

TRƯỜNG ĐẠI HỌC VĂN LANG
ĐƠN VỊ: KHOA QUẢN TRỊ KINH DOANH

ĐỀ THI VÀ ĐÁP ÁN
THI KẾT THÚC HỌC PHẦN
Học kỳ 3, năm học 2023-2024

I. Thông tin chung

Tên học phần:	Business Communication		
Mã học phần:	72BUSI30013	Số tin chỉ:	03
Mã nhóm lớp học phần:	233_72BUSI30013_01		
Hình thức thi: Trắc nghiệm kết hợp Tự luận	Thời gian làm bài:	90	phút
<i>Thí sinh được tham khảo tài liệu:</i>	<input type="checkbox"/> Có	<input checked="" type="checkbox"/> Không	

1. Format đề thi

- Font: Times New Roman
- Size: 13
- Tên các phương án lựa chọn: **in hoa, in đậm**
- Không sử dụng nhảy chữ/số tự động (numbering)
- Mặc định phương án đúng luôn luôn là Phương án A ghi ANSWER: A
- Tổng số câu hỏi thi:
- Quy ước đặt tên file đề thi:
 - + Mã học phần_Tên học phần_Mã nhóm học phần_TNTL_De 1
 - + Mã học phần_Tên học phần_Mã nhóm học phần_TNTL_De 1_Mã đề (*Nếu sử dụng nhiều mã đề cho 1 lần thi*).

2. Giao nhận đề thi

Sau khi kiểm duyệt đề thi, đáp án/rubric. **Trưởng Khoa/Bộ môn** gửi đề thi, đáp án/rubric về Trung tâm Khảo thí qua email: khaothivanlang@gmail.com bao gồm file word và file pdf (*nén lại và đặt mật khẩu file nén*) và nhắn tin + họ tên người gửi qua số điện thoại **0918.01.03.09** (Phan Nhật Linh).

- Khuyến khích Giảng viên biên soạn và nộp đề thi, đáp án bằng **File Hot Potatoes**. Trung tâm Khảo thí gửi kèm File cài đặt và File hướng dẫn sử dụng để hỗ trợ Quý Thầy Cô.

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

(Phần này phải phối hợp với thông tin từ đề cương chi tiết của học phần)

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	Describe the concepts, principles, processes, and roles of communication in business in the digital age; Discuss ethics in the workplace, and strategies for enhancing intercultural effectiveness, reflect on nonverbal intercultural communication.	Trắc nghiệm	31.5%	Câu: 20-40	31.5/100	PI3.1
CLO2	Analyze the purpose of a message, anticipate its audience, and select the best communication channel; Apply 3x3 writing process to write business letters, messages, business proposal and business report	Trắc nghiệm	28.5%	Câu: 1-19	28.5/100	PI3.1
CLO4	Listen actively and good oral and presentation skills in various business situations and environments; enhance job search and résumé by taking advantage of digital tools	Tự luận	40%	Câu: 1,2	40/100	PI7.1

Chú thích các cột:

(1) Chỉ liệt kê các CLO được đánh giá bởi đề thi kết thúc học phần (tương ứng như đã mô tả trong đề cương chi tiết học phần). Lưu ý không đưa vào bảng này các CLO không dùng bài thi kết thúc học phần để đánh giá (có một số CLO được bố trí đánh giá bằng bài kiểm tra giữa kỳ, đánh giá qua dự án, đồ án trong quá trình học hay các hình thức đánh giá quá trình khác chứ không bố trí đánh giá bằng bài thi kết thúc học phần). Trường hợp một số CLO vừa được bố trí đánh giá quá trình hay giữa kỳ vừa được bố trí đánh giá kết thúc học phần thì vẫn đưa vào cột (1)

(2) Nêu nội dung của CLO tương ứng.

(3) Hình thức kiểm tra đánh giá có thể là: trắc nghiệm, tự luận, dự án, đồ án, vấn đáp, thực hành trên máy tính, thực hành phòng thí nghiệm, báo cáo, thuyết trình, ..., phù hợp với nội dung của CLO và mô tả trong đề cương chi tiết học phần.

(4) Trọng số mức độ quan trọng của từng CLO trong đề thi kết thúc học phần do giảng viên ra đề thi quy định (mang tính tương đối) trên cơ sở mức độ quan trọng của từng CLO. Đây là cơ sở để phân phối tỷ lệ % số điểm tối đa cho các câu hỏi thi dùng để đánh giá các CLO tương ứng, bảo đảm CLO quan trọng hơn thì được đánh giá với điểm số tối đa lớn hơn. Cột (4) dùng để hỗ trợ cho cột (6).

(5) Liệt kê các câu hỏi thi số (câu hỏi số ... hoặc từ câu hỏi số... đến câu hỏi số...) dùng để kiểm tra người học đạt các CLO tương ứng.

(6) Ghi điểm số tối đa cho mỗi câu hỏi hoặc phần thi.

(7) Trong trường hợp đây là học phần cốt lõi - sử dụng kết quả đánh giá CLO của hàng tương ứng trong bảng để đo lường đánh giá mức độ người học đạt được PLO/PI - cần liệt kê ký hiệu PLO/PI có liên quan vào hàng tương ứng. Trong đề cương chi tiết học phần cũng cần mô tả rõ CLO tương ứng của học phần này sẽ được sử dụng làm dữ liệu để đo lường đánh giá các PLO/PI. Trường hợp học phần không có CLO nào phục vụ việc đo lường đánh giá mức đạt PLO/PI thì để trống cột này.

III. Nội dung câu hỏi thi

PHẦN TRẮC NGHIỆM (40 câu hỏi + 0.15 điểm/câu)

1. Reports convey information, answer questions, and ____.

- A. solve problems
- B. present your opinions
- C. comply with government regulations
- D. demonstrate your proficiency as a technical writer

ANSWER: A

2. The direct pattern of organization is appropriate for a business report when readers ____.

- A. are informed
- B. need to be educated
- C. must be persuaded
- D. may be disappointed or hostile

ANSWER: A

3. Which of the following is the *best* advice when using graphics in reports?

- A. Don't overuse color because too much color can be distracting and confusing.
- B. Don't introduce a graphic; a good graphic should communicate clearly itself.
- C. Avoid summarizing the main point of the graphic.
- D. Avoid the use of headings on a graphic.

ANSWER: A

4. Surveys, which are used to collect firsthand data, have many advantages. One advantage is that ____.

- A. data can be gathered economically and efficiently
- B. respondents can be relied on to respond openly and truthfully to anonymous surveys
- C. those who respond to mailed or online surveys exactly represent the overall population
- D. return rates for online and mailed surveys are typically over 90 percent

ANSWER: A

5. Phong has studied the effect of on-site daycare on employee work attendance. He must present his findings to his supervisor, who is opposed to this service. How should Phong present his information?

- A. Use persuasive strategies and an indirect organizational pattern.
- B. Arrange the report using the direct organizational pattern.
- C. Omit background data as this might bore his supervisor.
- D. Give up; his boss will never go for this idea anyway.

ANSWER: A

6. Grant proposals aim to _____.

- A. secure funding
- B. sell products or services
- C. increase profits
- D. start new businesses

ANSWER: A

7. Which of the following components is typically included in a formal proposal but is optional in an informal proposal?

- A. Abstract or summary
- B. Authorization Request
- C. Staffing
- D. Budget

ANSWER: A

8. An executive summary included with a formal proposal is typically _____.

- A. up to 10 percent of the original text
- B. one page long
- C. three to four pages long
- D. five to six pages long

ANSWER: A

9. Which of the following would *not* appear in the operations and management section of a business plan?

- A. Who your competitors will be
- B. How you will run your business
- C. The personnel and management of your business
- D. The location of your business and the equipment you will use

ANSWER: A

10. Which of the following statements about formal business reports is *least* accurate?

- A. Formal reports are written for internal audiences only.
 - B. Formal reports are similar to formal proposals in length, organization, and serious tone.
 - C. Formal reports present the end product of thorough investigation and analyses.
 - D. Breaking a long formal report into small segments makes it easier to understand.
- ANSWER: A

11. Tri has asked you for help in preparing an executive summary of a formal business report he is writing. What is the *best* advice you can give him?

- A. Begin the executive summary with your purpose.
- B. Make the executive summary as long as necessary to be persuasive.
- C. Use a lot of technical language to impress your reader.
- D. To add variety to your report, prepare your executive summary in a different sequence from the report itself.

ANSWER: A

12. Na is aware that some of her report's content may not be well received by some of her readers. What type of headings should she use?

- A. Functional headings
- B. Graphic headings
- C. Talking headings
- D. She should omit headings altogether.

ANSWER: A

13. Choose the *most* accurate statement about business presentations.

- A. If you are like most people, you may be apprehensive about making informational or persuasive oral presentations.
- B. Good speakers are born, not made.
- C. At some point nearly half of businesspeople have to inform others or sell an idea.
- D. Information and persuasion are seldom conveyed in person because e-mail, memos, and letters are more effective.

ANSWER: A

14. The most important part of preparing for an oral presentation is ____.

- A. determining the purpose
- B. analyzing the audience
- C. gathering research.
- D. creating a professional appearance.

ANSWER: A

15. After determining your purpose for the presentation, what is your next important step?

- A. Analyzing the audience
- B. Preparing your PowerPoint slides
- C. Examining the room where the presentation will be made
- D. Conducting research

ANSWER: A

16. Begin the job search by studying the job market and ____.

- A. identifying your interests, goals, and qualifications

- B.** specifying your target job, ideal supervisor, and perfect working conditions
- C.** developing a short-range career plan to present at interviews
- D.** searching Web sites for job openings

ANSWER: A

17. Experts report a new online information source for successful job seekers. What is this recently emerged online job source?

- A.** Social media sites
- B.** Public service Web sites
- C.** Online newspapers
- D.** Big online job boards

ANSWER: A

18. Which of the following tips will *best* help you conduct a safe, effective Web job search?

- A.** Consider omitting your home address and home phone number.
- B.** Post your résumé only at reputable sites that charge a fee for this service.
- C.** Renew your résumé posting about every 45 days.
- D.** Respond only to "blind" job postings.

ANSWER: A

19. Which of the following is the best advice about résumé length?

- A.** Because recruiters and hiring managers want to know your skills, make it as long as needed to sell yourself.
- B.** Because recruiters are busy, keep it to one page.
- C.** Because recruiters interview applicants with two-page résumés, make it two pages.
- D.** Because experts are divided between one- or two-page résumé length, make your résumé a page and a half.

ANSWER: A

20. Which of the following is considered unethical on a résumé?

- A.** All of these choices are unethical.
- B.** Making your job duties sound more impressive and responsible than they really were
- C.** Extending employment dates to avoid showing periods of unemployment
- D.** Misrepresenting a job title to make it sound more important

ANSWER: A

21. Which of these is the *best* statement to present a job candidate's information in the body of a cover letter?

- A.** *Your posting description closely matches my experiences assisting dysfunctional families in crisis, and recently I've taken seminars in family dynamics to develop the additional skills that your ad indicates are essential.*
- B.** *I am a qualified and fully licensed pediatric nurse.*
- C.** *You need a licensed, registered nurse, and I meet those qualifications. Having graduated summa cum laude from Van Lang University, I am well-prepared and eager to apply my knowledge in nursing.*
- D.** *Having graduated summa cum laude from Van Lang University, I am well-prepared and eager to apply my knowledge in nursing.*

ANSWER: A

22. Which of the following is the *best* Career Objective for a résumé?

- A. *An accounting position in which 10 years' experience and a license as a CPA will allow me to assist the company with payroll, employee benefits, and governmental tax and records reporting*
 - B. *Serving as a team player in a company where independent thinking is Job #1*
 - C. *A challenging job at an organization that raises the bar in data security*
 - D. *An entry-level position in the marketing area with a possibility of promotion*
- ANSWER: A

23. Audience analysis issues you should consider when preparing your presentation include size, age, gender, and which of the following?

- A. Experience, attitude, and expectations
 - B. Stereotypes, biases, and prejudices
 - C. Race, religion, and culture
 - D. Height and weight
- ANSWER: A

24. If you have agreed to speak to an audience with which you are unfamiliar, you should ____.

- A. obtain the names of several audience members, and contact them to ask questions about their backgrounds, attitudes, and expectations
 - B. imagine for yourself what an average audience in this part of the country might be like
 - C. use a search engine to collect as much information about the region and its people as possible and then base your audience analysis on this
 - D. ask the person sponsoring the event to complete your audience analysis worksheet for you
- ANSWER: A

25. Giang tells her audience about her five years' experience as a social networking professional helping over 100 local businesses learn to use social networking as an effective marketing tool. Giang is attempting to ____.

- A. identify herself and establish credibility
 - B. present the main goals of her presentation
 - C. preview the main points of her presentation
 - D. capture her listeners' attention and get them involved
- ANSWER: A

26. Phong opened his presentation to an audience of business owners with this statement: *If you want to reduce employee benefit costs by at least 15 percent without hurting employee morale or impacting your work environment, please stand up right now.* By asking them to stand, Phong is ____.

- A. capturing listeners' attention and getting them involved
 - B. misleading his audience
 - C. previewing the main points of his presentation
 - D. identifying himself and establishing credibility
- ANSWER: A

27. Which of the following is recommended for job seekers to complete as "homework" when preparing for an interview?

- A. Google the interviewer
- B. Allow a "cooling-off period"; stop thinking about the interview for 12 hours
- C. Select an interesting and appealing fragrance (aftershave or perfume)
- D. Develop a thick skin because rejections are likely

ANSWER: A

28. You can send positive nonverbal messages during your interview by dressing professionally, controlling your body movements, making eye contact, and ____.

- A. arriving on time
- B. using gender-neutral language
- C. presenting success stories to respond to behavioral questions
- D. preparing thoroughly

ANSWER: A

29. When the interviewer asks you questions about the future, you should provide answers that ____.

- A. show ambition and interest in succeeding with this company
- B. enable you to work in your practiced success stories
- C. demonstrate you have the skills required for the target position
- D. illustrate your interest in their organization and in the open position

ANSWER: A

30. During your interview you will ____.

- A. convince the employer of your potential
- B. research the company
- C. create success stories and match them to common interview questions
- D. organize yourself and your materials into a persuasive package

ANSWER: A

31. Which of the following will *not* help you reduce your fears during an interview?

- A. Let the interviewer have complete charge of the entire interview
- B. Practice interviewing as much as you can, especially with real companies
- C. Practice how you will answer the most frequently asked interview questions
- D. Take deep breaths while waiting for the interview to begin

ANSWER: A

32. If an interviewer says *Why do you want to work for us?*, you should ____.

- A. show what you know about the interviewer's company and how your goals match the company and its culture
- B. briefly summarize problems at your current job that require you to change employers
- C. explain that as a recent graduate you want to work for any company needing a person with your skills and background
- D. tell the truth about your reasons for seeking this job; for example, you are unemployed, you need more pay or better benefits, or you just graduated

ANSWER: A

33. Which of the following is an example of a situational question?

- A. *If you were aware that a coworker submitted false data, what would you do?*
- B. *What is your ideal work environment?*
- C. *What do you predict for the future of our industry?*
- D. *Tell me about a time when you dealt with confidential information.*

ANSWER: A

34. What is the key benefit of active listening in a conversation?

- A. Making the speaker feel heard and valued
- B. Showing off your knowledge
- C. Speeding up the discussion
- D. Avoiding eye contact

ANSWER: A

35. Which factor does *not* commonly disrupt active listening?

- A. Interest in the topic
- B. Emotional distractions
- C. Personal biases
- D. Environmental disturbances

ANSWER: A

36. Which skill is crucial for demonstrating active listening?

- A. Nodding and maintaining eye contact
- B. Interrupting frequently
- C. Multitasking during the conversation
- D. Giving immediate advice

ANSWER: A

37. Why is active listening considered a "soft skill"?

- A. It is associated with personality and interaction.
- B. It requires technical expertise.
- C. It is not necessary for career success.
- D. It only applies to informal settings.

ANSWER: A

38. How does empathy enhance active listening?

- A. It helps in understanding the speaker's feelings.
- B. It eliminates the need for verbal feedback.
- C. It makes listening passive.
- D. It allows the listener to dominate the talk.

ANSWER: A

39. If you find your mind wandering during a meeting, what is an effective strategy to stay focused?

- A. Summarize the speaker's points in your head
- B. Continue daydreaming
- C. Engage in another task
- D. Check your phone

ANSWER: A

40. In a situation where a speaker is upset, what is a good way to handle it as an active listener?

- A. Show understanding and acknowledge their feelings
- B. Walk away
- C. Tell them they are overreacting
- D. Argue back

ANSWER: A

PHẦN TỰ LUẬN (02 câu hỏi; 4.0 điểm)

Cách thức nộp bài phần tự luận: SV gõ trực tiếp trên khung trả lời của hệ thống thi.

Câu 1 (1.0 điểm):

Most reports fit into one of two broad categories: informational reports and analytical reports.

- a. In what scenarios would you choose to write an informational report? Give an example of informational reports?
- b. In what scenarios would you choose to write an analytical report? Give an example of analytical reports?

Câu 2 (3.0 điểm):

Imagine you have been asked to give a presentation to a group of new employees at your company. Describe three key actions you would take to prepare for this presentation, and explain why each one is important.

ĐÁP ÁN PHẦN TỰ LUẬN VÀ THANG ĐIỂM

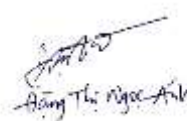
Phần câu hỏi	Nội dung đáp án	Thang điểm	Ghi chú
I. Trắc nghiệm		6.0	
Câu 1 – 40	A	0.15 x 40	
II. Tự luận		4.0	
1a	You would choose to write an informational report when you need to present data or facts without providing any analysis, conclusions, or recommendations. The purpose is to inform the audience with organized and straightforward information. Example: Monthly Sales Report...	0.5	
1b	You would choose to write an analytical report when you need to provide data or findings along with	0.5	

	analysis, conclusions, and recommendations. The purpose is to help the audience understand the implications of the data and persuade them to take specific actions or change their beliefs. Example: Feasibility Study for a new manufacturing plant...		
2	Students' answers will vary. Suggestion: - Prepare Thoroughly: Research your topic in depth and create a detailed outline. Knowing your subject well reduces stage fright and ensures you can confidently address questions. For instance, if discussing company policies, be familiar with all guidelines. - Rehearse Repeatedly: Practice your entire presentation multiple times. This helps refine your delivery and ensures you stay within the time limit. Practice transitions to maintain a smooth flow, and consider recording yourself for evaluation. - Dress Professionally and Check Equipment: Dressing professionally boosts your confidence and credibility. Check the room and equipment beforehand to minimize technical issues. Ensure the projector works and the seating arrangement allows everyone to see clearly.	3.0	
	Điểm tổng	10	

Người duyệt đề

TP. Hồ Chí Minh, ngày 15 tháng 06 năm 2024

Giảng viên ra đề



Hoàng Thị Ngọc Anh