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| TRƯỜNG ĐH SƯ PHẠM KỸ THUẬT TPHCM **KHOA KINH TẾ**  **BỘ MÔN QUẢN TRỊ KINH DOANH** | **KỲ THI CUỐI HK1 - NĂM HỌC 2015-2016**  **MÔN: ANH VĂN THƯƠNG MẠI**  **ĐÁP ÁN THAM KHẢO** |
| Mã môn học: BENG330706  Đáp án có 3 trang. | |

**TASK 1: Give the appropriate word to each definition (3 marks)**

**People** *(plural)* who will buy a company’s products in the present

🡪 Customer**s** / consumer**s**: 0.2 mark

Customer / consumer: 0.1 mark

Potential customers: 0 mark

The **revenue** that a company receives from its business

🡪 Income / earnings: 0.2 mark

Revenue: 0 mark

A sum of money that somebody **owns**

🡪 Asset: 0.2 mark

Debt: 0 mark

Buy and use goods or services

🡪 Consume: 0.2 mark

Consumer: 0.1 mark

Make somebody want to do something, especially something that involves hard work and effort

🡪 Motivate: 0.2 mark

Motivation: 0.1 mark

Activities done in order to make goods available to customers after they have been produced, either one that sells directly to the public or one that sells to shops, etc

🡪 Distribution: 0.2 mark

Distributor: 0.1 mark

Activities done in order to find new people to join a company, an organization, etc

🡪 Recruitment: 0.2 mark

Recruit: 0.1 mark

Give somebody work or responsibilities that would usually be yours

🡪 Delegate: 0.2 mark

Delegation: 0.1 mark

The part of the economic cycle when prices or the value of stocks, shares, etc. **rise**

🡪 Upturn: 0.2 mark

Downturn: 0 mark

Transferring work to an outside supplier not necessarily based in another country

🡪 Outsource / outsourcing: 0.2 mark

Offshoring: 0 mark

Join two separate companies

🡪 Merge: 0.2 mark

Merger: 0.1 mark

An asset that is not physical and can not be valued easily

🡪 Intangible asset: 0.2 mark

Tangible asset: 0 mark

Develop a wider range of products in order to be more successful or reduce risks

🡪 Diversify: 0.2 mark

Diversification: 0.1 mark

Something by which intellectual property is protected

🡪 Patent: 0.2 mark

**Increase** the number of employees in an organization

🡪 Upsize: 0.2 mark

Downsize: 0 mark

**TASK 2: Complete the following sentences with these words (2 marks)**

*(Each word is used only once.)*

Managers have to decide how best to allocate the human, physical and capital **resources**  
available to them.

Managers – logically – have to make sure that the jobs and tasks given to their subordinates are **manageable**.

There is no point in **setting** objectives if you don’t **communicate** them to your staff.

Managers have to **supervise** their subordinates, and to measure, and try to improve their **perfomance**.

Managers have to check whether objectives and targets are being **achieved**.

A top manager whose performance is unsatisfactory can be dismissed by the company’s **board of directors**.

Top managers are responsible for the **innovations** that will allow a company to adapt to a changing world.

**TASK 3: Complete the text by circling the most appropriate words (2 marks)**

*Each correct word: + 0,2 mark*

*Each non-answer: 0 mark*

*Each incorrect word: - 0,05 mark*

**(1) upmarket (2) leader (3) share (4) value (5) loyalty**

**(6) range (7) image (8) segment (9) repositioning (10) range**

Topalino is a well-known brand of sweets and chocolates owned by ABG, a company based in Maribor, Slovenia. It focuses mainly on ...(1)... products and was the market …(2)… in exclusive confectionery.

In the last two years, however, Topalino’s market …(3)… has declined by almost 25%. There are at least two reasons for this decline.

First, supermarkets in the region are now selling sweets of similar quality at much lower price, so more and more consumers say that Topalino is no longer …(4)… for money. The economic downturn has naturally made people more price conscious, and brand …(5)… is suffering as a result. A possible solution would be to reduce the price of at least a number of products so that they are in the medium …(6)… of prices.

Secondly, a lot of middle-aged people find the logo childish and the packaging old-fashioned and unexciting – in other words, they no longer find the brand …(7)… attractive. In order to appeal to this important market …(8)…, Topalino is thinking of …(9)… its main products and expanding its products …(10)…

**TASK 4: Express your views on one of the following issues in at least 120 words**

**(3 marks)**

1. What past accomplishment gave you satisfaction?

2. If you had a choice, would you prefer to work alone or as part of a team? Why?

3. How do you handle pressure and stress?

4. Explain how you overcame a major obstacle.

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| **Chuẩn đầu ra của học phần (về kiến thức)** | **Nội dung kiểm tra** |
| [CĐR G1.1]: Biết cách vận dụng các kiến thức cơ bản về quản trị kinh doanh trong việc đánh giá vấn đề và lựa chọn quyết định phù hợp | Câu 1 |
| [CĐR G2.1]: Có khả năng phân tích và giải quyết các vấn đề trong kinh doanh | Câu 4 |
| [CĐR G3.2]: Biết cách giao tiếp hiệu quả trong môi trường kinh doanh bằng cả hình thức nói và viết | Câu 1, 2, 3, 4 |
| [CĐR G4.2]: Có khả năng hình thành và phát triển ý tưởng về sản phẩm hay dịch vụ mới phù hợp nhu cầu của thị trường | Câu 3 |

Ngày 08 tháng 01 năm 2016

**Thông qua bộ môn**