

TRƯỜNG ĐẠI HỌC VĂN LANG
KHOA NGOẠI NGỮ

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

Mã học phần: **71ENGL40693**

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

Mã nhóm lớp học phần: **231_71ENGL40693_01_02**

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)

1. Scarcity	a. an economy where the resources are owned and controlled by both the private and public sectors
2. Opportunity cost	b. an individual who has an idea for a business takes the financial risk of starting and managing a new business
3. Capital goods	c. a payment, out of profits, to shareholders as a reward for their investment
4. Mixed economy	d. a person or organization who owns shares in a limited company
5. Entrepreneur	e. there are not enough goods and services to meet the wants of the population
6. Revenue	f. the amount a business earns from the sale of its products
7. Sole trader	
8. Shareholder	
9. Dividend	
10. Franchise	

	<p>g. a business system where entrepreneurs buy the right to use the name, logo and product of an existing business</p> <p>h. the benefit that could have been gained from an alternative use of the same resource</p> <p>i. a physical goods, such as machinery and delivery vehicles, used by other businesses to help produce other goods and services</p> <p>j. a business that is owned and controlled by just one person who takes all of the risks and receives all of the profits</p>
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PART 2: READING COMPREHENSION (5.0 marks)

Read a business – related text and answer the questions below

THE STOCK MARKET

In conversation, media, and the news, it's common to hear talk of "the market," short for the stock market. And while most everyone knows about the stock market, once again, few actually know what it is, how it functions, and what purposes it serves.

The stock market is the platform through which shares — or pieces of ownership of a company — are bought and sold by investors; investors who own shares of a company are referred to as shareholders. Thus, the stock exchange allows investors to potentially improve their worth (provided the stock price of their investments increases, or provided they receive dividends, or small, pre-planned payments from a company paid to shareholders), and companies to have the benefit of being publically operated, and also, for company founders to cash-in on stock (by selling their shares of the company once it goes public).

Trading shares is a relatively straightforward process. Through a licensed stockbroker, brokerage firm, or trading website, one simply places an order for the desired number of stock in a designated company; a small fee is usually paid to the party responsible for performing the trade (be it a person, firm, or website). There is always another individual looking to sell or buy a particular stock, given the magnitude of the exchange, and there are therefore almost never delays in the process. There are also a number of other, more complex stock purchase and sale types for buyers and sellers to choose from.

Anyone who owns stock in a company owns a piece of its assets relative to their share count. For example, a company with a stock limit (which is determined during an IPO, or initial public offering, wherein a company's initial price and stock count are set before it debuts on the exchange), of 100 (hypothetically speaking, of course) would be 25% owned by an individual who possessed 25 shares.

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

Question 1: *What is traded on the stock market?*

Question 2: *How can stock be purchased by an investor?*

Question 3: *How can each stock be bought and sold at any time?*

Question 4: *What is an IPO?*

Question 5: *How is the value of a company's stock determined?*

PART 3: (3 marks)

CASE STUDY

Mohammed owns a bakery. He makes bread and cakes. He employs three workers who help him mix the dough for the bread and cakes, put the dough into tins, bake the bread and cakes, and serve customers. Mohammed 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 bread and cakes at lower prices,’ 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 Mohammed of buying a new oven.

Question 3. Outline two benefits to Mohammed’s business of all of his workers being able to do all of the jobs in the bakery.

Ngày biên soạn: 20/10/2023

Giảng viên biên soạn đề thi: Paul M. Jordan

Ngày kiểm duyệt: 20/10/2023

Trưởng Bộ môn kiểm duyệt đề thi: Nguyễn Hải Long