

TRƯỜNG ĐH SƯ PHẠM KỸ THUẬT TP HCM KHOA KINH TẾ BỘ MÔN THƯƠNG MẠI		ĐỀ THI CUỐI KỶ HỌC KỶ I NĂM HỌC 17-18 Môn: Anh văn thương mại
Chữ ký giám thị 1	Chữ ký giám thị 2	Mã môn học: BENG330708 Đề số/Mã đề: 01 Đề thi có 04 trang. Thời gian: 60 phút. Không được phép sử dụng tài liệu. SV làm bài trực tiếp trên đề thi và nộp lại đề
Điểm và chữ ký		
CB chấm thi thứ nhất	CB chấm thi thứ hai	Họ và tên: Mã số SV: Số TT: Phòng thi:

A. Give the appropriate words to their definitions (3.6 marks)

1. A person whose job is to keep or check financial accounts.
2. Developing a wider range of products in order to be more successful or reduce risk.
.....
3. A person or business that sells goods to the public.
4. Making somebody want to do something, especially something that involves hard work and effort.
.....
5. A special plastic card given to you by a bank that allows you to take money out of your account using a cash machine.
6. A person whose job is to sell goods in a shop, store.
7. When one company buys another one, or part of another one.
8. A market where company shares are traded.
9. A public event at which things are sold to the person who offers the most money for them.
.....
10. The process of giving somebody work or responsibilities that would usually be yours.
.....
11. A company's profit for a particular period of time not paid out in dividends to people owning shares, but put into its reserves.

12. A meeting at which people have formal discussions.

B. Complete the process below with the following quotes (3.2 marks)

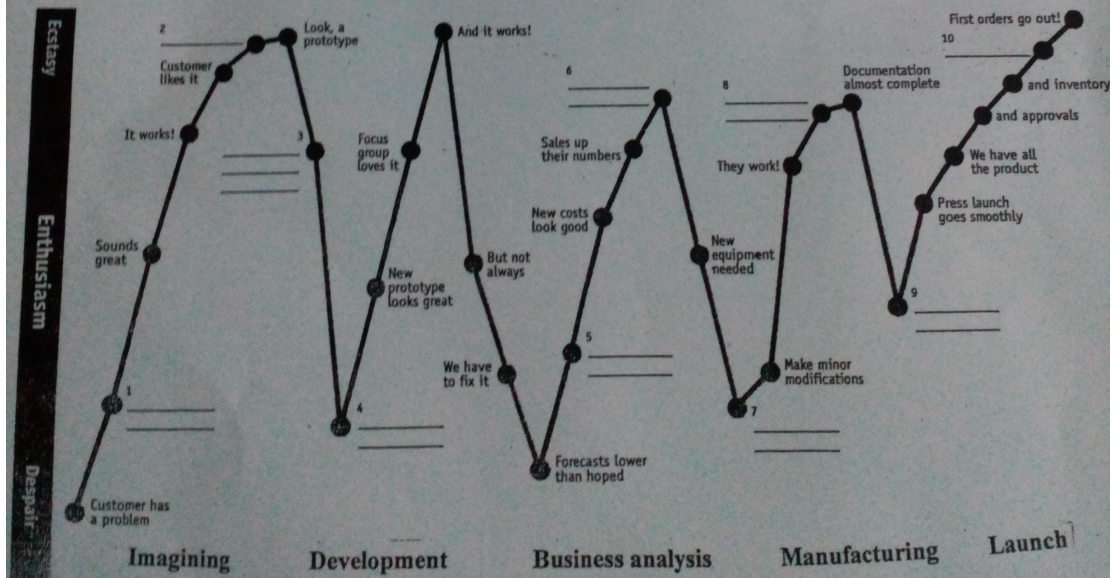
Product development

The process of developing new products can be divided into five different phases such as Imagining, Development, Business analysis, Manufacturing and Launch. The tasks for each phase are as following:

1. *Imagining*: brainstorming
2. *Development*: troubleshooting, build a prototype
3. *Business analysis*: evaluate costs, predict sales volume
4. *Manufacturing*: organize production, quality control (QC)
5. *Launch*: deliver to distributors, promote the product

Complete the process below with the following quotes

- | | |
|----------------------------------|---------------------------------|
| a. Certification delayed | f. Find cheaper suppliers |
| b. Nothing like it on the market | g. Back to the drawing board |
| c. Problems with QC | h. Boss says it's too expensive |
| d. Production back on schedule | i. We have an idea! |
| e. Distributor gets stock | j. Profit study looking good |



Write down your answers:

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

C. Choose the correct answers for the following sentences (3.2 marks)

1. Advantages that come with a job, apart from wages or salary.
a. benefits or perks b. profits c. supplements
2. In developing a successful strategy for business, analysing where a business stands in relation to its markets and competition enables it to identify potential for growth and potential threats.
a. advantages b. opportunities c. benefits
3. The tax people pay on their wages and salaries is called.....
a. capital transfer tax b. income tax c. wealth tax
4. The price at which goods and services are exchanged on a market fluctuates with supply – the quantity available for sale – and – the number of buyers.
a. support b. order c. demand
5. Making false declarations to the tax authorities is called.....
a. fiscal policy b. tax avoidance c. tax evasion
6. Logistics is the management of the flow of products from raw materials to
a. finished goods b. work in process c. inventory
7. Outsourcing is one of the ways to reduce
a. operating costs b. cost savings c. profits
8. Successful brands are a company's most valuable
a. cost b. strategy c. asset

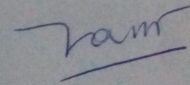
*****The end*****

Ghi chú: Cán bộ coi thi không giải thích đề thi.

Chuẩn đầu ra của học phần (về kiến thức)	Nội dung kiểm tra
[CDR: 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.	Phần B, C
[CDR: G2.1]: Có khả năng phân tích và giải quyết các vấn đề trong kinh doanh.	Phần B, C
[CDR: G3.2]: Biết cách giao tiếp hiệu quả bằng hình thức nói và viết	Phần A, B

Ngày 26 tháng 12 năm 2017

Thông qua Bộ môn



Lê Trường Diễm Trang

TRƯỜNG ĐẠI HỌC SƯ PHẠM KỸ THUẬT TP HCM KHOA KINH TẾ BỘ MÔN THƯƠNG MẠI		ĐỀ THI CUỐI KỶ HỌC KỶ I NĂM HỌC 17-18
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Điểm và chữ ký		Mã môn học: BENG330708
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		Thời gian: 60 phút.
		Không được phép sử dụng tài liệu.
		SV làm bài trực tiếp trên đề thi và nộp lại đề
		Họ và tên:
		Mã số SV:
		Số TT: Phòng thi:

A. Give the appropriate words to their definitions (3.6 marks)

1. A business company that is owned or controlled by another larger company.
.....
2. A general rise in the prices of services and goods in a particular country, resulting in a fall in the value of money.
3. The arrangements that are needed for goods, materials, equipment, and people to be in the right place at the right time.
4. Money that an organization such as a bank lends and somebody borrows.
.....
5. A document showing the state of the finances of an organization or business.
.....
6. A company that provides cheap flights.
7. An amount of money that you must pay to the government according to your income, property, goods, etc. that is used to pay for public services.
8. Money charged to a borrower or paid to an investor, usually expressed as a percentage per annum.
.....
9. The government department responsible for collecting the tax on goods that have been brought into the country and making sure that illegal goods are not imported or exported.

10. A person who buys and uses goods or services.
11. Price at which one currency may be exchanged for another.
12. A skill or type of experience that you need for a particular job.

B. Complete the process below with the following quotes (3.2 marks)

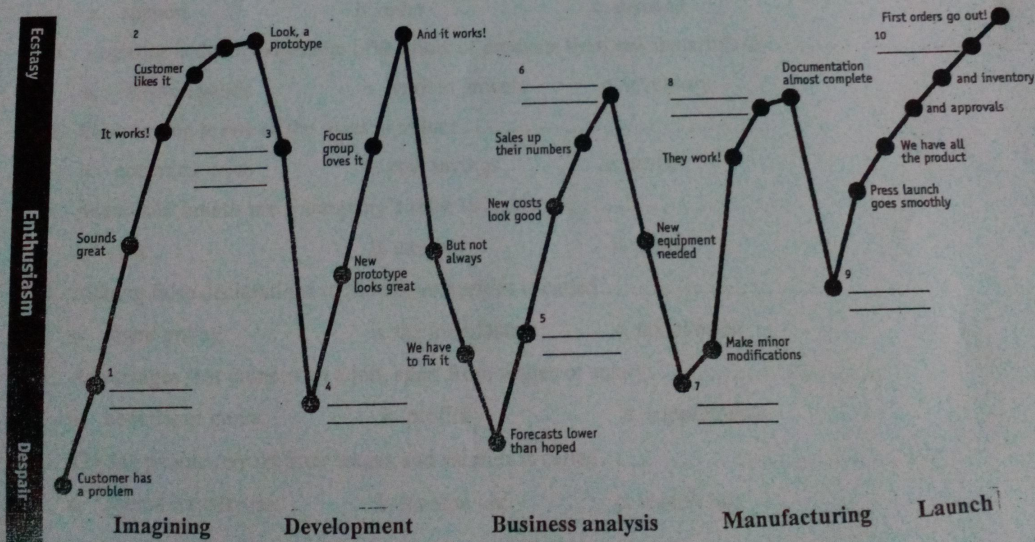
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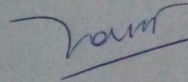
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Ngày 26 tháng 12 năm 2017

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