

TRƯỜNG ĐẠI HỌC VĂN LANG
KHOA: NGOẠI NGỮ

ĐÁP ÁN ĐỀ THI KẾT THÚC HỌC PHẦN
Học kỳ 1, năm học 2022 - 2023

Mã học phần: DNN0250

Tên học phần: Thư Tín Thương Mại

Mã nhóm lớp học phần: 221_DNN0250

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

Hình thức thi: **Tự luận**

Được sử dụng tài liệu: Có

Không

Câu 1 (2 điểm): Match the informal sentences in (A) with the more formal ones in (B)

1. b
2. d
3. f
4. i
5. e
6. j
7. c
8. g
9. q
10. h

Câu 2 (4 điểm): Letter writing

Suggested answer:

The students are requested to mention the following points:

- Accepting the mistake diplomatically.
- Promise to try your best to find it within XXX days.
- In case of being unable to find, follow the compensation policy, say, USD 250 for each lost bag.
- Offer some discount for the next flight, 10, 15%?
- Apologize once again for all inconveniences.
- Commit to better service.

Writing style and vocabulary or grammar can be based on writing scale of rating as informed internally among teachers of the group.

Sample answer:

*To: marthagomez@gmail.com
 From: Coconut Airlines@gmail.com
 Subject: Responding to your complaint
 November 3, 2022*

Dear Ms. Gomez,

We are so sorry for the delay in getting back to you. We are currently experiencing a high volume of calls via helpline. And we understand your frustration.

About your luggage, we guarantee to find it for you in 7 days. Please be assured that we are committed to doing everything possible to ensure the prompt return of your belongings. When your property is located, you will be notified immediately. In case your luggage can not be found within 7 days, we will consider it as lost luggage and pay you \$250 for each lost bag according to our airline policy.

In addition, we would like to offer you a 10% discount on your next flight as a compensation for all inconveniences occurred.

Once again, we apologize for the trouble this incident may have caused to you.

Thank you for choosing our service. We will continue to improve and give you better service in the future.

*Best regards,
 Customer Services Department*

Câu 3 (4 điểm): Report writing

Suggested Answer:

Dear Mr. Smith,

Here below is my report as requested on shares prices within the period of 96-01 and global sales of Coca-Cola in 2000.

Introduction:

The pie chart and line graph show the data on sales volume and share price of Coca-Cola brand.

Findings:

As is given in the illustration, in the year 2000, Coca-Cola was sold most in America and the share price of Coca-Cola was highest in 1998 and showed some fluctuations.

As is presented in the pie chart, in 2000, Coca-Cola had more than 55% sales in Latin and North America. In Europe, it had more than 20% sales volume. In Asia, it sold 16.45% and in Africa, it had 7% sales volume. This indicates that American continent had the largest market for Coca-Cola while this market was the lowest in African Continent.

Again, the share price of Coca-Cola was only \$33 in 1996 and this price increased to \$68 in 1997. The price reached to the highest in 1998 when it was \$80 per share. The price then started dropping and with some fluctuations, it reached around \$60 in 2001.

Conclusion:

In summary, the American Continent was the largest market for Coca-Cola in 2000 and the average share price of it was \$60 though this price varied year to year.

Recommendations:

I recommend there should be some marketing plans to develop the coverage and promote sales in Asia where the population, especially of young people, is much higher than other areas but contribute only 16% share in total sales. I am confident that we can find many potentialities of increasing volumes there.

THIS IS THE END OF THE TEST

Giảng viên biên soạn đáp án đề thi: Phạm Văn Nga

Ngày kiểm duyệt: 5/11/2022

Trưởng (Phó) Khoa/Bộ môn kiểm duyệt đề thi: Đỗ Phú Anh