TRƯỜNG ĐẠI HỌC VĂN LANG

**KHOA: QUẢN TRỊ KINH DOANH**

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

**Học kỳ 3 , năm học 2021 - 2022**

Mã học phần: 72BUSI30013

Tên học phần: GIAO TIẾP TRONG KINH DOANH (BUSINESS COMMUNICATION)

Mã nhóm lớp học phần: 213\_7QT0210\_01

Thời gian làm bài (phút/ngày): 90 phút

Hình thức thi: **Trắc nghiệm kết hợp tự luận – KHÔNG SỬ DỤNG TÀI LIỆU**

**I. PHẦN TRẮC NGHIỆM (6 điểm – 40 câu)**

1. A report that provides data or findings, analyses, and conclusions is a(n)\_\_\_\_\_\_\_\_ report.

A. Analytical

B. Informational

C. External

D. Digital

ANSWER: A

2. Which of the following reports is an example of an analytical report?

A. A report recommending one of four building alarm systems

B. A report showing that a public company is in compliance with SEC regulations

C. A report describing the new company dress code

D. A report giving the details about a training workshop attended

ANSWER: A

3. In which of the following situations should the indirect pattern of organization be used for a business report?

A. When readers must be educated about the topic

B. When readers are familiar with the topic

C. When readers are supportive of the topic

D. The indirect method should be used in all these cases.

ANSWER: A

4. Many readers prefer the \_\_\_\_\_\_\_\_ organizational strategy because it seems logical and mirrors the way we solve problems.

A. Indirect

B. Direct

C. Alternating

D. Formal

ANSWER: A

5. Which of the following is an example of a digital report?

a. All of these choices are examples of digital reports.

b. A PowerPoint slide deck that is posted online

c. A presentation using a cloud-based software solution such as Prezi or Canva

d. A report prepared as a PDF document

ANSWER: A

6. Heidi is writing a report about ways to reduce the time it takes to process a customer return and is determining why the topic is worth investigating at this time. Heidi is considering the \_\_\_\_\_\_\_\_ of the report.

A. Significance

B. Limitations

C. Scope

D. Purpose

ANSWER: A

7. Jared is analyzing the information he found on a website before he includes it in an analytical report for a client. In checking for evidence of bias, use of references, and errors in spelling and grammar, Jared is evaluating the \_\_\_\_\_\_\_\_.

A. Accuracy of the website

B. Authority of the website

C. Content of the website

D. Currency of the website

ANSWER: A

8. Which type of organization is dependent on proposals?

A. All of these

B. Smaller profit-making organizations

C. Nonprofit organizations

D. Large profit-making organizations

ANSWER: A

9. The staffing section of an informal proposal may \_\_\_\_\_\_\_\_.

A. Do all of these

B. Describe the credentials and expertise of the project leaders

C. Identify resources such as computer facilities that will be used during the project

D. Identify the size and qualifications of the support staff

ANSWER: A

10. Sarah has decided to include a timetable in a proposal she is writing. She will most likely place it in the \_\_\_\_\_\_\_\_.

A. Proposal, plan, schedule section

B. Introduction

C. Budget section

D. Authorization section

ANSWER: A

11. The \_\_\_\_\_\_\_\_ section of a business plan provides an overview of complementary products and services and a summary of the strengths and weaknesses of your direct and indirect competitors.

A. Market analysis

B. Operations and management

C. Financial analysis

D. Product or service description

ANSWER: A

12. The financial analysis section of a business plan should \_\_\_\_\_\_\_\_.

A. Explain how much money you already have

B. Omit exact dollar figures

C. Be included only if you have an existing company

D. Omit one-time expenses

ANSWER: A

13. Numerical data from questionnaires or interviews are usually summarized using systematic columns and rows in a \_\_\_\_\_\_\_\_.

A. Table

B. Flowchart

C. Bar chart

D. Pie chart

ANSWER: A

14. At the same time, but, however, though, and yet are generally used to \_\_\_\_\_\_\_\_.

A. Contrast ideas

B. Suggest agreement

C. Show time and order

D. Clarify points

ANSWER: A

15. With what type of audience should you avoid a question-and-answer period at the end of your presentation?

A. A hostile audience

B. A neutral audience

C. An uninterested audience

D. A friendly audience

ANSWER: A

16. If you have agreed to speak to an audience with which you are unfamiliar, what is the BEST thing to do?

A. Ask for the names of a half dozen people who will be in the audience and contact them.

B. Contact each audience member individually to try to get to know him or her before your presentation.

C. Take your best guess as to who will be in your audience.

D. Plan the presentation based on what interests you the most.

ANSWER: A

17. The introduction to an oral presentation should \_\_\_\_\_\_\_\_.

A. Preview the main points of the presentation

B. Try to establish the credibility of the audience

C. Be organized using a common strategy such as chronological or geographical

D. Cover a limited number of main points, say, two to four

ANSWER: A

18. Speakers can establish credibility by \_\_\_\_\_\_\_\_.

A. Describing their qualifications

B. Using professionally designed visual aids

C. Getting the audience involved

D. Previewing their main points

ANSWER: A

19. Benjamin will be giving a presentation in class about the history of Google. What organizational pattern will he MOST likely use?

A. Chronology

B. Simple/complex

C. Geography/space

D. Value/size

ANSWER: A

20. Which of the following is the BEST way to build rapport with your audience?

a. Establish a genuine connection.

b. Use the most high-tech visual aids.

c. Deliver your presentation from behind a podium.

d. Dress in your most professional business attire.

ANSWER: A

21. You should create a slide or canvas only if it accomplishes what purpose?

A. Create a slide or canvas that accomplishes any of these purposes.

B. Illustrates and simplifies complex ideas

C. Highlights points you want your audience to remember

D. Generates interest in what you are saying and helps the audience follow your ideas

ANSWER: A

22. The open job market consists of positions that \_\_\_\_\_\_\_\_.

A. Are currently advertised or listed

B. Are never advertised or listed

C. Do not require submitting your résumé

D. Allow all interested candidates to come in for an interview

ANSWER: A

23. Antonio is looking for a job. Creating an effective LinkedIn profile can help him \_\_\_\_\_\_\_\_.

A. Do all of these

B. Research a company

C. Get recruited by hiring companies

D. Build and leverage his professional network

ANSWER: A

24. One of the best ways to use LinkedIn is to \_\_\_\_\_\_\_\_.

a. search for a company in which you are interested

b. update your LinkedIn status weekly

c. refer hiring employees to your LinkedIn site instead of preparing a professional résumé

d. do all of these

ANSWER: A

25. Craig has been a collegiate athlete and therefore has limited professional experience related to the field he hopes to enter. Which résumé style should he consider as he prepares for his job search?

A. Functional

B. Chronological

C. Scannable

D. Online

ANSWER: A

26. Which of the following is an advantage of a career e-portfolio?

A. All of these are advantages of a career e-portfolio.

B. Several people at the same organization can view it without having to circulate a paper copy.

C. It allows you to showcase your talents and qualifications more thoroughly than on a print résumé.

D. When posted to a website, it can be viewed at the employer's convenience.

ANSWER: A

27. What is the BIGGEST mistake job seekers make when writing cover messages?

A. Making them sound too generic

B. Printing them on low-quality paper

C. Making them too long

D. Not referring to an enclosed résumé

ANSWER: A

28. Which of the following is the best advice for a cover message that accompanies a résumé sent via e-mail?

A. Take the time to prepare a professional cover message to accompany your résumé sent electronically.

B. Mail the cover message separately from the résumé sent via e-mail.

C. Shorten your e-mail cover message to a brief statement such as please consider the attached résumé for your opening.

D. Skip the cover message as it is unnecessary to introduce yourself because the e-mail includes your name.

ANSWER: A

29. Greg was interviewed by a team of five people for a management position. What type of hiring/placement interview is this?

A. Panel interview

B. Group interview

C. Stress interview

D. Sequential interview

ANSWER: A

30. Filling your answers during an interview with empty phrases such as um, uh, like, and basically suggests to an employer that you \_\_\_\_\_\_\_\_.

A. Are not prepared

B. Are flexible

C. Are relaxed

D. Are confident

ANSWER: A

31. Before Puya's job interview, she wants clean up any digital dirt that an employer might locate about her through a Google or social media search. What should she do?

A. All of these choices

B. Set up a professional social networking page or create her own website.

C. Be selective about who is on her list of friends.

D. Remove any questionable online content that would make her look unprofessional.

ANSWER: A

32. Yasmin knows that nonverbal messages can create powerful impressions on people during a job interview. What should she do to ensure that her nonverbal behavior impresses her interviewer?

A. Turn off her smartphone before the interview.

B. Avoid direct eye contact to show respect to the interviewer.

C. Chew gum because doing so will make her look casual and relaxed.

D. Smile the entire time to demonstrate her friendliness and enthusiasm.

ANSWER: A

33. Which of the following is an example of a situational interview question?

A. If you were aware that a coworker was submitting false data, what would you do?

B. What is your ideal work environment?

C. What do you predict for the future of our industry?

D. Tell me about a time that you dealt with confidential information.

ANSWER: A

34. When using \_\_\_\_\_\_\_\_ questions, interviewers describe a hypothetical situation and ask how you would handle it. These types of questions help employers test your thought processes and logical thinking.

A. Situational

B. Illegal

C. Behavioral

D. Getting-acquainted

ANSWER: A

35. If you didn't get a position that you really wanted, what should you do?

A. Send a rejection follow-up letter that says you're disappointed but still interested.

B. Post on social media that you're holding out for a job with that company.

C. Do nothing because contacting the employer again will make you appear unprofessional.

D. Call the employer once or twice a week for the next few months to see if a position is available.

ANSWER: A

36. The purpose of \_\_\_\_\_\_\_is to let the speaker know that you have received and understood their message.

a. Critical listening

b. Reflective listening

c. Passive listening

d. Active listening

ANSWER: A

37. Followings are specific goals to accomplish with active listening, EXCEPT:

a. Get through to a smart person

b. Manage your own strong emotions during an argument

c. Mitigate conflict

d. Become a better leader

ANSWER: A

38. When a speaker goes off topic, the conversation can lose its direction. This can lead to confusion, heated conversations, and overall dissatisfaction with the interaction. \_\_\_\_\_\_\_ is a technique used to pivot the conversation.

A. Redirecting

B. Validating

C. Mirroring

D. Emotional labeling

ANSWER: A

39. \_\_\_\_\_\_\_is the ability to sense another person’s feelings and imagine what it’s like to be in their position—is key to being a good listener.

A. Empathy

B. Sympathy

C. Sentimentalism

D. Rationalism

ANSWER: A

40. Leaning forward, maintaining eye contact, and listening to more than a person's spoken words are ways to show that you are\_\_\_\_\_\_\_.

A. Actively involved

B. Aware of gender differences

C. Separating facts from opinions

D. Capitalizing on lag time

ANSWER: A

**II. PHẦN TỰ LUẬN (4 điểm – 1 câu)**

Câu 1 (4 điểm):

Identify four online job-search resources available to job seekers looking within the open market and explain the advantages of each.

Gợi ý: SV gõ trực tiếp trên khung trả lời của hệ thống thi

**Đáp án Câu 1:**

Student answers will vary but will include FOUR of the following:

* **Big boards:** Visit general online job sites such as CareerBuilder.com, TopCV.com, Ybox.vn, for job opportunities and job-search information.
* **Company websites:** Visit corporate websites for company information and for job postings that may not be listed elsewhere.
* **Niche sites:** Check niche sites such as Topdev.com for jobs in specialized fields and for jobs seekers with special backgrounds or needs.
* **Social networking Sites:** Visit sites such as LinkedIn, Facebook, and Twitter for job listings and networking opportunities.
* **Classified ads in local and national newspapers:** Check newspapers, which are still a source of some jobs, but just a small percentage.
* **Direct approach**: Contact companies through an unsolicited letter or phone call or by walking in, even if you know of no current openings.
* **Agencies:** Sign up with a reputable search firm.
* **Network of contacts:** Develop a personal network of contacts that may include friends, relatives, former employers, former coworkers, church members, people in social or athletic clubs, present and former teachers, neighbors, and parents' friends.

*Ngày biên soạn:14/07/2022*

**Giảng viên biên soạn đề thi: Th.S Hứa Thị Ngọc Quyên**

*Ngày kiểm duyệt:*

**Trưởng (Phó) Khoa/Bộ môn kiểm duyệt đề thi:**

- Sau khi kiểm duyệt đề thi, **Trưởng (Phó) Khoa/Bộ môn** gửi về Trung tâm Khảo thí qua email: bao gồmfile word và file pdf (được đặt password trên 1 file nén/lần gửi) và nhắn tin password + họ tên GV gửi 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.