TRƯỜNG ĐẠI HỌC VĂN LANG

**KHOA: NGOẠI NGỮ**

**ĐỀ THI VÀ ĐÁP ÁN ĐỀ THI KẾT THÚC HỌC PHẦN**

**Học kỳ 3, năm học 2021 - 2022**

Mã học phần: 7NA0491

Tên học phần: TIẾNG ANH THƯƠNG MẠI

Mã nhóm lớp học phần: 213\_7NA0491\_01

Thời gian làm bài (phút/ngày): 75 phút

Hình thức thi: **Trắc nghiệm kết hợp tự luận**

**Cách thức nộp bài phần tự luận (Giảng viên ghi rõ yêu cầu):**

***Gợi ý:***

- SV gõ trực tiếp trên khung trả lời của hệ thống thi

**PHẦN TRẮC NGHIỆM (3 điểm)**

**PART 1. VOCABULARY**

**Choose the correct word to fill in the blank in each sentence. (3 marks-15 questions/ 0.2 marks- each question)**

**A \_\_\_\_\_\_\_\_\_is a person who answers a set of questions especially in a survey.**

**A**. respondent

**B.** researcher

**C**. candidate

**D.** product tester

ANSWER: A

**If some product is \_\_\_\_\_\_\_\_it means that it is realistic and therefore may succeed.**

**A.** viable

**B.** launch

**C.** potential

**D.** target

ANSWER: A

**To \_\_\_\_\_\_\_ means that to give someone all the information about situation that he or she will need.**

**A**. brief someone

**B.** settle in

**C.** pay a deposit

**D.** call someone

ANSWER: A

**To \_\_\_\_\_\_\_\_ means that to request money from an employer for something an employee has paid for.**

**A.** claim expenses

**B.** pay a deposit

**C.** pay the rent

**D.** sign a money order

ANSWER: A

**The global mobility team is the department in the company which supports colleagues on\_\_\_\_\_\_\_\_\_**

**A.** secondment

**B.** salary

**C.** moving homes

**D.** commuting to work

ANSWER: A

**Thirty per cent of all fraud losses would have been avoided if proper** **\_\_\_\_\_\_\_\_\_ had been done.**

**A**. background checks

**B.** double checks

**C.** history checks

**D.** family checks

ANSWER: A

**What was the \_\_\_\_\_\_\_\_\_\_\_\_ in the account at the end of the month?**

**A.** balance

**B.** deposit

**C.** income

**D.** interest

ANSWER: A

**A good \_\_\_\_\_\_\_\_\_\_\_\_\_ helps you keep old customers and attract new ones.**

**A.** brand profile

**B.** brand name

**C.** company history

**D.** customer history

ANSWER: A

**To make someone become involved in something means\_\_\_\_\_\_\_.**

**A.** bring someone into something

**B**. break a habit

**C.** break something down

**D.** bring something down

ANSWER: A

**A small diverse group of participants chosen using criteria to represent target customers for a new product or service is called a\_\_\_\_\_\_\_\_\_\_\_\_\_.**

**A**. focus group

**B.** survey

**C**. research

**D.** sample

ANSWER: A

**Market research can help a company to find out about the level of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ satisfaction.**

**A.** customer

**B.** company

**C.** product

**D.** brand

ANSWER: A

**One method in primary research is to hold \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ interviews with potential customers.**

**A.** in-depth

**B.** online

**C**. offline

**D.** conferencing

ANSWER: A

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_is relating to research where the results can be shown in the form of numbers**

**A.** Quantitative research

**B.** Qualitative research

**C**. target customer

**D.** target audience

ANSWER: A

**Secondary research is also known as \_\_\_\_\_\_\_\_\_ research because it makes use of data**

**that can be found on the internet or in printed form.**

**A.** desk

**B.** quantitative

**C.** qualitative

**D.** standard

ANSWER: A

**The main goal of both primary and secondary research is to determine the \_\_\_\_\_\_\_\_\_ and decide how best to communicate with them.**

**A.** target audience

**B.** existing clients

**C.** target products

**D.** target income

ANSWER: A

**PHẦN TỰ LUẬN (7 điểm)**

**PART 2. READING COMPREHENSION (3 marks-10 questions/ 0.3 marks-each question)**

**Read the passage, and then decide whether these statements are True, or False.**

The Kellogg company was founded in 1898 by W.K. Kellogg and his brother, Dr. John Harvey Kellogg. Through experimentation with flaked corn, W.K. Kellogg created the recipe for Corn Flakes. In 1906, he opened the “Battle Creek Toasted Corn Flake Company” and recruited his first 44 employees. Together with these employees he developed the initial batch of Kellogg’s Corn Flakes bringing to life his vision for great-tasting, ‘better-for-you’ breakfast foods.

Kellogg embraced every opportunity to make a difference in peoples’ lives and was motivated by his passion to help people improve their health. Today, over a hundred years since it was first founded, the Kellogg company still upholds his original values. The company is the world’s leading producer of cereals and a market leader in health and nutrition. Kellogg’s was one of the first companies to print nutrition labels on its packaging and, in 2007, was amongst the first companies to print Guideline Daily Amounts (GDA) on its products to inform the public about the food they are eating. This has helped the company to engage with a market more concerned with healthy living.

With a vision ‘to enrich and delight the world, through foods and brands that matter’, Kellogg’s employs over 31,000 people worldwide. Its products are manufactured in 18 countries and sold in over 180 countries. Kellogg’s well known cereal brands include Coco Pops®, Rice Krispies®, Crunchy Nut® and Special K®. With a 37% market share of the value of the UK’s breakfast cereal market, Kellogg’s has a wide range of products including 25 brands of cereals, cereal bars, and snacks.

The food manufacturing sector is highly competitive, with consumers having considerable choice over which products they buy. For Kellogg’s to remain as market leader it needs innovative marketing strategies to help ensure that it is manufacturing the right **products** to meet consumer needs, that the products are sold at the right **price** and in the right locations (**place**) and that the **promotion** of its products is suited to the target audience. This is known as the marketing mix and is often referred to as the 4Ps of marketing.

Kellogg’s balances the 4Ps by:

• offering a wide range of popular products and regularly introducing exciting new products to the market – **Product**

• pricing its products to ensure that customers receive the best possible product for their money – **Price**

• ensuring its products are available wherever shoppers are, from supermarkets, to the internet or on-the-go, and by understanding shopper behaviours – **Place**

• delivering engaging and exciting marketing communications – **Promotion**.

Every business will determine its own balance of the 4Ps to suit the needs of its customers. In addition, a business needs to incorporate other factors into the mix; internal factors such as the amount of finance for marketing, the types of products being sold, as well as external factors such as the market sector and competitors’ products and services.

1. \_\_\_\_\_ Kellogg’s first product was Coco Pops®.

2. \_\_\_\_\_ Kellogg’s great concern was to help improve people’s health.

3. \_\_\_\_\_ After more than a century of operation, Kellogg company no longer supports the founder’s values.

4. \_\_\_\_\_ In 2007, Kellogg company printed Guideline Daily Amounts (GDA) on its products to advertise them.
5. \_\_\_\_\_ Kellogg’s is a multinational company.

6. \_\_\_\_\_ Kellogg company has the biggest share in the market of health and nutrition.

7. \_\_\_\_\_ Kellogg company has a well-established status in the food manufacturing sector, so it doesn’t have to innovate its marketing strategies.

8. \_\_\_\_\_ Kellogg company often launches new products to the market.

9. \_\_\_\_\_ Kellogg company uses a premium pricing strategy.

10. \_\_\_\_ Kellogg’s channels of distribution are both direct and indirect.

**Đáp án PART 2:**

**1. F**

**2. T**

**3. F**

**4. F**

**5. T**

**6. T**

**7. F**

**8. T**

**9. F**

**10. T**

**PART 3. WRITING. (4 marks)**

**Write a formal letter of complaints (250 words)**

Your bank business manager had agreed to a loan for your company. You were waiting for the contract to come when the bank sent a letter saying they couldn't give you a loan (surely

an admin error). You are very unhappy because:

• they didn't give you any reason.

• the business manager hasn't returned your phone calls for the past three days.

• without the loan to purchase new materials, your business is in a very difficult situation.

• you are a long-standing customer and have always had a good relationship with the bank.

**Đáp án Part 3:**

**The answer is subject to the students’ performance.**

*Ngày biên soạn:26/06/2022*

**Giảng viên biên soạn đề thi: Trương Thị Mai Hạnh**

*Ngày kiểm duyệt: 28/06/2022*

**Phó trưởng Bộ môn kiểm duyệt đề thi: Lê Quang Thảo**