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| --- | --- | --- | --- | --- | --- |
| TRƯỜNG ĐẠI HỌC VĂN LANG | | **ĐỀ THI KẾT THÚC HỌC PHẦN LẦN 2** | | | |
| **KHOA NGOẠI NGỮ** | | | Học kỳ: 1 | Năm học: | **2021 - 2022** |
| Mã học phần: 7NA0270 Tên học phần: Đọc hiểu thương mại | | | | | |
| Mã nhóm lớp HP: | 211\_7NA0270\_01 | | | | |
| Thời gian làm bài: | **75** (phút) | | | | |
| 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.**

Expectancy theory is …………………………

**A.** a motivation theory

**B.** An Effort theory

**C.** A rational theory

**D**. Missionary theory

ANSWER: A

Management needs to be …………………. and changes made depending on the individual context

**A**. evaluated

**B**. revised

**C**. assessed

**D**. controlled

ANSWER: A

It is important to be aware of the ……….. that cultural differences can have within a company.

**A**. impact

**B**. Miscalculate

**C**. trouble

**D**. blunder

ANSWER: A

Products that are already a market leader require a lot of………….. to grow

**A**. investment

**B**. profit

**C**. wages

**D**. supplements

ANSWER: A

The differences between ……………… affect how we perceive the world

**A**. individuals

**B**. parts

**C**. Version

**D**. Core competence

ANSWER: A

The amount of payment given to staff needs to be carefully considered by…………..

**A**. management

**B**. Ice breaker

**C**. Community Service

**D**. decision

ANSWER: A

……………… will not change the processes of management

**A**. Technology

**B**. Acquisition

**C**. Oligopoly

**D**. Monopoly

ANSWER: A

The……………. of a manager can have a major impact on the satisfaction of employees and the way in which a company is run

**A**. character

**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

………….. is seen by many not as a development but as a return to traditional methods.

**A**. Bureaucracy

**B**. bribe

**C**. kickbacks

**D**. shakedown

ANSWER: A

The success of a product does not depend only on………………..

**A**. market share

**B**. Management system

**C**. Marketing system

**D**. products

ANSWER: A

A product that has low market share and low growth should be cut if it is …………..

**A**. unprofitable

**B**. useless

**C**. old

**D**. modern

ANSWER: A

Our ……………… of the market compared to our rivals is weakening.

**A**. proportion

**B**. plan

**C**. tactics

**D**. budget

ANSWER: A

You can analyze whether or not a company’s product portfolio is well balanced by comparing the individual products using the ………………

**A**. portfolio matrix

**B**. ratio

**C.** Economies of scale

**D**. Boston box

ANSWER: A

…………………. include relationships with co-worker, group working and norms, opportunities for interaction, informal organization.

**A**. Social factors

**B**. Environmental factors

**C**. Organizational factors

**D**. Individual factors

ANSWER: A

For any action, an employee should …………. orders from one superior only

**A**. receive

**B**. Isolate

**C**. obey

**D**. Alienate

ANSWER: A

The successful of industry can depend on a number of factors such as the economy, competition, and………….. of the employees

**A**. dedication

**B**. delegation

**C**. employee’s mind

**D**. motivation

ANSWER: A

Investing in modern equipment always leads to increased ……………….

**A**. productivity

**B**. relative importance

**C**. possible gains

**D**. defined strategy

ANSWER: A

It should be remembered that elaborate ………………. may not be necessary for a firm which recruits the right people.

**A**. training

**B**. vocational

**C**. HR department

**D**. manager

ANSWER: A

Other companies use the Internet to create and orchestrate active ……………. communities.

**A**. customer

**B**. consumer

**C**. leader

**D**. social

ANSWER: A

**PHẦN TỰ LUẬN (8 điểm)**

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

Insert the following words in the appropriate gaps

controlling; turnover; pattern ; target; performance ; customers; line stretching; Internet Protocol; identify; management ; fair ; selection; problems ; opportunity; involve ; recruitment

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

2. Stress- minimizing techniques are a good method for ………….. stress at work

3. Decisions need to be made by senior ……………... not the individual worker.

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

5. International marketers have faced various …………. in communicating with different consumer groups

6. ………………. markets are made up of potential employees.

7. An ………….. is recognized by matching innovative ideas to the resources of a small enterprise

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

9. A large group intervention might …………. 50 to 500 people and last several days.

10. The invention of the ………………. provides a common language and set of rules that enable computers all over the world to talk to each other

**Đáp án Câu 1:**

**1. pattern**

**2. controlling**

**3. management**

**4. fair**

**5. problems**

**6. recruitment**

**7. opportunity**

**8. selection**

**9. involve**

**10. Internet Protocol**

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

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

In the *Human side of Enterprise*, Douglas Mc Gregor outlined two opposing theories of work and motivation. What he calls Theory X the traditional approach to workers and working which assumes that people are lazy and dislike work, and that they have to be both threatened (for example, with losing their job) and rewarded. It assumes that more people are incapable of taking responsibilities for themselves and have to be looked after. Theory Y, on the contrary, assumes that people have a psychological need to work and want achievement and responsibility.

Many people assume that Theory Y is more ‘progressive ‘and an advance on Theory X but later theorists argue that it makes greater demands on both workers and managers than Mc Gregor realized. Abraham Maslow, for example, spent a year studying a Californian company that used Theory Y, and concluded that its demand for responsibility and achievement are excessive for many people, He pointed out that there are always weak and vulnerable people, with little discipline, who needs protection against the burden of responsibility. Even strong and healthy people need the security of order and direction. Managers cannot simply substitute Theory X for Theory Y. They have to replace the security provided by Theory X with a different structure of security and certainty.

1. According to Theory X, what makes workers afraid of?

2. Why should employers give their workers responsibilities, according to Theory Y?

3. What did Maslow conclude after a year’s studying theory Y?

4. What were Maslow’s arguments?

5. What do you know about Maslow’s Pyramid?

**Đáp án Câu 2:**

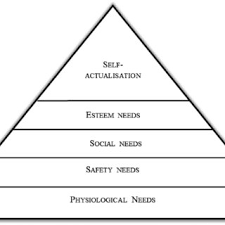
**1. According to Theory X, workers are afraid of losing their jobs.**

**2. Because a job is necessary for people’s psychological well-being**

**3. After a year’s studying Theory Y, Maslow concluded that its demand for responsibility and achievement is excessive for many people.**

**4. His arguments are that there are always weak and vulnerable people with little self-discipline who needs protection against the burden of responsibility and even strong men need order and direction in their work.**

**5.**



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

1. What are some of the reasons behind conflict in today’s organizations?
2. Is small business expansion always planned?

**Đáp án Câu 3:**

**1.**

* **poor management.**
* **unfair treatment.**
* **unclear job roles.**
* **inadequate training.**
* **poor communication.**
* **poor work environment.**
* **lack of equal opportunities.**
* **bullying and harassment.**

**2.**

1. **Get to know your customers.**
2. **Offer great customer service.**
3. **Nurture existing customers and look for new opportunities.**
4. **Use social media.**
5. **Measure what works and refine your approach as you go.**

*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**