|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| TRƯỜNG ĐẠI HỌC VĂN LANG | | **ĐỀ THI KẾT THÚC HỌC PHẦN** | | | | | | | | |
| **KHOA THƯƠNG MẠI** | | | | Học kỳ: | **1** | Năm học: | | **2021 - 2022** | | |
| Tên học phần: | LOGISTICS | | | | Tín chỉ: 3 | | | | Khóa: K25 | |
| Mã nhóm lớp HP: | 211\_7TM0020\_01 | | - Đề thi số: | | **2** | | - Mã đề thi: | | | **001** |
| Thời gian làm bài: | 75 (phút) | | | | | | | | | |
| Hình thức thi: | **Tự luận** | | | | | | | | | |

**Format đề thi:**

- Font: Times New Roman

- Size: 13

- Câu hỏi: **in đậm**

- Tên phương án trả lời: **in hoa, in đậm**

**-** Không sử dụng nhảy chữ tự động (numbering)

- Mặc định phương án đúng luôn luôn là Phương án A ghi ANSWER: A

- Phần tự luận liền sau phần trắc nghiệm

- Đáp án phần tự luận: **in đậm, màu đỏ**

**PHẦN TỰ LUẬN (10 điểm)**

Câu 1 (5 điểm): For the following question, consider the information below and answer the questions:

Apple is a popular electronics company that has captivated the eyes of their customers with high-end and high quality products such as the iPhone, iPad, and Macbook. Over the years, their products have been changing in terms of simplifying the devices by removing certain components off the product such as the removal of the 3.5mm headphone jack, and not giving a charger when purchasing a new iPhone. This have caused mixed opinions from their customers.

Answer the following questions:

a) Referring to the dimensions of customer value, analyze the iPhone and the values that this product give to the customer. How does Apple assist their customers when purchasing a new iPhone? (3 điểm)

b) In your opinion, what should Apple do with their products in order to increase customer satisfaction? Explain and give recommendations. (2 điểm)

**Đáp án Câu 1:**

1. **Refer to the 5 dimensions of customer value, the student must analyze each dimension with the given company. 2 points for 3-4 dimensions, 1 point for 1-2, 3 points for all 5 dimensions.**
2. **Student opinions so the answer the subjective but the student need to refer the changes from the current situation in order to gain all 2 points.**

Câu 2 (5 điểm): For the following question, consider the information below and answer the questions:

Due to the restrictions applied from the government regarding the movement around Ho Chi Minh City, only emergency supplies such as food, electronics and medication are permitted to be transported. Delivery drivers are not permitted to deliver unessential items in order to limit the people’s movement around the city. With this regulations, Shopee and Lazada face a potential crisis of customer service issues regarding a large number of essential customer orders such as cosmetics, entertainment and garment.

Answer the following questions:

a) What should Shopee and Lazada do in order to cope with this situation for their customers and their suppliers? Explain and give specific examples on the type of products (3 điểm)

b) How should Shopee and Lazada change their sourcing strategy during this pandemic?

(2 điểm)

**Đáp án Câu 2:**

1. **The student needs to address the problems with the companies during the pandemic and cite all the sourcing decisions that the company need to make in order to gain the best profit. 3 points if the students can deliver all sourcing decisions correctly.**
2. **Student opinions so the answer is subjective based on the students answer but they must address the problems of the company and show according changes of the sources of suppliers in order to gain all 2 points.**

*Ngày biên soạn: 22/10/2021*

A black line drawn on a white background

Description automatically generated with low confidence**Giảng viên biên soạn đề thi:** ThS. Syed Tâm Husain

*Ngày kiểm duyệt:*

**Trưởng (Phó) Khoa/Bộ môn kiểm duyệt đề thi: TS. Nguyễn Văn Thành**

Sau khi kiểm duyệt đề thi, **Trưởng (Phó) Khoa/Bộ môn** gửi về Trung tâm Khảo thí qua email: **phannhatlinh@gmail.com** bao gồmfile word và file pdf (được đặt password cả 2 file trên) và nhắn tin password qua Số điện thoại Thầy Phan Nhất Linh (**0918.01.03.09**).

Khuyến khích Giảng viên biên soạn và nộp đề thi, đáp án bằng File Hot Potatoes. Trung tâm Khảo thí gửi kèm File cài đặt và File hướng dẫn sử dụng để hỗ trợ thêm Quý Thầy Cô.