

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 Nhất 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 that present data without analysis or recommendations are ____.

- A. informational reports
- B. analytical reports
- C. cost-benefit analysis reports
- D. justification reports

ANSWER: A

2. When you organize a report directly, what is the correct order of ideas to follow?

- A. Introduction, facts, and summary
- B. Introduction, summary, and facts
- C. Summary, introduction, and facts
- D. The direct pattern presents ideas in any order for maximum effectiveness.

ANSWER: A

3. Which statement about pie charts is accurate?

- A. Pie charts are most appropriate for showing percentages.
- B. Pie charts are most useful for technical audiences.
- C. Pie charts are more flexible than bar or line charts.
- D. Pie charts can be confusing to readers because of the use of multiple colors.

ANSWER: A

4. What is the *best* advice for conducting an Internet search?

- A. When connecting to a search tool for the first time, always read the FAQs (Frequently Asked Questions), Help, and How to Search sections.
- B. Use one search tool only so that you can master it.
- C. Use all uppercase letters for your searches.
- D. Include articles and prepositions in search phrases to make searches more specific.

ANSWER: A

5. Minh wants to make sure that she sounds credible in her business report. What should she do to build her credibility?

- A. Tell her readers the source of her information.
- B. Write her personal opinions so that they sound like facts.
- C. Discuss only the position that she favors so that her readers don't get confused.
- D. Minh should do all of these to build credibility.

ANSWER: A

6. Which type of organization is dependent on proposals?

- A. All of the options are correct.
- B. Large profit-making organizations
- C. Smaller profit-making organizations
- D. Nonprofit organizations

ANSWER: A

7. Select the *most* accurate statement about proposals.

- A. Proposals can mean life or death for an organization.
- B. Most internal proposals are written in response to Requests for Proposals (RFPs).
- C. Most proposals are unsolicited.
- D. Most proposals are internal.

ANSWER: A

8. A business plan's mission statement _____.

- A. explains the purpose of a business and why it will succeed
- B. is optional
- C. must be written in eight or fewer words
- D. All of these statements about a business plan mission statement are correct.

ANSWER: A

9. Which of the following statements about business plans is *least* accurate?

- A. Investors are looking only for unique products or services.
- B. For existing companies, the company description section should describe the company's founding, growth, sales, and profits.
- C. Start-up companies should explain in the product/service description section why the business will be profitable.
- D. The product/service description section should explain why your product or service is better than existing products or services.

ANSWER: A

10. Writers often include additional information in the introduction to a formal report. Which of the following would *not* be appropriate to include in the introduction?

- A. Providing a detailed analysis of the problem
 - B. Defining key terms
 - C. Describing your secondary sources and explaining how you collected primary data
 - D. Summarizing what other authors and researchers have published on the report topic
- ANSWER: A

11. A potential angel investor is reading your business plan for a new start-up company. What will this investor *most* likely consider to be the most important factor in assessing your business potential?

- A. Whether your management team can implement the business plan
- B. Whether your start-up company will use social media for marketing and communication
- C. Whether your start-up company will use social media for marketing and communication
- D. Whether you're aware of all of your direct and indirect competitors

ANSWER: A

12. Binh is writing a business report about protecting workplace data and will be conducting an interview with a data security expert. What is the *best* advice you can give her?

- A. Binh should complete all these steps.
- B. Use open-ended questions rather than yes-or-no questions to draw out the responses from the expert.
- C. Learn about the individual she is interviewing, and research the background and terminology of the topic.
- D. Call before the interview to confirm the arrangements, and then arrive on time.

ANSWER: A

13. Which of the following statements about business presentations and speaking skills is *most* accurate?

- A. Effective speaking skills and career success go hand in hand.
- B. Speaking skills are useful only for individuals in upper-level positions.
- C. For many positions only technical skills, not communication skills, are needed.
- D. Oral presentations in the workplace are necessary only when you must motivate action.

ANSWER: A

14. Which of the following statements about preparing for an oral presentation is *not* accurate?

- A. The key element in successful preparation for an oral presentation is assessing your knowledge and related technical skills.
- B. For many people fear of speaking before a group is even greater than fear of dying.
- C. You can lay the foundation for a professional performance by focusing on preparation, organization, audience rapport, visual aids, and delivery.
- D. Many people feel a great deal of anxiety when getting ready for an oral presentation.

ANSWER: A

15. Your task in audience analysis is to ____.

- A. anticipate the audience's reactions and adjust to its needs, if necessary
- B. select a presentation topic and a purpose best suited to your audience
- C. determine your needs and develop your visual aids
- D. begin information research and organization

ANSWER: A

16. Your first step in finding a satisfying career should be ____.
- A. learning about yourself, the job market, and the employment process
 - B. locating job openings at desirable companies
 - C. developing an effective résumé to send to prospective employers
 - D. researching salary, benefits, and job stability in a chosen field

ANSWER: A

17. Which of the following is a traditional job-search technique?
- A. Developing a network
 - B. Searching Vietnamworks
 - C. Visiting a company Web site to search for job openings
 - D. Checking LinkedIn or Facebook

ANSWER: A

18. The primary way to make a résumé persuasive is to ____.
- A. customize it to fit each company and position
 - B. limit it to one page
 - C. use a good laser printer to print it on high-quality bond paper
 - D. put a copy of it on the Web

ANSWER: A

19. Opinions on the use of a Career Objective on the résumé are mixed. Which of the following the *best* reason for candidates to add a Career Objective to their résumés?
- A. An Objective can tell the prospective employer that this candidate is sure about what he or she wants to do.
 - B. An Objective can rapidly disqualify a candidate if the stated Objective does not match a company's job description.
 - C. The primary goal of an Objective is to make the recruiter's life easier by quickly classifying the résumé, which means the applicant is more likely to be hired.
 - D. An Objective shows flexibility and indicates that a candidate is adaptable and willing to change to suit the employer's needs.

ANSWER: A

20. Which of these résumé tips is most accurate?
- A. Improve the visual impact of your résumé by placing your employment achievements and relevant job duties in an easy-to-read bulleted list.
 - B. Include your personal information (height, weight, and marital status) to give a potential employer a complete picture.
 - C. Omit school and community activities from your résumé because they are unrelated to your work experience.
 - D. Don't list awards and honors on a résumé; if you list them, you will appear to be bragging.

ANSWER: A

21. A job opening has been announced. Which of these answer choices will be the *best* opening sentence in an application letter?

A. *Dr. Matthew Skalski, IT director at Northwestern University, told me that you have an opening for a Web engineer with experience in networking, data management, and innovations.*

B. *You seek a master Web engineer, and I need a job; we are perfect for each other!*

C. *Please consider this letter my application for your opening in the IT Department.*

D. *Do you need a Web engineer with over three years of experience?*

ANSWER: A

22. Which of the following statements describing employment achievements would be *most* effective on a résumé?

A. *Achieved 125 percent of production goal for three consecutive quarters*

B. *Performed preventative maintenance on production equipment*

C. *Directed work flow and scheduling for emergency room personnel*

D. *Knowledgeable in a variety of production processes and Just-in-Time theories*

ANSWER: A

23. Your audience analysis reveals that audience members will be friendly and interested in your topic. You should be ____.

A. warm, pleasant, and open; and you should use a lot of eye contact and smiles

B. be calm and controlled, and you should speak evenly and slowly

C. controlled and do nothing showy; you should use confident, small gestures

D. dynamic and entertaining; you should also use large gestures and move around

ANSWER: A

24. Two of the *most effective* techniques to improve your audience's ability to understand and remember your speech are ____.

A. good organization and intentional repetition

B. eliminating repetition and removing obvious signposting

C. startling statistics and colorful visuals

D. striking quotations and well-placed gestures

ANSWER: A

25. In the conclusion of your speech, you say, *I recommend developing and posting high-quality video podcasts on our Web site to recruit new employees.* You are using the conclusion to ____.

A. provide a final action-oriented focus

B. include a statement that allows you to depart gracefully

C. review the main themes of the presentation

D. introduce one additional main point of interest to the audience

ANSWER: A

26. An is designing a PowerPoint slide show that he will present in a darkened conference room. What should An do?

A. Use light text on a dark background

B. Use at least five different font colors to provide visual impact

C. Use as many special effects (animation, sound effects, and so on) as possible to maintain his audience's interest

D. Place the greatest focus on the visual component of his slides because this will be his audience's focus

ANSWER: A

27. Experts recommend you prepare success stories for your interview, but what should you emphasize in these stories?

A. Share a story that showcases a strategic skill or key accomplishment

B. Identify a weakness and share how you have turned it into a strength

C. Discuss a prior success of the company and the ways your skills will make the company even better

D. Highlight something humorous from your past to make the interviewer laugh

ANSWER: A

28. Which of the following statements about nonverbal messages during an interview is *most* accurate?

A. Sit erect, leaning forward slightly to show interest and confidence

B. Change positions often and gesture as frequently as possible to convey high energy

C. Lean forward, resting your arms on the desk or table before you, to indicate control

D. Relax back into your chair, slouching slightly, to demonstrate self-assurance

ANSWER: A

29. What should you do after the interview?

A. Write a thank-you letter immediately

B. Wait a few days to see if you hear from the employer; if not, write a thank-you letter

C. Call the interviewer to thank him or her

D. Send the interviewer(s) flowers

ANSWER: A

30. You are trying to decide what to wear to a job interview. Which of these provides the best tip for you to follow?

A. Dress professionally, regardless of how company employees dress

B. Don't worry about what you wear; it's what you say during the interview that counts

C. Call the company to find out how its employees dress and dress the same to match the look of the company culture

D. Buy the most expensive suit you can afford to make a good impression

ANSWER: A

31. Which of the following is the *best* advice when answering interview questions?

A. Aim answers at the key characteristics needed, such as expertise, motivation, and a pleasant personality

B. To be concise, answer questions with a simple *yes* or *no* whenever possible

C. Use the interviewer's name and title each time you answer a question to show respect

D. Focus your answers on your strengths, but reveal a weakness or two to show your humanity and humble nature

ANSWER: A

32. How should you respond if an interviewer asks, *Why should we hire you when other applicants have better credentials?*

- A.** Confidently explain your strengths such as your openness to new ideas and knowledge of the latest methods and equipment
- B.** Since it is clear that you will not get this job offer, do not answer this question
- C.** Describe how you are correcting one of your most significant weaknesses to display your strong work ethic and determination
- D.** Admit that you are less qualified, but stress you can be paid less than more experienced applicants

ANSWER: A

33. An made a follow-up call to her interviewer five days after the interview. Several weeks later, An has still not heard from the employer. What action should An take now?

- A.** Assume that she didn't get the job and continue her job search
- B.** Show her frustration and determination by calling the employer at least once or twice a day for the next two weeks
- C.** Send the interviewer a rejection follow-up letter
- D.** Assume that no decision has been made and that a call could come soon

ANSWER: A

34. What is a fundamental aspect of active listening?

- A.** Fully concentrating on the speaker
- B.** Interrupting frequently
- C.** Waiting for your turn to speak
- D.** Focusing on your own thoughts

ANSWER: A

35. Which of the following is a common barrier to active listening?

- A.** Personal prejudices
- B.** Clear and concise speech
- C.** Mutual understanding
- D.** Focused attention

ANSWER: A

36. Which technique helps to confirm understanding during active listening?

- A.** Rephrasing the speaker's message
- B.** Ignoring non-verbal cues
- C.** Responding immediately
- D.** Giving your opinion first

ANSWER: A

37. How does active listening impact professional relationships?

- A.** It fosters mutual respect and understanding
- B.** It promotes competition
- C.** It reduces communication frequency
- D.** It creates distance between colleagues

ANSWER: A

38. Why is it important to manage emotions during active listening?

- A.** To ensure unbiased understanding

- B. To ignore the speaker's feelings
- C. To maintain a detached attitude
- D. To dominate the conversation

ANSWER: A

39. During a heated discussion, what should you do to maintain active listening?

- A. Stay calm and listen to the speaker's points
- B. Focus on winning the argument
- C. Ignore the speaker's emotions
- D. Raise your voice

ANSWER: A

40. If a colleague is explaining a complex problem, how can you show you are actively listening?

- A. Paraphrase what they said and ask clarifying questions
- B. Check your phone periodically
- C. Change the subject to lighten the mood
- D. Finish their sentences for them

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):

Compare the direct and indirect strategies for organizing business reports. In your answer, explain when it is appropriate to use each strategy and provide an example for both.

Câu 2 (3.0 điểm):

You have been assigned to a team tasked with creating a presentation to pitch a new product to potential investors. Highlight three essential actions that your team should take to prepare and deliver an effective collaborative presentation, and explain why they are 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	
Câu 1	1. The direct strategy for organizing business reports is used when the purpose or main findings are presented at the beginning of the report. This strategy is appropriate when:	1.0	

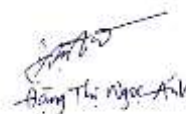
	<ul style="list-style-type: none"> - The readers are supportive or familiar with the topic. - The readers prefer to see the results immediately without wading through the details. <p>Example: a project status report that starts with the key findings and overall project health before detailing the individual tasks and progress</p> <p>2. The indirect strategy is used when the conclusions and recommendations are placed at the end of the report. This strategy is appropriate when:</p> <ul style="list-style-type: none"> - The readers are unfamiliar with the topic and need background information. - The readers may be disappointed or hostile towards the findings. - The writer needs to persuade the readers by building a case before presenting the conclusions. <p>Example: A feasibility study for a new project where the report begins with the problem statement, followed by detailed analysis and data, and ends with the proposed solution and recommendations.</p>		
<p>Câu 2</p>	<p>Students' answers will vary.</p> <p>Suggestion:</p> <ul style="list-style-type: none"> - Establish Ground Rules and Roles: The team should first set basic ground rules and assign roles such as a leader, recorder, and evaluator. This ensures organized meetings, clear communication, and accountability. For instance, a leader will guide discussions, a recorder will keep track of decisions, and an evaluator will monitor progress. - Plan and Prepare the Presentation: Discuss and decide 	<p>3.0</p>	

	<p>on the presentation's specific purpose, format, and key issues. Assign tasks and set deadlines to ensure timely completion. Planning ensures everyone understands their responsibilities and the overall goal. For example, deciding on the presentation parts and graphics early helps streamline the process.</p> <p>- Rehearse Together: Schedule multiple rehearsals to practice the presentation as a team. This helps identify any issues, improve delivery, and ensure smooth transitions between sections. Practicing together ensures consistency and builds confidence, making the final presentation more polished and professional.</p>		
	Điểm tổng	10	

Người duyệt đề

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

Giảng viên ra đề



Hồng Thị Ngọc Anh