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: 71ENGL30392

Tên học phần: ĐỌC 3

Mã nhóm lớp học phần: 213\_71ENGL30392

Thời gian làm bài (phút/ngày): 60 phút

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

**Cách thức nộp bài phần tự luận (Giảng viên ghi rõ yêu cầu): SV gõ trực tiếp trên khung trả lời của hệ thống thi.**

**PHẦN TRẮC NGHIỆM (8 điểm)**

**Part I: Read the passage below and select the best heading of each paragraph. (3 marks)**

**(A)**

Do we really want non-stop TV advertising without the boxing programmes in between? Well, that’s what more and more retailers are giving us, in the shape of in-store TV. Go into a supermarket or department store, and the chances are there will be plasma screens beaming the company’s own TV channel at you.

**(B)**

In between news clips, recipe tips and beauty advice, the screens show advertisements for products in the aisles. The news and their editorial sections of the broadcast play an important role in preventing shoppers from feeling they are the constant target of ads. Advertorial pieces can be very effective: these are ads presented in the style of an editorial or journalistic report, and have been known to cause sales to triple or even quadruple.

**(C)**

In the early years of in-store TV, too often screens were dotted randomly around stores, playing continuous adverts that were not tailored to the shopping environment. In terms of customer experience, it sometimes left a lot to be desired. This has been changing, though, as advertisers get more sophisticated at using in-store TV.

**(D)**

In-store ads have to be particularly attention-grabbing because people are there to shop, not watch TV. Unless an ad is outstanding, no one watches it for more than a few seconds. Advertisers have realized that this requires a different approach from standard television, and often customize ads for in-store TV. One ad for deodorant body spray certainly attracted attention. It was actually set in a store: a male shopper sprays on some of the product, making himself so attractive that women in the store run after him.

**(E)**

Ads that communicate facts about a product or an offer appear to work better than the more emotional, slice-of-life advertising that dominates regular television. Shoppers are in the store to make purchases, and they want the ad to tell them specifically about a brand and what it is going to do for them.

**(F)**

It is important to make sure customers are not bombarded with messages when they don’t want to be, by ensuring that content is tightly tailored to particular store areas. Several TV channels need to be broadcast simultaneously: in the central aisle-which typically has five or six large plasma screens-the cafe, and so on. That allows advertisers to buy and time particular sections on the store: health and beauty, electronics or food, for instance, and reach customers just when they’re deciding which brand of toothpaste or which DVD player to buy.

**(G)**

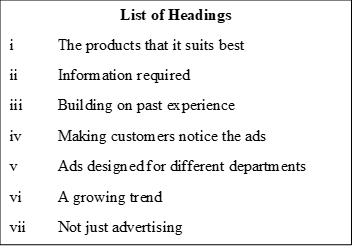
A minority of customers feel that, rather than wasting money on in-store TV, the retailer should lower prices, or at least invest in more useful services. The biggest turn-off, though, for both customers and staff on the shop floor, is noise. However, if sound is not broadcast from all the channels, the noise levels should not cause unnecessary irritation. And directional sound can be used, which again curbs noise levels.

**(H)**

As cable and satellite channels multiply, it has become more difficult for manufacturers and others to reach a mass audience on regular television. Through in-store TV they can reach the great number of people who still shop at the supermarket and big chain stores. The big plus is that the medium has been very successful at increasing sales.

**(I)**

The biggest lesson is that in-store TV needs to communicate in an obtrusive way. Analyzing changes in shopping patterns at different times of day can help the retailer to show ads that are relevant to particular customer groups. As a result, the majority of customers feel that in-store TV improves their overall shopping experience. So the objectors are probably going to have to restrict their purchasing to the small shops that in-store TV hasn’t yet penetrated.

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Paragraph A \_\_\_\_\_\_\_\_\_\_\_

A. vi

B. i

C. ii

D. iii

E. iv

F. v

G. vii

ANSWER: A

Paragraph B \_\_\_\_\_\_\_\_\_\_\_

A. vii

B. i

C. ii

D. iii

E. iv

F. v

G. vi

ANSWER: A

Paragraph C\_\_\_\_\_\_\_\_\_\_\_

A. iii

B. i

C. ii

D. iv

E. v

F. vi

G. vii

ANSWER: A

Paragraph D\_\_\_\_\_\_\_\_\_\_\_

A. iv

B. i

C. ii

D. iii

E. v

F. vi

G. vii

ANSWER: A

Paragraph E\_\_\_\_\_\_\_\_\_\_\_

A. ii

B. i

C. iii

D. iv

E. v

F. vi

G. vii

ANSWER: A

Paragraph F\_\_\_\_\_\_\_\_\_\_\_

A. v

B. i

C. ii

D. iii

E. iv

F. vi

G. vii

ANSWER: A

**Part II: Read the passage below and decide if each given statement is True (T), False (F), or Not Given (NG). (3 marks)**

**(A)**

Do we really want non-stop TV advertising without the boxing programmes in between? Well, that’s what more and more retailers are giving us, in the shape of in-store TV. Go into a supermarket or department store, and the chances are there will be plasma screens beaming the company’s own TV channel at you.

**(B)**

In between news clips, recipe tips and beauty advice, the screens show advertisements for products in the aisles. The news and their editorial sections of the broadcast play an important role in preventing shoppers from feeling they are the constant target of ads. Advertorial pieces can be very effective: these are ads presented in the style of an editorial or journalistic report, and have been known to cause sales to triple or even quadruple.

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In the early years of in-store TV, too often screens were dotted randomly around stores, playing continuous adverts that were not tailored to the shopping environment. In terms of customer experience, it sometimes left a lot to be desired. This has been changing, though, as advertisers get more sophisticated at using in-store TV.

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**(E)**

Ads that communicate facts about a product or an offer appear to work better than the more emotional, slice-of-life advertising that dominates regular television. Shoppers are in the store to make purchases, and they want the ad to tell them specifically about a brand and what it is going to do for them.

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It is important to make sure customers are not bombarded with messages when they don’t want to be, by ensuring that content is tightly tailored to particular store areas. Several TV channels need to be broadcast simultaneously: in the central aisle-which typically has five or six large plasma screens-the cafe, and so on. That allows advertisers to buy and time particular sections on the store: health and beauty, electronics or food, for instance, and reach customers just when they’re deciding which brand of toothpaste or which DVD player to buy.

**(G)**

A minority of customers feel that, rather than wasting money on in-store TV, the retailer should lower prices, or at least invest in more useful services. The biggest turn-off, though, for both customers and staff on the shop floor, is noise. However, if sound is not broadcast from all the channels, the noise levels should not cause unnecessary irritation. And directional sound can be used, which again curbs noise levels.

**(H)**

As cable and satellite channels multiply, it has become more difficult for manufacturers and others to reach a mass audience on regular television. Through in-store TV they can reach the great number of people who still shop at the supermarket and big chain stores. The big plus is that the medium has been very successful at increasing sales.

**(I)**

The biggest lesson is that in-store TV needs to communicate in an obtrusive way. Analyzing changes in shopping patterns at different times of day can help the retailer to show ads that are relevant to particular customer groups. As a result, the majority of customers feel that in-store TV improves their overall shopping experience. So the objectors are probably going to have to restrict their purchasing to the small shops that in-store TV hasn’t yet penetrated.

Retailers are giving consumers a non-stop TV advertising without programmes in between in the shape of in-store TV.

A. T

B. F

C. NG

ANSWER: A

Editorial or journalistic report can be very incapable to triple or even quadruple the sales.

A. F

B. NG

C. T

ANSWER: A

Advertisers get more highly complicated or developed at using in-store TV.

A. T

B. F

C. NG

ANSWER: A

Most of in-store ads promote high-tech and beauty products.

A. NG

B. T

C. F

ANSWER: A

The multiplication of cable and satellite channels are the reasons for manufacturers and others not to reach a general public on regular TV.

A. T

B. F

C. NG

ANSWER: A

There are no measures to increase the quality of in-store TV.

A. F

B. NG

C. T

ANSWER: A

**Part III: Read the passage below and choose the suitable synonyms of the words in bold. (2 marks)**

**(A)** In a new definition of a publicity stunt, Channel 4 and Honda have turned to a team of skydivers to **tackle** the problem of viewers turning out of traditional television advertising. On Thursday night, the broadcaster was due to **devote** an entire 3 minute 20 second break in the middle of “Come Dine with Me”, its dinner party programme, to a live skydiving jump in which 19 stuntmen spelt out the car-maker’s brand name. Described as the first live advertisement in modern times, the campaign is the latest attempt by advertisers and broadcasters to find alternatives to the 30-second spot.

**(B)** The development of digital video recorders such as Sky+ and Tivo which allow ads to be skipped, has forced advertising agencies and channels’ sales teams to **collaborate** on more innovative attempts to keep the viewer’s attention. ‘We wanted to create something unmissable’, said Andy Barnes, the broadcasters’ Sales Director. This concept breaks the boundaries of TV advertising,’ he added, highlighting the Channel 4 campaign ‘innovating the break’.

**(C)** The campaign follows initiatives such as LG’s ‘Scarlet’ campaign, in which the television manufacturer ran advertisements appearing to trail a **glamorous** new television show, which turned out to be a promotion for the design features of its ‘hot new series’ of screens. Thursday night’s live advertisement, while designed to demonstrate the power or television advertising, was **backed up** by a complex multimedia and public-relations campaign.

**(D)** The campaigns’ developers including Channel 4’s in-house creative team, Wieden +Kennedy, Starcom, Collective and Hicklin Slade & Pattners-spent more than a month pushing the Honda slogan of ‘difficult is worth doing’ before Thursday night’s lot. A poster campaign, a series of television teaser advertisements and a website have been backed up by digital advertising and press coverage. All are building up to a **traditional** 30-second advertising campaign, starting on June 1, said Ian Armstrong, Marketing Manager of Honda UK.

**(E)** ‘The 30-second ad is alive and well,’ Mr. Barnes said, pointing to data released this week which showed that commercial television had enjoyed its best April in five years. For Honda, however, the elements surrounding the core 30-second campaign are designed to generate the **intangible** buzz of word-of-mouth advertising, Mr. Barnes added.

**(F)** Thursday night’s skydiving would almost certainly go on YouTube, Mr. Armstrong predicted. ‘Commercially, that’s a fantastic result, as it means our marketing investment becomes more **efficient** because consumers are doing our marketing for us.’

The word “**tackle**” in bold is closest in meaning to …

A. determine

B. progress

C. traverse

D. trigger

ANSWER: A

The word “**devote**” in bold is closest in meaning to …

A. dedicate

B. denote

C. defy

D. detect

ANSWER: A

The words “**collaborate**” in bold is closest in meaning to …

A. cooperate

B. construct

C. compromise

D. complicate

ANSWER: A

The phrase “**backed up”** in bold is closest in meaning to …

A. supported

B. designed

C. combined

D. revised

ANSWER: A

The word “**glamorous**” in bold is closest in meaning to …

A. alluring

B. familiar

C. hilarious

D. obtrusive

ANSWER: A

The word “**traditional**” in bold is closest in meaning to …

A. conventional

B. contemporary

C. unprogressive

D. notorious

ANSWER: A

The word “**intangible**” in bold is closest in meaning to …

A. unreal

B. incapable

C. flexible

D. vivid

ANSWER: A

The word “**efficient**” in bold is closest in meaning to …

A. productive

B. hardworking

C. crucial

D. illogical

ANSWER: A

**PHẦN TỰ LUẬN (2 điểm)**

**Part IV: Read the passage below and write your own answers to the following questions. You must use NO MORE THAN TEN WORDS to answer. (2 marks)**

**(A)** In a new definition of a publicity stunt, Channel 4 and Honda have turned to a team of skydivers to tackle the problem of viewers turning out of traditional television advertising. On Thursday night, the broadcaster was due to devote an entire 3 minute 20 second break in the middle of “Come Dine with Me”, its dinner party programme, to a live skydiving jump in which 19 stuntmen spelt out the car-maker’s brand name. Described as the first live advertisement in modern times, the campaign is the latest attempt by advertisers and broadcasters to find alternatives to the 30-second spot.

**(B)** The development of digital video recorders such as Sky+ and Tivo which allow ads to be skipped, has forced advertising agencies and channels’ sales teams to collaborate on more innovative attempts to keep the viewer’s attention. ‘We wanted to create something unmissable’, said Andy Barnes, the broadcasters’ Sales Director. This concept breaks the boundaries of TV advertising,’ he added, highlighting the Channel 4 campaign ‘innovating the break’.

**(C)** The campaign follows initiatives such as LG’s ‘Scarlet’ campaign, in which the television manufacturer ran advertisements appearing to trail a glamorous new television show, which turned out to be a promotion for the design features of its ‘hot new series’ of screens. Thursday night’s live advertisement, while designed to demonstrate the power or television advertising, was backed up by a complex multimedia and public-relations campaign.

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**(F)** Thursday night’s skydiving would almost certainly go on YouTube, Mr. Armstrong predicted. ‘Commercially, that’s a fantastic result, as it means our marketing investment becomes more efficient because consumers are doing our marketing for us.’

Question 1 (0.25 mark): According to the passage, what did Channel 4 and Honda use to tackle the viewers’ problems turning out of traditional TV ads?

**Answer: a team of skydivers**

Question 2 (0.25 mark): According to the passage, why was the Honda advert unique?

**Answer: because it was a live event**

Question 3 (0.25 mark): According to the passage, why are Sky+ and Tivo a problem for advertisers?

**Answer: because they enable viewers to skip adverts**

Question 4 (0.25 mark): How long was the first live advertisement?

**Answer: 3 minutes 20 seconds**

Question 5 (0.25 mark): What helped back up the Thursday night’s live advertisement?

**Answer: a complex multimedia and public-relations campaign**

Question 6 (0.25 mark): What did the Honda campaigns developers do?

**Answer: pushed the slogan on different media**

Question 7 (0.25 mark): What different types of advertising did Honda use?

**Answer: posters, TV ads, website, digital advertising, and press coverage**

Question 8 (0.25 mark): According to the last passage, why does the marketing investment become more efficient?

**Answer: because consumers are doing their marketing for them**

*Ngày biên soạn:17/06/2022*

**Giảng viên biên soạn đề thi: Limpag Piad Johnrey**

*Ngày kiểm duyệt: 23/6/2022*

**Phó Bộ môn kiểm duyệt đề thi: Nguyễn Thanh Minh**