

高雄高商暨附設進修學校 100 學年度教師甄選國貿科試題

考試時間：80 分鐘

(第 1 頁，全 5 頁)

一、選擇題(每題 2 分，共 40 分)

1. 克服通貨膨脹是 2011 年全球最大的經濟課題，下列何者是造成此波通貨膨脹最主要和直接的原因？
(1) 原物料價格上漲 (2) 消費者需求增加 (3) 反聖嬰現象 (4) 新興國家寬鬆的貨幣政策
2. 下列何者不包含在 2010 年 1 月份所啟動兩岸金融監理合作瞭解備忘錄 (MOU) 之範圍內？
(1) 電信業 (2) 銀行業 (3) 保險業 (4) 證券期貨業
3. 下列何者非屬最近發生外債危機的歐洲國家？
(1) 希臘 (2) 土耳其 (3) 葡萄牙 (4) 義大利
4. 國內許多廠商的發展過程，係從傳統的「委託代工」，升級到「設計加工」，進而「建立自有品牌」。上述進程可以下列何者表示？
(1) ODM-OEM-OBM (2) OBM-ODM-OEM
(3) OEM-ODM-OBM (4) OEM-OBM-ODM
5. INCOTERMS 2000 共解釋幾種貿易條件？
(1) 二大類 11 種多 (2) 三大類 12 種如 (3) 四大類 13 種支 (4) 五大類 14 種。
6. 依 INCOTERMS 2000 之規定，CIP 條件下貨物風險於何時移轉給買方？
(1) 出口地貨物交給第一運送人時多 (2) 貨裝上運輸工具時如
(3) 到達目的港卸貨時支 (4) 在目的地交貨時。
7. 我國貨物進出口通關主要方式有三種，其中 C2 是屬於
(1) 免審書面文件；免查驗貨物 (2) 審核書面文件；免查驗貨物
(3) 免審書面文件；須查驗貨物 (4) 審核書面文件；須查驗貨物
8. 海運提單 (Ocean B/L) 上，如加註 Freight Prepaid 字樣，則其貿易條件為
(1) EXW (2) FAS (3) FOB (4) CFR。
9. Unless we receive the long overdue payment within 10 days, we would _____.
(1) give you a discount (2) open the L/C to you
(3) take legal action to collect it (4) urge you to place further orders
10. If you are prepared to increase your _____ to 15%, we shall be pleased to purchase the complete stock.
(1) discount (2) sales volume (3) price (4) cost

11.有關託收之敘述，下列何者錯誤？

- (1)就出口商而言，遠期付款交單風險要比承兌交單的風險來的大
- (2)就銀行而言，承作託收的風險要小於信用狀交易
- (3)在由出口商指定進口地的代收銀行情形下，出口地的託收銀行對代收銀行的錯誤或疏漏不負責
- (4)依據U R C 規定，有關託收費用須在託收指示中特別指明由誰負擔，若未言明，得免除向付款人收取，而代收銀行有權向託收銀行收取

12.下列有關授權之敘述，何者錯誤？

- (1)企業授與外國廠商某種有價值的權利或技術，並向被授權廠商收取某種報酬
- (2)採用授權的企業必須投入資金才可快速入國際市場
- (3)企業將專利技術等商業機密提供給外國廠商，該外國廠商未來考有可能成為競爭對手
- (4)以授權的方式邁入國外市場的風險高於直接出口。

13.肯德基在邁入亞洲市場前，發現雞肉相較於其他肉類較無任何宗教禁忌，因此決定以雞肉作為主打肉類，由此可知該公司是考量何種國際行銷環境？

- (1)經濟環境 (2)政治法律環境 (3)社會文化環境 (4)金融環境。

14. 3M 公司發現菲律賓人習慣用腳踩椰子殼並用腳踩著抹布洗地板，因此 3M 公司將抹布改為椰子殼顏色，同時以腳的樣子作為抹布的外型後，業績突飛猛進。由此可知 3M 公司採用何種行銷策略？

- (1)一致性 (2)標準化(3)適應性 (4)通用性。

15.惠普科技(HP)成立企業內部網站，使員工得以透過網站分享自己的經驗，同時獲得其他人的資料與經驗的過程，即為

- (1)知識管理 (2)知識經濟 (3)知識再造 (4)病毒行銷。

16. L/C 中規定於7月、8月、9月分三批裝船，出口商於7月裝完第一批後，8月份來不及裝運，擬於9月份再裝運，則

- (1)L/C 對第二批、第三批已無效 (2)可連同第二批交運
- (3)第二批不能裝，只能裝第三批 (4)只要在9月底前裝完三批貨即可。

17.補償銀行(Reimbursing Bank)係應開狀銀行委託替其償付「求償銀行」墊付之款項，一般而言其委任為

- (1)按L/C 規定審核單據 (2)僅償付款項 (3)按買賣契約規定辦理
- (4)依該國銀行法規定辦理。

Questions 18-20 refer to the following application form and letter.

Mountain Printers, Inc,

CHARITABLE CONTRIBUTION APPLICATION FORM

Instructions: Please complete the form and submit to Mountain Printers, Inc., Corporate Communications Dept, 159 N. Parkway, Mississauga, Ontario L5S 1N9 by mail, or fax to(905)555-7234

1. PROJECT TITLE: Center for Volunteers
2. LEGAL NAME OF ORGANIZATION: Southern Ontario City Helpers Group
3. TAS ID NUMBER: Under application
4. CONTACT: David Ison, Funding Coordinator
5. CONTRIBUTION REQUESTED: Office printer

Please answer the following questions.

A. What will be accomplished with the requested contributions?

Use of a printer for our Peel County Office will allow us to print information handouts, maintain client records, and produce business correspondence to assist volunteer projects in the region.

B. Summarize the proposed activities. (Attach additional information as required.)

We organize an outreach program that solicits local community volunteers to assist a variety of local organizations.

C. How will the organization and the constituency you serve benefit from the contribution?

We lack basic office supplies to maintain our records and correspondence with local companies and volunteers. A printer would allow us to minimize our costs.

Please attach the following information:

A brief summary of the organization: history, mission, major programs, other contributors, and highlights of your significant achievements. Please include financial information with explanations as required.

David Ison, Funding Coordinator
City Helpers Group
Georgetown, Ontario, CANADA
L7G 4S7

Dear Mr. Ison:

In response to your donation request, we at Mountain Printers are pleased to offer you a laser printer. This donation is part of our community service project in which we make donations to non-profit organizations in regions where we operate. It is our hope that this printer will assist City Helpers Group in continuing to organize volunteers and support for the community. Technical support may be obtained through our company Web site, www.mountain-printers.com/techsupport.

Before taking delivery of the printer, however, we would like you to send us the information from item number 3 on the application form. We require this information for our accounting records and will ship the printer immediately we receive your response.

Thank you for your work, and best wishes to your organization.

Beatrice Petrenko

Public Relations Officer
Mountain Printers
Enclosures

18. What does the City Helpers Group provide to the community?

(1) Printing services (2) Package delivery (3) Technical assistance (4) Volunteer workers

19. What does Mountain Printers require from City Helpers before they will ship the printer?

(1) A tax ID number (2) An application form (3) Accounting records (4) Client records

20. How should technical problem with the printer be addressed?

(1) In person (2) Over the phone (3) Through the Internet (4) By mail.