TRƯỜNG ĐẠI HỌC VĂN LANG

**KHOA: NGOẠI NGỮ**

**ĐỀ THI VÀ ĐÁP ÁN ĐỀ THI KẾT THÚC HỌC PHẦN (LẦN 2)**

**Học kỳ 3, năm học 2021 - 2022**

Mã học phần: DNN0550

Tên học phần: Business Culture (Văn hóa thương mại)

Mã nhóm lớp học phần: 213\_DNN0550

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):**

***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-10 questions/ 0.3 marks- each question)**

**Markets in foreign countries are called\_\_\_\_\_\_\_\_\_.**

**A**. overseas markets

**B.** domestic markets

**C**. exchange markets

**D.** stock markets

ANSWER: A

**Companies that are at least half owned and controlled by another company: \_\_\_\_\_\_\_\_.**

**A.** subsidiaries

**B.** branches

**C.** holding companies

**D.** mergers

ANSWER: A

**The principles that influence the way of life of a particular group or community is \_\_\_\_\_\_\_.**

**A**. values

**B.** traditions

**C.** rules

**D.** laws

ANSWER: A

**Things that prevent or limit what you can do are called \_\_\_\_\_\_\_\_.**

**A.** barriers

**B.** values

**C.** morals

**D.** rules

ANSWER: A

**Changing the way of marketing and advertising a product or a brand so that people think about it in a different way is\_\_\_\_\_\_\_\_\_.**

**A.** repositioning

**B.** marketing

**C.** moving

**D.** advertising

ANSWER: A

**The term which refers to the mixing of the ideas of different groups of people, which often produces a better result is\_\_\_\_\_\_\_\_\_.**

**A**. cross-fertilization

**B.** cross-culture

**C.** cross-border

**D.** cross-value

ANSWER: A

**Having a presence in a market is the best way to \_\_\_\_\_\_\_\_\_\_\_\_ it fully.**

**A.** exploit

**B.** deposit

**C.** establish

**D.** sort out

ANSWER: A

**The tendency to be original, creative and curious refers to the personal traits of \_\_\_\_\_\_\_\_\_\_\_\_\_.**

**A.** openness to new experiences

**B.** emotional balance

**C.** agreeableness

**D.** conscientiousness

ANSWER: A

**The workers who are reliable, well-organised, self-disciplined and careful belong to the group of\_\_\_\_\_\_\_.**

**A.** conscientiousness

**B**. openness to new experiences

**C.** agreeableness

**D.** emotional balance

ANSWER: A

**If you are sociable, friendly, fun-loving and talkative, you are \_\_\_\_\_\_\_\_\_\_\_\_\_.**

**A**. extroversion

**B.** agreeableness

**C**. conscientiousness

**D.** introversion

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 behaviors – **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)**

**Question 1 (2 marks):**

What are the best ways to attract and keep talented and skilled employees in Western countries?

**Question 2 (2 marks):**

How do you see the future trend of outsourcing to India and similar low-cost countries? Will it continue to increase? Will the nature of the work being outsourced change?

**Đáp án Part 3:**

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

*Ngày biên soạn:26/6/2022*

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

*Ngày kiểm duyệt: 28/06/2022*

**Phó trưởng Bộ môn kiểm duyệt đề thi: Đỗ Phú Anh**