

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: BUSINESS CORRESPONDENCE

Mã nhóm lớp học phần:

Thời gian làm bài (phút/ngày): 75

Hình thức thi: **Tự luận**

Được sử dụng tài liệu: Có

Không

Giảng viên nộp đề thi, đáp án bao gồm cả **Lần 1** và **Lần 2** trước ngày 06/11/2022.

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

Câu 1 (2 điểm):

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

Câu 1 (4 điểm):

Dear Mr. ...

Our order No. 123

We acknowledge receipt of full documents and the consignment under the above-mentioned order on the arrival of SS. White Queen at Saigon port on 30 Oct 2022.

On the first account, everything appeared to be correct and in good condition. However, when we have this consignment opened, it has been found that it contained quite different articles; and we can only presume that a mistake was made, and the contents of this shipment were for another order.

Please find enclosed a list of the articles we received, some photos of them, and a copy of our order for your reference.

As we are in urgent need of the articles we ordered, we must ask you to arrange the shipment of the correct articles to us by 15 November 2022.

In the meantime, we are holding the above-mentioned articles at your disposal. Please let us know what you wish us to do with it.

Yours sincerely,

Jessica Nguyen

Câu 3 (4 điểm):

Dear Ms. Hoyer

In support of determining a suitable channel for Company X's advertising campaign, this report was carried out to analyse how the proportion of people getting news from 4 different sources, namely TV, newspapers, radio, and the internet, has changed since 1995 with **projections** until 2025.

Overall, it is clear that updating news on the internet has **increased in popularity**, and this trend is projected to continue, while **the reverse is true** for the remainder, making the gaps between the four means of media **narrow** substantially in the second half of the period in question.

TV remains the **dominant** means throughout most of this period, with roughly 70% of citizens using it in 1995, falling to under 60% in 2000. Having **plateaued** until 2010, this

figure then saw a steady decrease. This is **expected** to continue, reaching the lowest point of 50% in 2025.

The use of newspapers and radio is similar over the three decades. From around 58% and 52% respectively in 1995, the percentages of people getting news from both sources declined to an equal 50% five years later. There have been considerable decreases to more or less than 30% at present, and the figure for newspapers is predicted to fall slightly to under 30% in 2025, while that for radio will fall more significantly by approximately 10%.

In the first year, there was **hardly any** person getting updated on news via the internet. However, it experienced a **negligible** increase in 2000 followed by a **surge** to just above 40% in 2022, **overtaking** radio and newspapers in 2018 and 2019, respectively. The prediction shows that this figure should continue to rise dramatically to a peak of 58% in 2025.

Therefore, it is recommended that the campaign should be executed via internet-based channels.

Ngày biên soạn:

Giảng viên biên soạn đáp án đề thi:

Ngày kiểm duyệt: Ngày 1/11/2022

Trưởng Bộ môn kiểm duyệt đề thi: Nguyễn Hải Long

Sau khi kiểm duyệt đề thi, **Trưởng (Phó) Khoa/Bộ môn** gửi về Trung tâm Khảo thí qua email: khaothivanlang@gmail.com bao gồm file 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 Nhật Linh (**0918.01.03.09**).