

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 2024-2025**

**I. Thông tin chung**

Tên học phần:	ĐỌC VIẾT TIẾNG ANH NÂNG CAO			
Mã học phần:	242_71ENGL40872	Số tín chỉ:	02	
Mã nhóm lớp học phần:	242_71ENGL40872_01,02			
Hình thức thi: <b>Tự luận</b>		Thời gian làm bài:	75	phút
Thí sinh được tham khảo tài liệu:		<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)
<b>CLO1</b>	Áp dụng kiến thức về từ vựng học thuật để đọc hiểu một bài báo, bài viết học thuật	Tự luận	25%	Câu 1	5	PI 4.1
<b>CLO2</b>	Áp dụng kiến thức về các dạng essay, cấu trúc ngữ pháp để viết một bài văn học thuật và các tiêu chí đánh giá một bài viết học thuật.	Tự luận	25%	Câu 2 Câu 3	2 3	PI 4.3
<b>CLO3</b>	Vận dụng kỹ năng scanning và skimming trong đọc hiểu và phân tích bài viết học thuật.	Tự luận	25%	1	5	PI 6.1
<b>CLO4</b>	Vận dụng kỹ năng tìm kiếm, chọn lọc thông tin, phân tích nội dung, lên ý tưởng, lên dàn ý, chọn văn phong	Tự luận	25%	Câu 2 Câu 3	2 3	PI 6.2

	phù hợp để viết bài tiểu luận học thuật.					
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### 8III. Nội dung câu hỏi thi

**Câu hỏi 1: (05 điểm)**  
**(mỗi câu trả lời đúng được 0.5 điểm)**

#### **PART 1 (2.5 điểm)**

*Read the passage below and answer 05 questions*

### **The Transformation of Global E-commerce**

#### **A.**

E-commerce has its roots in the late 1970s, when early electronic data interchange (EDI) systems allowed businesses to share information digitally. However, the real transformation began in the 1990s with the advent of the World Wide Web. The establishment of secure online payment systems like PayPal and the rise of e-commerce giants such as Amazon and Alibaba marked a pivotal shift from traditional retail to digital marketplaces. Early adopters of online retail faced numerous challenges, including consumer distrust of digital payments and logistical hurdles, but their innovations laid the groundwork for today's multi-billion-dollar industry.

#### **B.**

The proliferation of smartphones in the 21st century has fundamentally altered how consumers engage with e-commerce. Mobile-first platforms now dominate the market, with apps offering tailored shopping experiences through AI-driven algorithms. Technologies like biometric authentication and mobile wallets, including Apple Pay and Google Pay, have streamlined transactions, making them faster and more secure. As a result, mobile commerce now accounts for a significant portion of global e-commerce sales, particularly in emerging markets where mobile devices outnumber traditional computers.

#### **C.**

Efficient logistics and supply chain management have become the cornerstone of e-commerce success. Companies like Amazon and JD.com have revolutionized the industry by investing heavily in warehousing automation, real-time tracking systems, and last-mile delivery innovations. While the rise of same-day delivery and autonomous vehicles has enhanced convenience, it has also introduced challenges related to infrastructure, labor demands, and environmental impact. As consumer expectations for rapid delivery grow, businesses are compelled to find sustainable solutions to maintain efficiency without compromising environmental standards.

**D.**

Technological advancements are reshaping the shopping experience, blending the physical and digital realms. Augmented reality (AR) and virtual reality (VR) are now enabling consumers to visualize products in real-time, from virtually trying on clothing to furnishing their homes. Meanwhile, artificial intelligence (AI) has enhanced personalization by analyzing customer data to offer targeted recommendations. These innovations are fostering a more immersive and satisfying consumer experience, bridging the gap between in-store and online shopping.

**E.**

As concerns about climate change and resource depletion escalate, sustainability has emerged as a central focus in e-commerce. Businesses are exploring eco-friendly packaging, carbon-neutral delivery, and ethical sourcing to align with consumer expectations. Moreover, governments and regulatory bodies are introducing stricter policies to ensure environmental accountability in e-commerce operations. Despite these efforts, achieving a truly sustainable business model remains a challenge, as the demand for faster shipping and higher consumption conflicts with environmental goals.

**F.**

The internet has facilitated the global expansion of e-commerce, allowing businesses to access previously untapped markets. Cross-border trade has surged due to the removal of geographical barriers, fueled by advancements in digital payment systems and international shipping. However, cultural differences, language barriers, and varying regulatory standards present significant challenges. Businesses must navigate these complexities to capitalize on the immense potential of the global e-commerce landscape while ensuring compliance with diverse legal frameworks.

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**QUESTIONS 1–5**

**Choose the correct heading for each section of the reading passage.**

**Write the correct number (i–x) next to each section (A–F).**

**List of headings:**

- i. Overcoming Cultural and Regulatory Challenges in Global E-commerce
- ii. Bridging the Physical and Digital Divide in Shopping
- iii. The Environmental Challenges of Faster Deliveries
- iv. The Evolution of Secure Online Payment Systems
- v. Strategies for Expanding Internationally in E-commerce
- vi. The Growth of Mobile Commerce in Emerging Economies
- vii. Sustainable Practices in the E-commerce Industry
- viii. The Role of Advanced Logistics in Consumer Satisfaction
- ix. The Early Days of E-commerce Development
- x. Technological Innovations Shaping the Future of E-commerce

**Example:**

*Section A: ix.*

**Questions:**

- 1. Section B: \_\_\_\_\_
- 2. Section C: \_\_\_\_\_
- 3. Section D: \_\_\_\_\_
- 4. Section E: \_\_\_\_\_
- 5. Section F: \_\_\_\_\_

**PART 2 (2.5 điểm)**

*Read the passage below and answer 05 questions*

**The Unselfish Gene**

*A psychologist gives his view on how humans became self-centred*

There has long been a general assumption that human beings are essentially selfish. We're apparently ruthless, with strong impulses to compete against each other for resources and to accumulate power and possessions. If we are kind to one another, it's usually because we have ulterior motives. If we are good, it's only because we have managed to control and transcend our innate selfishness and brutality.

This bleak view of human nature is closely associated with the science writer Richard Dawkins, whose 1976 book *The Selfish Gene* became popular because it fitted so well with — and helped to justify — the competitive and individualistic ethos that was so prevalent in late 20th-century societies. Like many others, Dawkins justifies his views with reference to the field of evolutionary psychology. Evolutionary psychology theorises that present-day human traits developed in prehistoric times, during what is termed the 'environment of evolutionary adaptedness'.

Prehistory is usually seen as a period of intense competition, when life was such a brutal battle that only those with traits such as selfishness, aggression and ruthlessness survived. And because survival depended on access to resources — such as rivers, forests and animals — there was bound to be conflict between rival groups, which led to the development of traits such as racism and warfare. This seems logical. But, in fact, the assumption on which this all rests — that prehistoric life was a desperate struggle for survival — is false.

It's important to remember that in the prehistoric era, the world was very sparsely populated. According to some estimates, around 15,000 years ago, the population of Europe was only 29,000, and the population of the whole world was less than half a million. Humans at that time were hunter-gatherers: people who lived by hunting wild animals and collecting wild plants. With such small population densities, it seems unlikely that prehistoric hunter-gatherer groups had to compete against each other for resources or had any need to develop ruthlessness and competitiveness, or to go to war.

There is significant evidence to back this notion from contemporary hunter-gatherer groups, who live in the same way as prehistoric humans did. As the anthropologist Bruce Knauft has remarked, hunter-gatherers are characterised by 'extreme political and sexual egalitarianism'. Knauft has observed that individuals in such groups don't accumulate property or possessions and have an ethical obligation to share everything. They also have methods of preserving egalitarianism by ensuring that disparities of status don't arise.

The 'Kung people of southern Africa, for example, swap arrows before going hunting and when an animal is killed, the acclaim does not go to the person who fired the arrow, but to the person the arrow belongs to. And if a person becomes too domineering, the other members of the group ostracise them, exiling the offender from society. Typically in such groups, men do

not dictate what women do. Women in hunter-gatherer groups worldwide often benefit from a high level of autonomy, being able to select their own marriage partners, decide what work they do and work whenever they choose to. And if a marriage breaks down, they have custody rights over their children.

Many anthropologists believe that societies such as the 'Kung were normal until a few thousand years ago, when population growth led to the development of agriculture and a settled lifestyle. In view of the above, there seems little reason to assume that traits such as racism, warfare and male domination should have been selected by evolution — as they would have been of little benefit in the prehistoric era. Individuals who behaved selfishly and ruthlessly would be less likely to survive, since they would have been ostracised from their groups.

It makes more sense, then, to see traits such as cooperation, egalitarianism, altruism and peacefulness as innate characteristics of human beings. These were the traits that were prevalent in human life for tens of thousands of years. So presumably these traits are still strong in us now.

But if prehistoric life wasn't really as brutal as has often been assumed, why do modern humans behave so selfishly and ruthlessly? Perhaps these negative traits should be seen as a later development, the result of environmental and psychological factors. Research has shown repeatedly that when the natural habitats of primates such as apes and gorillas are disrupted, they tend to become more violent and hierarchical.

So, it could well be that the same thing has happened to us. I believe that the end of the hunter-gatherer lifestyle and the advent of farming was connected to a psychological change that occurred in some groups of people. There was a new sense of individuality and separateness, which led to a new selfishness, and ultimately to hierarchical societies, patriarchy and warfare. At any rate, these negative traits appear to have developed so recently that it doesn't seem feasible to explain them in adaptive or evolutionary terms.

### QUESTION 1 - 5

Complete the summary below.

Choose **ONE WORD ONLY** from the passage for each answer.

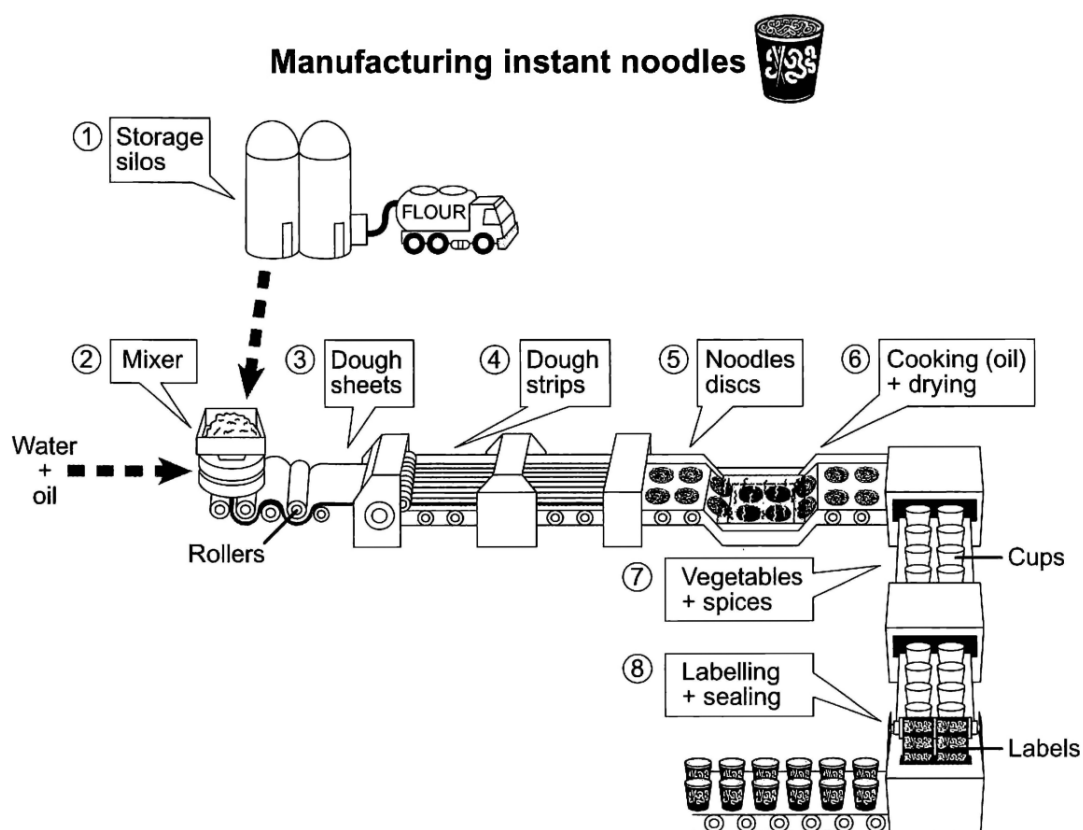
Bruce Knauff's research shows that contemporary hunter-gatherer societies tend to exhibit a high level of **1**..... in all areas of life. In these cultures, distributing resources fairly among all members is a moral obligation. These societies also employ strategies to prevent differences in **2**..... occurring: for example, the !Kung follow a custom whereby the credit for one person's success at **3**..... is given to another member of the group. Individuals who behave in a **4**..... manner are punished by being excluded from the group, and women have a considerable amount of **5**..... in choices regarding work and marriage.

**Câu hỏi 2: (02 điểm)**

*The diagram below shows how instant noodles are manufactured.*

*Summarise the information by selecting and reporting the main features, and make comparisons where relevant.*

*Write at least 150 words.*



**Câu 3: (03 điểm)**

Write an essay about the following topic:

**People are having more and more sugar-based drinks now.**

**What are the reasons?**

**What are the solutions to make people drink less?**

Give reasons for your answer and include any relevant examples from your own knowledge or experience.

Write at least **250** words.



### ĐÁP ÁP VÀ THANG ĐIỂM

Phần câu hỏi	Nội dung đáp án	Thang điểm	Ghi chú
<b>I. Tự luận</b>			
<b>Câu 1</b>		<b>5.0</b>	
<b>Part 1</b>		<b>2.5</b>	
Question 1	vi	0.5	
Question 2	viii	0.5	
Question 3	x	0.5	
Question 4	vii	0.5	
Question 5	i	0.5	
<b>Part 2</b>		<b>2.5</b>	
Question 1	egalitarianism	0.5	
Question 2	status	0.5	
Question 3	hunting	0.5	
Question 4	domineering	0.5	
Question 5	autonomy	0.5	
<b>Câu 2</b>	Theo rubric chấm thi	<b>2.0</b>	Rubric theo thang điểm 10, GV chấm thi quy đổi sang 20%
<b>Câu 3</b>	Theo rubric chấm thi	<b>3.0</b>	Rubric theo thang điểm 10, GV chấm thi quy đổi sang 30%
	<b>Điểm tổng</b>	<b>10.0</b>	

### RUBRIC CHẤM THI BÀI VIẾT CUỐI KỲ

No.			Scores
<b>A</b>	<b>Introduction</b>	<b>Criteria</b>	<b>2.0</b>
1	Hook	A general sentence to introduce to the discussed topic	0.5
2	Connecting information	cohesively connecting the hook and the thesis statement	0.5
3	Thesis statement	Well written thesis statement, either stated or implied, showing stance on the topic.	1.0
<b>B</b>	<b>Body</b>	<b>Criteria</b>	<b>3.0</b>

4	Topic sentences	Each paragraph should include one topic sentence, and the topic sentence should develop the thesis statement.	0.5
		The topic sentences should be well written.	0.5
5	Supporting sentences	Followed each topic sentence are supporting sentences which directly support the topic sentence. Those can be examples, reasons, or facts, or statistics to support the topic sentence.	1.0
6	Counterargument	The essay must present the counterargument to show the opponent's idea.	0.5
		Refutation should be presented to strengthen its argument.	0.5
<b>C</b>	<b>Conclusion</b>	<b>Criteria</b>	<b>2.0</b>
7		Restate/summarize the main idea	1.0
8		Provide good suggestion/ opinion/ prediction	1.0
<b>D</b>	<b>Cohesion</b>	<b>Criteria</b>	<b>1.0</b>
		All sentences should be developed cohesively within each paragraph. In other words, one sentence should link to the others.	0.5
		Transitional signals are well employed.	0.5
<b>E</b>	<b>Unity</b>	No irrelevant sentence is allowed in each paragraph. Each sentence should directly relate to the discussed topic. Each sentence in each body paragraph should support the topic sentence.	<b>1.0</b>
<b>F</b>	<b>Language</b>	Word use, grammar, structures, spellings, etc. are free of errors	<b>1.0</b>
<b>Total (A+B+C+D+E+F)</b>			<b>10.0</b>

TP. Hồ Chí Minh, ngày 18 tháng 2 năm 2025

Trưởng Bộ môn

Giảng viên ra đề




TS. Nguyễn Hòa Mai Phương

Th.S. Nguyễn Ngọc Nguyên