

TRƯỜNG ĐẠI HỌC VĂN LANG
KHOA NGOẠI NGỮ

ĐÁP ÁN ĐỀ THI KẾT THÚC HỌC PHẦN
Học kỳ 1 , năm học 2023 - 2024

Mã học phần: **71ENGL40693**

Tên học phần: **Độc hiểu thương mại (Reading in 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 phần tự luận (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%

PART 1 (2 điểm)

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

PART 2 (5 điểm) Gợi ý trả lời

Question 1

Networking, in this context, refers to the practice of connecting with others, building relationships, and creating a web of professional contacts. It involves fostering genuine relationships that can benefit individuals and companies in the business world.

Question 2

Enhancing personal branding through networking involves building a strong professional network, which can bolster your credibility and open doors to new opportunities. Positive reputation and word-of-mouth recommendations from your network can enhance personal branding, as people prefer to work with those they trust.

Question 3

Business benefits from networks:

- Opportunities: New prospects, partnerships, and job openings.
- Knowledge sharing: Insights, best practices, and tech trends.
- Enhanced branding: Boosts credibility.
- Mentorship: Guidance from experienced individuals.
- Access to resources: Financial and intellectual support.
- Visibility: Industry recognition and speaking engagements.

Question 4

Through networking, you can access a variety of resources, including industry -specific tools and information, funding and investment opportunities, and intellectual capital. These resources can be valuable in helping you overcome obstacles and drive personal and business growth.

Question 5

Factors that can hinder networking include:

The time and effort required to build and maintain a network, as it's an ongoing process that demands dedication.

Focusing on quantity over quality in relationships, which can dilute the effectiveness of your network.

Rejection from some individuals when reaching out for connections, which should be handled gracefully to move forward successfully.

PART 3 (3 điểm):**Question 1:**

Define 'added value'. Added value refers to the increase in worth or utility that a business or individual adds to a product or service through various processes, such as manufacturing, marketing, or customization. It represents the difference between the final selling price of a product or service and the cost of the inputs or resources used to produce it. In the context of Thomas's coffee shop, it would refer to the value he adds to the coffee and cakes through his unique processes, ingredients, and branding that justifies his pricing.

Question 2:

Identify the opportunity cost to Thomas of buying a new brewing machine and bakery oven. The opportunity cost to Thomas of buying a new brewing machine and bakery oven would be the value of the next best alternative that he forgoes when he invests in these machines. In this case, it might be the alternative uses of the funds he spends on the machines. For instance, he could have used that money to expand his product offerings, hire additional staff, or invest in marketing. By choosing to invest in the machines, he misses out on these other potential opportunities.

Question 3:

Benefit: If Thomas decides to open a Starbucks franchise, he would benefit from the well-established brand recognition and reputation of Starbucks. This would likely lead to increased foot traffic, customer loyalty, and immediate trust from customers who are familiar with the Starbucks name. Thomas would also receive support and resources from the Starbucks corporate office, including training, supply chain access, and marketing assistance, which could streamline his operations and reduce some business risks.

Drawback: The major drawback of opening a Starbucks franchise is the loss of control over the business. Thomas would need to adhere to Starbucks' strict operational guidelines, product offerings, and pricing, limiting his ability to differentiate his coffee shop from other Starbucks locations. He might lose the unique character and identity that his own brand offered. Additionally, franchise fees and revenue sharing with Starbucks would reduce his profit margins. Furthermore, if the local market is not receptive to a Starbucks franchise, it could lead to decreased customer satisfaction and potentially lower sales, impacting his business negatively.

Ngày biên soạn: 20/10/2023

Giảng viên biên soạn đáp án đề thi: Nguyễn Ngọc Nguyễn

Ngày kiểm duyệt: 20/10/2023

Trưởng Bộ môn kiểm duyệt đề thi: Nguyễn Hải Long