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| TRƯỜNG ĐẠI HỌC VĂN LANG | **ĐỀ THI KẾT THÚC HỌC PHẦN** |
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| Hình thức thi: | **Trắc nghiệm kết hợp tự luận** |
| **Cách thức nộp bài phần tự luận** ***Gợi ý:***-Phần tự luận: SV gõ trực tiếp trên khung trả lời của hệ thống thi; |

**PHẦN TRẮC NGHIỆM (2 điểm)**

**Choose the best answer by circling on one of the letters A, B, C or D**

The launch has been delayed by …………… that are too difficult to work out.

**A.** Challenges

**B.** Activities

**C.** Goals

**D**. Missions

ANSWER: A

Empowering people may lead to a …………….. in stress levels.

**A**. reduction

**B**. Deduction

**C**. rise

**D**. misguide

 ANSWER: A

 Something that goes wrong with serious or expensive results.

**A**. a costly mistake

**B**. Miscalculate

**C**. Getting trouble

**D**. To blunder

ANSWER: A

 Manager clearly hope to achieve a positive ……………….. customer retention.

 **A**. Outcome to

 **B**. Origin of

 **C**. impact on

 **D**. Precedents for

ANSWER: A

 The ……….. of the two departments meant that a whole new IT system had to be created.

**A**. Integration

**B**. parts

**C**. Version

**D**. Core competence

ANSWER: A

…………………….is the process of strengthening bonds between members of a group for the purpose of more efficiently achieving the group's goals

 **A**. Team building

 **B**. Ice breaker

 **C**. Community Service

 **D**. Stretching a product

ANSWER: A

……………… is an agreement that unites two existing companies into one new company

**A**. merger

**B**. Acquisition

**C**. Oligopoly

**D**. Monopoly

 ANSWER: A

Organization Development is a planned, ……………. process of change that uses behavioral science knowledge and techniques to improve an organization’s health.

**A**. Systematic

**B**. Standard

**C**. well-known

**D**. Revitalization

ANSWER: A

The development of ……………….. technology was an important innovation in the world of communication

**A**. wireless

**B**. advanced

**C**. wi-fi

**D**. Hotspot

ANSWER: A

A method of communication between people who conduct business with your firm in one way or another but are working outside of the company.

**A**. Extranet

**B**. internet of things

**C**. Intranet

**D**. Internet

ANSWER: A

………………….is an information system used for decision-making, and for the coordination, control, analysis, and visualization of information in an organization and marketing

**A**. Management information system

**B**. Management system

**C**. Marketing system

**D**. Delegating system

 ANSWER: A

Companies operating in multiple …………………are faced by greater risk than those working in only one location.

**A**. locations

**B**. settings

**C**. decision

**D**. tasks

 ANSWER: A

A new company with a poor business plan is more likely to fail than one with a well-developed …………..

**A**. strategy

**B**. plan

**C**. tactics

**D**. budget

 ANSWER: A

…………………..is the lowest point on a cost curve at which a company can produce its product at a competitive price

**A**. Minimum efficient scale

**B**. ratio

**C.** Economies of scale

**D**. comparative advantage

 ANSWER: A

………………….include nature and size, formal structure, HR policies and procedures, employee relations, nature of the work

**A**. Organizational factors

**B**. Environmental factors

**C**. Social factors

**D**. Individual factors

 ANSWER: A

……………..denotes the workers’ lack of control over management policy, immediate work process, or conditions of employment.

**A**. Powerlessness

**B**. Isolation

**C**. Meaninglessness

**D**. Alienation

 ANSWER: A

The management’s style and ability can have a significant impact on ……………… and on how effectively resources are used.

**A**. motivation

**B**. delegating

**C**. employee’s mind

**D**. construction

ANSWER: A

The most ………………. of the merger would be for both companies to save money, grow in strength and become the market leader within the field.

**A**. desirable outcome

**B**. relative importance

**C**. possible gains

**D**. defined strategy

 ANSWER: A

These responsibilities are the duties of managers, as agents of the company owners, to maximize stockholder wealth.

**A**. Economic responsibilities

**B**. Discretionary responsibilities

**C**. Legal responsibilities

**D**. Ethical responsibilities

ANSWER: A

The …………………… usually arises when an economy is in recession.

**A**. threat of unemployment

**B**. ideas of management

**C**. division of work

**D**. chain of superiors

 ANSWER: A

**PHẦN TỰ LUẬN (8 điểm)**

**Câu 1 (2 điểm): TEXTBOOK TERMINOLOGY**

Insert the following words in the appropriate gaps

threshold effect; turnover; pattern ; target; performance ; customers; line stretching; collection; identify; efficiency ; fair ; selection; decision-making; counter-productive; Garbage Can ; approach

1. Our language not only labels the environment for us but it also structures and guides our thinking …………..

2. With performance outcome expectancy, we assess the probability that our successful…………. will lead to certain outcomes.

3. When managing a ……………. or portfolio of products, it is important to realize that understanding the performance of an individual product can often fail to give the complete picture.

4. Managers should be both friendly and……….. to their subordinates

5. Within the non-rational framework, researchers have identified three main models of …………

6. Managers sometimes make a habit of using the over- simple satisficing ………… even in situations where the cost of searching for further alternatives is justified given the possible gain.

7. …………………. of decision- making says that managers behave in an almost random pattern in making non- programmed decision.

8.Great care must be taken in the ……………… process to find staff with the right skills and attitudes.

9. An increasingly important issue affecting job satisfaction and …………… is the nature of work environment and workplace facilities.

10. The simplest Internet applications provide information, enabling ……………. to view products or other information on a company website.

**Đáp án Câu 1:**

**1. pattern**

**2. performance**

**3. collection**

**4. fair**

**5. decision-making**

**6. approach**

**7. Garbage can**

**8. selection**

**9. efficiency**

**10. customers**

**Câu 2 (4 điểm): READING COMPREHENSION**

**Read the following passage and then answer the questions on it:**

According to the well known ‘Four Ps” formulation of the marketing mix, this is clearly a matter of promotion. Since budgets are always limited, marketers usually have to decide which tools –advertising, sales promotion and personal selling- to use, and in what proportion.

Public relations (PR) is concerned with maintaining, improving or protecting the image of a company or product. The most important element of PR is publicity which ( as opposed to advertising) is any mention of a company’s product that is not paid for , in any medium read, viewed, or heard by a company’s customers or potential customers, aimed at assisting sales. Many companies attempt to place stories or information in news media to attract attention to a product or service. Publicity can have a huge impact on public awareness that could not be achieved by advertising, or at least not without an enormous cost. A lot of research has shown that people are more likely to read and believe publicity than advertising.

Ssles promotion such as free samples, coupons, price reductions, competitions, and so on , are temporary tactics designed to stimulate eirher earlier or stronger sales of a product. Free samples, for example, ( combined with extensive advertising) , may generate the initial trial of a new product. But the majority of products available at any given time are of course in the matutity stage of the life cycle . this may last many years, until the product begin to be replaced by new ones or enters the decline stage.

1. What are the four Ps in the “Four Ps formulation of the marketing mix? Are there any other Ps?

2. In what way does publicity have stronger impact than advertising?

3. What do many companies attempt to do in their PR activities?

4. What are common promotional tools often applied in stimulating sales of a product?

5. What is standard product life cycle? What happens to products in the last stage?

**Đáp án Câu 2:**

**1. The four Ps means the product, price, promotion, and place. According to Keller, the marketing mix can include some other Ps such as People, Process, Positioning, Physical evidence.**

 **2. Publicity is much cheaper than advertising, and can have better impact on public awareness because it seems that people are more likely to read and believe than advertising**

 **3. Many companies attempt to place stories or information in news media to attract attention to a product or service.**

 **4. The common promotional tools often applied are free samples, coupons, price reductions, redemption schemes, rebates, lucky draws**

 **5. The standard product life cycle is Introduction, Growth, maturity and decline. In the last stage, new products will replace the old ones.**

**Câu 3 (2 điểm): BACKGROUND KNOWLEDGE**

1. How rapidly is the computer industry growing?
2. Could you describe a company that use the portfolio of products?

**Đáp án Câu 3:**

**1. As computers have become powerful tools for the rapid and economic production of pictures, computer graphics has emerged as one of the most rapidly growing fields in computer science. It is used routinely in such diverse areas as business, industry, art, government, education, research, training, and medicine.**

**2. A product portfolio is the complete collection of products or services that a business sells. The portfolio may be straightforward and consist of a single product, or it may consist of multiple, diversified product lines.**

**Larger organizations, such as Apple Inc., organize similar products into product lines or product families. The Macintosh product line includes the MacBook, MacBook Pro, MacBook Air, Mac Mini, iMac, and Mac Pro. However, the entire Apple product portfolio is much more complicated, comprising six product lines and numerous products within each line. The chart below shows the entire Apple product portfolio, arranged by product line.**

*Ngày biên soạn: 12/10/2021*

**Giảng viên biên soạn đề thi:** **Nguyễn Hoàng Phan**

*Ngày kiểm duyệt: 20/10/2021*

**Phó trưởng Bộ môn kiểm duyệt đề thi: Lê Quang Thảo**