

ĐỀ THI KẾT THÚC HỌC PHẦN
Học kỳ 1, năm học 2023 – 2024

Mã học phần: **71ENGL40693_07, 08**

Tên học phần: **READING FOR GENERAL BUSINESS**

Mã nhóm lớp học phần: **231_71ENGL40693_07, 08**

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

Hình thức thi: **Tự luận**

SV được tham khảo tài liệu: **Có**

Không

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

Gợi ý:

SV gõ trực tiếp trên khung trả lời của hệ thống thi; không được phép copy-paste

GV chấm bài sẽ kiểm tra đạo văn, tỉ lệ trùng khớp cho phép dưới 20%

Lưu ý:

Nhờ P. Khảo thí thiết lập chế độ không được copy-paste

PART 1: MATCHING (2.0 marks)

Match the 10 business terms with their appropriate definitions (0.2 marks each)

<ol style="list-style-type: none">1. liability2. networking3. business plan4. supply chain5. market segmentation6. break-even point7. entrepreneur8. stakeholder9. ROI10. KPI	<ol style="list-style-type: none">a. specific metrics used to evaluate the success and performance of a business or specific activities within it.b. the level of sales at which a business neither makes a profit nor incurs a loss; it covers all costs but doesn't generate profit.c. the total income generated by a business from its normal activities, often from the sale of goods and services.
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	<p>d. an individual who starts and manages a business, taking financial risks to achieve profit.</p> <p>e. the practice of connecting with others, building relationships, and creating a web of professional contacts to enhance opportunities and personal growth.</p> <p>f. the network of people, organizations, and activities involved in the creation and distribution of a product or service.</p> <p>g. a formal written document outlining a company's goals, strategies, and financial forecasts.</p> <p>h. the process of dividing a market into distinct groups based on demographics, behavior, or other criteria for targeted marketing and product development.</p> <p>i. any person or entity that has an interest in the success and outcomes of a business, which can include employees, shareholders, customers, and the community.</p> <p>j. the measure of the gain or loss generated on an investment relative to the amount invested.</p>
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PART 2: READING COMPREHENSION (5.0 marks)

Read a business – related text and answer the questions below

THE SIGNIFICANCE OF NETWORKING IN BUSINESS

Networking is a critical component of business success, and it plays a fundamental role in achieving professional growth and business development. This article delves into the importance of networking in the business world and provides insights into how effective networking can be a game-changer for individuals and companies alike.

The Power of Networking

Networking in business refers to the practice of connecting with others, building relationships, and creating a web of professional contacts. It is not just about exchanging business cards or connecting on social media; effective networking involves fostering genuine relationships that can benefit all parties involved. Networking can take various forms, from attending industry conferences and joining professional associations to engaging with colleagues and clients.

Why is Networking Important in Business?

1. Opportunities: Networking creates a world of opportunities. By meeting a diverse range of people within and outside your industry, you increase the likelihood of coming across new prospects, potential clients, and even job openings. It can lead to partnerships, collaborations, and business deals that you may not have discovered otherwise.

2. Knowledge Sharing: Networking enables the exchange of knowledge and information. Conversations with peers and industry leaders provide insights into the latest trends, best practices, and emerging technologies. This sharing of expertise can be invaluable for personal and professional development.

3. Personal Branding: Building a strong professional network can enhance your personal brand. A positive reputation and word-of-mouth recommendations from your network can bolster your credibility and open doors to new opportunities. People prefer to work with those they trust, and a robust network can help establish that trust.

4. Mentorship and Guidance: Effective networking allows you to connect with mentors and experienced individuals who can offer guidance and support. Mentors can share their wisdom, provide advice, and help you navigate your career or business journey. Their insights can be instrumental in making informed decisions.

5. Resource Access: Networking can grant you access to valuable resources, from industry-specific tools and information to funding and investment opportunities. It can be a source of financial and intellectual capital, helping you overcome obstacles and drive business growth.

6. Visibility and Recognition: Being part of a professional network enhances your visibility in your field. It can lead to speaking opportunities, conference presentations, and invitations to join industry panels. Increased visibility can help you stand out and be recognized for your expertise.

Networking is a powerful tool in the world of business, offering a multitude of benefits, including access to opportunities, knowledge sharing, personal branding, mentorship, resource access, and increased visibility. While it may require time and effort, the rewards of effective networking can be immense. Building genuine, meaningful relationships and investing in your professional network is a long-term strategy that can lead to both personal and business success. So, whether you're a seasoned professional or just starting your journey, remember that the relationships you cultivate today may shape your future in ways you can not yet foresee.

Challenges of Networking

While networking offers a plethora of advantages, it is not without its challenges:

1. Time and Effort: Building and maintaining a network requires time and effort. To be effective, you must be willing to attend events, engage in conversations, and follow up with your contacts. It's an ongoing process that demands dedication.

2. Quality Over Quantity: Effective networking is not just about having a vast number of connections. It's about having meaningful, valuable relationships. Quantity can sometimes dilute the quality of your network, making it less effective.

3. Rejection: Networking involves reaching out to people and seeking connections, which can lead to rejection. Not everyone will be receptive to your networking efforts, and it's essential to handle rejection gracefully and move forward.

Based on the reading text above, answer the following questions (1.0 mark each)

Question 1: *What is networking in this context?*

Question 2: *How can we enhance our personal branding?*

Question 3: *How can a business benefit from their networks?*

Question 4: *What kinds of resources can you access from networking?*

Question 5: *Describe some factors that can hinder your networking?*

PART 3: (3 marks)

CASE STUDY

Thomas owns a coffee shop in a small town. He makes bread and cakes to serve in his shop. He employs ten workers who help him brew coffee and cakes, and serve customers. Thomas has calculated that the 'added value' of his business is low. His customers complain when he tries to increase his prices. 'We can buy the same coffee and cakes at lower prices in other shops in this town' they tell him.

Based on the case study above, answer the following questions (1.0 mark each)

Question 1. Define 'added value'.

Question 2. Identify the opportunity cost to Thomas of buying a new brewing machine and bakery oven.

Question 3. Outline **one benefit** and **one drawback** to Thomas's business if he decides to open a Starbucks franchise rather than using his own brand.

Ngày biên soạn: 20/10/2023

Giảng viên biên soạn đề thi: Nguyễn Ngọc Nguyên

Ngày kiểm duyệt: 20/10/2023

Trưởng Bộ môn kiểm duyệt đề thi: Nguyễn Hải Long