

TRƯỜNG ĐẠI HỌC VĂN LANG
ĐƠN VỊ: KHOA NGOẠI NGỮ

ĐỀ THI, ĐÁP ÁN/RUBRIC VÀ THANG ĐIỂM
THI KẾT THÚC HỌC PHẦN
Học kỳ 2, năm học 2023-2024

I. Thông tin chung

Tên học phần:	BUSINESS CORESPONDENCE		
Mã học phần:	72ENGL40443	Số tín chỉ:	3
Mã nhóm lớp học phần:	232-72ENGL40443_01		
Hình thức thi: Tự luận	Thời gian làm bài:	100	phút
<i>Thí sinh được tham khảo tài liệu:</i>	<input type="checkbox"/> Có	<input checked="" type="checkbox"/> Không	

II. Các yêu cầu của đề thi nhằm đáp ứng CLO

Ký hiệu CLO	Nội dung CLO	Hình thức đánh giá	Trọng số CLO trong thành phần đánh giá (%)	Câu hỏi thi số	Điểm số tối đa	Lấy dữ liệu đo lường mức đạt PLO/PI
(1)	(2)	(3)	(4)	(5)	(6)	(7)
CLO1	Áp dụng các thuật ngữ thương mại vào các loại thư tín thương mại khác nhau.	Tự luận	20%	1	2	
CLO2	Vận dụng được cả phong cách viết trang trọng lẫn thân mật trong viết email.	Tự luận	20%	2	2	
CLO3	Vận dụng cách viết và các yếu tố chính của thư tín thương mại trong quy trình mua và bán.	Tự luận	20%	2	2	
CLO4	Sử dụng kỹ năng đọc và viết thành thạo khi xử lý thư từ hoặc email kinh doanh.	Tự luận	20%	3	2	

CLO6	Áp dụng kỹ năng lập luận để đưa ra các giải pháp cho các tình huống khác nhau trong các thư từ kinh doanh khác nhau.	Tự luận	20%	3	2	
------	--	---------	-----	---	---	--

III. Nội dung câu hỏi thi

Câu hỏi 1: (02 điểm)

Part I: Match the informal language vocabulary with the more appropriate formal option.

1. Please can you send us your catalogues with prices, sizes and colors for the product?
2. Thanks for your email I got yesterday.
3. We offer a 5% discount for orders made through our website.
4. Here is a copy of our pricelist.
5. Please contact me if you have any questions.
6. Best wishes.
7. I want to make a transfer to Japan.
8. What are your bank charges for money transfer?
9. When will you deliver it?
10. Please kindly re-confirm the prices of 20XX so that we can proceed with placing the order soon.

- | |
|--|
| <p>A. <i>Please do not hesitate to contact me if you need further information.</i></p> <p>B. <i>I would really appreciate it if you could send us your catalogues with prices, sizes and colors for the product.</i></p> <p>C. <i>Yours faithfully.</i></p> <p>D. <i>I am attaching a copy of our pricelist.</i></p> <p>E. <i>Thank you very much for your email which I received yesterday.</i></p> <p>F. <i>In our company policy, a 5% discount is applied for orders made through our website.</i></p> <p>G. <i>I would like to make a transfer to Japan.</i></p> <p>H. <i>Could you please kindly re-confirm the prices of 20XX so that we can proceed with placing the order soon?</i></p> <p>I. <i>Could you please tell me what your bank charges are for money transfer?</i></p> <p>J. <i>I am really delighted if you could tell me when you could deliver it.</i></p> |
|--|

Câu hỏi 2: (04 điểm)

Part II: Write a letter/email (of about 200 words) to reply to the following letter/email (4 điểm)

Dear Sir/Madam,

I am writing to express my dismay at the service at your Eden Hill branch on Saturday 14 January.

I often collect prescriptions from the pharmacy on behalf of my grandmother, Mrs Elaine Bingham. On this occasion there were two prescriptions: one for 10 x 50 mg Kendomol and one for 50 x 100 mg Leoprone. I was served quickly even though there appeared to be only one pharmacist on duty. However, as I was leaving I saw that I had been given 500 mg tablets of Kendomol. This is ten times stronger than the prescription called for.

If I had not noticed the difference between the prescription and the actual tablets, my grandmother could have taken a dangerous overdose of Kendomol. I would be worried about getting any future prescriptions at Eden Hill.

The pharmacist apologised and corrected the mistake but I wanted to bring it to your attention. I think it happened because there were not enough staff on duty. I understand that mistakes happen but there needs to be a minimum of two pharmacists at all times so all prescriptions can be checked.

I hope you can take steps to make sure this mistake does not happen again.

Yours faithfully,

Roger Bingham

Read the above letter of complaint and write a letter of apology to Roger Bingham.

1. Send copy of the procedure of prescription at Eden Hill.
2. Apologize and promise that you will consider the suggestion of staff addition at the pharmacy.

Câu hỏi 3: (04 điểm)

Part III: Writing a report (4 điểm)

You work for Yum's Kitchen, a fastfood restaurant in which there have been some problems with the staff, the prices and the service. You are requested by the Manager to make a report on factors affecting service quality in order to deal with the situation. Examine the survey results below and write a report of 4 parts:

- Introduction
- Findings
- Conclusions
- Recommendations

Summarizing the information by selecting and reporting the main features and make comparison where relevant.

Write about 300 words.



ĐÁP ÁP VÀ THANG ĐIỂM

Phần câu hỏi	Nội dung đáp án	Thang điểm	Ghi chú
I. Tự luận			
Câu 1	1-B; 2-E; 3-F; 4-D; 5-A; 6-C; 7-G; 8-I; 9-J; 10-H	2.0	
Câu 2	The letter is supposed to be a reply to a letter of complaint. The writing style and language should be formal style. The letter should consist of 4 parts: Introduction, Details, Action, Close	4.0	
Câu 3	The students' writing is supposed to consist of: This report has been produced at the request of the Manager to identify the factors that most affect service quality in order to deal with the situation at Yum's Kitchen. Students are supposed to compare the food quality, the service and the ambience at the restaurant and report the main features concerning the top complaints.	4.0	
	Điểm tổng	10.0	

TP. Hồ Chí Minh, ngày 07 tháng 03 năm 2024

P. Trưởng bộ môn

Giảng viên ra đề



ThS. Cao Thị Xuân Tú



Trương Thị Mai Hạnh