

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:	MỤC TIÊU THƯƠNG MẠI		
Mã học phần:	71ENGL40742	Số tín chỉ:	2
Mã nhóm lớp học phần:	232_71ENGL40742_01,02,03,04		
Hình thức thi: Tự luận	Thời gian làm bài:	60	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)
CLO 1	Nắm vững thuật ngữ và kiến thức tiếng Anh về lĩnh vực kinh tế, tài chính thương mại, quản trị doanh nghiệp	Tự luận	40%	1, 2	Câu 1: 2đ Câu 2: 8đ	
CLO 2	Phân biệt những ứng dụng ngôn ngữ và kỹ năng tiếng Anh trong kinh tế, tài chính thương mại và quản trị doanh nghiệp.	Tự luận	40%	1, 2	Câu 1: 2đ Câu 2: 8đ	
CLO 4	Sử dụng hiệu quả từ khóa theo chủ đề.	Tự luận	20%	1, 2	Câu 1: 2đ Câu 2: 8đ	

III. Nội dung câu hỏi thi

Câu hỏi 1: (2 điểm)

Below are three topics/theories that have been covered in this course:

- Risk management strategies
- Successful people spend money to make more money
- Internationalization

Choose **ONE** topic/theory to answer the following questions. You should write approximately **2 sentences** for each question.

- a. What is it? Give a brief definition for the chosen topic/theory. (0.5 điểm)
- b. Give an example for the chosen topic/theory. (0.5 điểm)
- c. What is one **advantage** of the chosen topic/theory in regard to business success? (0.5 điểm)
- d. What is one **disadvantage** of the chosen topic/theory in regard to business success? (0.5 điểm)

Câu hỏi 2: (8 điểm)

TASK:

Read the case study below and answer each question using information from the passage together with your own knowledge of the topic. **Answer to each question should be at least 60 words (approximately 4 sentences) or more.**

CASE STUDY:

Peter doesn't like to follow the crowd. He thinks group thinking is a common problem in many organizations. This former director of marketing for a consumer products company believes differences of opinion should be heard and appreciated. As Weaver states, "I have always believed I should speak for what I believe to be true."

He demonstrated his belief in being direct and candid throughout his career. On one occasion, he was assigned to market Paul's spaghetti-sauce products. During the brand review, the company president said, "Our spaghetti sauce is losing out to price-cutting competitors. We need to cut our prices!"

Peter found the courage to say he disagreed with the president. He then explained the product line needed more variety and a larger advertising budget. Prices should not be cut. The president accepted Peter's reasoning. Later, his supervisor approached Peter and said, "I wanted to say that, but I just didn't have the courage to challenge the president."

All leaders spend time in reflection and self-examination to identify what they truly believe and value. Their beliefs are tested and fine-tuned over time. True leaders can tell you, without hesitation, what they believe and why. They don't need a teleprompter to remind them of their core beliefs. And, they find the courage to speak up even when they know others will disagree.

Question 1: (2 điểm)

What leadership/management style did Peter demonstrate throughout his career? Provide further explanation for this style.

Question 2: (2 điểm)

Do you think the style being mentioned in Question 1 can be applied to every company or business in the world? Elaborate on your answer.

Question 3: (2 điểm)

Why did Peter's supervisor find it hard to tell president Paul that he was wrong? Is it because of Paul's management style or communication issue?

Suggest an alternative solution to tell president Paul that he should not cut the prices.

Question 4: (2 điểm)

List 2 most important values that you think can help someone becomes a good manager or leader. For each, give a detailed explanation as to why you think it will help achieve business success.

ĐÁP ÁP VÀ THANG ĐIỂM

Phần câu hỏi	Nội dung đáp án	Thang điểm	Ghi chú
I. Tự luận			
Câu 1		2.0	
Nội dung a.	The answers vary. In general, it should be relevant to the topic chosen, and address the question.	0.5	
Nội dung b.		0.5	
Nội dung c.		0.5	
Nội dung d.		0.5	
Câu 2		8.0	
Nội dung 1	The answers vary. Overall, it should satisfy at least the following: <ul style="list-style-type: none"> • Relevant to the information from the case study • Clear – not giving vague or overly complex information • Vocabulary – use topic-related words • Grammatically correct 	2.0	
Nội dung 2		2.0	
Nội dung 3		2.0	
Nội dung 4		2.0	
Điểm tổng		10.0	

TP. Hồ Chí Minh, ngày 22 tháng 02 năm 2023

Trưởng bộ môn

Giảng viên ra đề

Nguyễn Hải Long

Vũ Mạnh Quyền