESSMENT: GLOBAL ECONOMICS MANAGERS remarks students answersheet

1. Which view claims that the phenomenon of globalization was initially driven by the desire of Western economies to exploit their power through multinational enterprises? - Correct answer The new-force view
2. Economic gains come from international trade because one country's exported goods, services, or other items are unique, valuable, and difficult to duplicate to the importing countries - Correct answer Resource-based view
3. What is the aggregation of importing and exporting that leads to the country-level trade surplus or deficit? - Correct answer Balance of trade
4. What is a cost of foreign direct investment? - Correct answer Developing countries may be exploited by multinational enterprises (MNE).
5. What may precious, rare, and hard-to-duplicate resources and capabilities lead to for a firm? - Correct answer Sustained comparative advantage
6. Which theory states that patterns of international trade change across new, maturing, and standardized stages? - Correct answer Product life cycle theory
7. What is the financial environment in which exchange rates and payments for goods and services are conducted? - Correct answer international monetary system
8. What happens to a country's real exchange rate and nominal interest rate as the price level increases, assuming all other factors are unchanged? - Correct answer Exchange rates fall and interest rates rise.
9. What is the easiest method nonfinancial companies use to handle currency fluctuations? - Correct answer Currency diversification
10. Which strategy minimizes the risk of unanticipated changes in future exchange rates? - Correct answer Currency swap
11. A company is looking for a location with an abundance of ground-breaking individuals, firms, and universities.
12. Which type of strategic goal is this company demonstrating? - Correct answer Innovation-seeking
13. What advantage comes with not sharing benefits with late entrants? - Correct answer First-mover advantage
14. Which entry mode is a non-equity arrangement for a company contemplating entry into a foreign market? - Correct answer Licensing

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問題 #95

What is true about forward transactions?

- A. They convert one currency into another at one time with an agreement to revert it back at another time in the future.
- B. They allow traders to sell currency holdings at an exchange rate in the past.
- C. They are the classic single-shot exchange of one currency for another.
- **D. They allow participants to buy and sell currencies now for future delivery.**

答案: D

解題說明:

Forward transactions are foreign exchange contracts in which two parties agree today to exchange currencies at a specified rate on a future date. Option A is correct because the transaction terms are set now, but delivery occurs later. Managers use forward transactions to reduce exchange-rate uncertainty when they expect to receive or pay foreign currency in the future. Option B describes a spot transaction, where currencies are exchanged immediately or within a very short settlement period. Option C describes a swap transaction, which combines an exchange now with a reverse exchange later. Option D is incorrect because forward transactions do not allow trading at a past exchange rate. They lock in a future exchange rate based on current agreement.

問題 #96

Which quantity measures the market value of all final goods and services produced within a country in a given period of time?

- **A. Gross domestic product (GDP)**
- B. Net domestic product (NDP)
- C. Gross national income (GNI)
- D. National disposable income

答案: A

解題說明:

In Global Economics for Managers, gross domestic product (GDP) is defined as the market value of all final goods and services produced within a country's borders during a specific period, making option C correct. GDP is the most widely used indicator of a country's economic performance and size.

GDP includes only final goods and services to avoid double counting. Intermediate goods used in production are excluded because their value is already embedded in final goods. GDP also measures production within national borders, regardless of whether the producers are domestic or foreign-owned firms.

Option A, GNI, includes income earned by citizens abroad and excludes income earned domestically by foreign firms. Option B subtracts depreciation from GDP. Option D is not a standard national income measure.

Managers use GDP to evaluate market potential, economic growth, and country risk. Therefore, option C correctly identifies GDP.

問題 #97

Which protection of intellectual property is used for the design of a logo?

- A. Copyright
- B. Trade secret
- C. Patent
- **D. Trademark**

答案: D

解題說明:

In Global Economics for Managers, a trademark is the form of intellectual property protection used for logos, brand names, symbols, and slogans, making option C correct. Trademarks allow firms to distinguish their products and services from those of competitors and protect brand identity.

A logo serves as a visual identifier of a company or product, and trademark protection prevents other firms from using confusingly similar designs. This protection helps maintain consumer trust and brand value.

Patents protect inventions, copyrights protect original creative works, and trade secrets protect confidential business information.

Thus, option C correctly identifies trademark protection for logo design.

問題 #98

Which company has a natural resource-seeking strategic goal?

- A. A company searching for a location with a large consumer market
- **B. A company searching for a location where there is an abundance of oil**
- C. A company searching for a location with advanced technology clusters
- D. A company searching for a location where labor costs are low

答案： B

解題說明：

In Global Economics for Managers, a natural resource-seeking strategy refers to firms that engage in foreign direct investment to access specific natural resources that are unavailable or costly in their home country.

Option C correctly reflects this motive.

Companies in industries such as oil, gas, mining, agriculture, and timber often locate operations where resources are naturally abundant. The primary objective is to secure reliable and cost-effective access to essential inputs for production.

Option A describes a cost-seeking strategy, option B a market-seeking strategy, and option D a strategic asset-seeking strategy.

Thus, option C correctly identifies a natural resource-seeking strategic goal.

問題 #99

When is it best for a firm to decrease production?

- A. When total revenue is greater than total cost.
- B. When the average variable cost is less than the price of a unit after a short-term stop.
- **C. When marginal cost is greater than marginal revenue.**
- D. When the price of a unit covers the average variable cost after a short-term stop.

答案： C

解題說明：

A firm should decrease production when marginal cost is greater than marginal revenue. Option A is correct because each additional unit costs more to produce than it brings in revenue, which reduces profit. The standard profit-maximizing rule is to produce where marginal revenue equals marginal cost. If marginal cost exceeds marginal revenue, output is too high and the firm should reduce production. Option B does not justify decreasing production because total revenue greater than total cost indicates profit. Options C and D describe conditions under which restarting or continuing production may be reasonable because price covers average variable cost. The question is about marginal decision making, not total profitability or shutdown rules. For managers, the key rule is simple: do not produce units that reduce profit.

問題 #100

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