TRƯỜNG ĐẠI HỌC VĂN LANG

**KHOA: QUẢN TRỊ KINH DOANH**

**ĐỀ THI VÀ ĐÁP ÁN ĐỀ THI KẾT THÚC HỌC PHẦN**

**Học kỳ 3 , năm học 2021 - 2022**

Mã học phần: 72BUSI30013

Tên học phần: GIAO TIẾP TRONG KINH DOANH (BUSINESS COMMUNICATION)

Mã nhóm lớp học phần: 213\_7QT0210\_01

Thời gian làm bài (phút/ngày): 90 phút

Hình thức thi: **Trắc nghiệm kết hợp tự luận – KHÔNG SỬ DỤNG TÀI LIỆU**

**I. PHẦN TRẮC NGHIỆM (6 điểm – 40 câu)**

1. A report that presents data without analysis or recommendations is a(n) \_\_\_\_\_\_\_\_ report.

A. Informational

B. Analytical

C. Audit

D. Persuasive

ANSWER: A

2. Which of the following reports is an example of an informational report?

A. A report showing how a company has complied with taxation regulations

B. A report that compares three sites for a new clothing boutique location and recommends one

C. A report that recommends one of six candidates for an executive assistant position

D. A report that presents several alternatives for decreasing employee absenteeism, including recommendations for the best solution

ANSWER: A

3. In which of the following situations should the direct pattern of organization be used for a business report?

A. When readers are familiar with the topic

B. When readers are unfamiliar with the problem

C. When readers may be disappointed or hostile toward the report's findings

D. When readers must be persuaded

ANSWER: A

4. Reports written in a formal style tend to project \_\_\_\_\_\_\_\_.

A. All of these

B. Authority

C. Impartiality

D. Objectivity

Answer: A

5. \_\_\_\_\_\_\_\_ are visual representations of data or information. They can display complex information quickly and clearly and are easier to understand than written text.

A. Infographics

B. Digital slide decks

C. Templates

D. PDF files

ANSWER: A

6. In planning his report, Byron breaks the major investigative problem into subproblems. This process is sometimes called \_\_\_\_\_\_\_\_.

A. Factoring the problem

B. Focusing the problem

C. Visualizing the problem

D. Expanding the problem

ANSWER: A

7. Nadia is conducting research on the use of social networking sites by observing how her coworkers use these tools in the workplace. What type of data is she collecting?

A. Primary data

B. Secondary data

C. Online data

D. Survey data

ANSWER: A

8. Select the MOST accurate statement about proposals.

A. Proposals can mean life or death for an organization.

B. Most proposals are unsolicited.

C. Most internal proposals are written in response to requests for proposals (RFPs).

D. Most proposals are internal.

ANSWER: A

9. Which of the following components is typically included in a formal proposal but is optional in an informal proposal?

A. Abstract or summary

B. Staffing

C. Authorization request

D. Budget

ANSWER: A

10. Which section of a proposal typically identifies the problem and discusses the goals or purposes of the project?

A. Background

B. Staffing

C. Budget

D. Authorization request

ANSWER: A

11. Which of the following statements about business plans is LEAST accurate?

A. Investors are looking only for unique products or services.

B. For existing companies, the company description section should describe the company's founding, growth, sales, and profits.

C. Start-up companies should explain in the product/service description section why the business will be profitable.

D. The product/service description section should explain why your product or service is better than existing products or services.

Answer: A

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ANSWER: A

13. Michelle has collected large amounts of data for a business report she is writing, and she wants to ensure that the data are meaningful to her readers. What should she do?

A. Organize the data into tables.

B. Ask for help on a social media site.

C. Write the problem statement

D. Omit the data from her report to avoid confusing her readers.

ANSWER: A

14. Which of the following transitional expressions suggest cause and effect?

A. Accordingly, as a result, consequently, therefore

B. For example, for instance, in other words

C. At the same time, but, however, though, yet

D. After, before, first, finally, now, previously, to conclude

ANSWER: A

15. A neutral audience is likely to be \_\_\_\_\_\_\_\_.

A. Calm and rational

B. Enthused about you and your topic

C. Forced to be there and have short attention spans

D. Defensive and emotional

ANSWER: A

16. The two MOST powerful keys to audience comprehension and retention during a presentation are good organization and \_\_\_\_\_\_\_\_.

A. Intentional repetition

B. Professionally designed slides

C. A structured question-and-answer period at the end of the presentation

D. A dynamic and entertaining presentation style

ANSWER: A

17. The introduction to an oral presentation should accomplish three goals: identify yourself and establish your credibility, preview your main points, and \_\_\_\_\_\_\_\_.

A. Capture your listeners' attention and get them involved

B. Ask for relevant audience questions

C. Use an accepted organizational pattern such as chronology or geography/space

D. Distribute all relevant handouts

ANSWER: A

18. Which of the following techniques can be used to gain and to keep your audience’s attention during an oral presentation?

A. All of these

B. A quote

C. A rhetorical question

D. Eye contact

ANSWER: A

19. Antonia's presentation will discuss the advantages and disadvantages of selling her company's product exclusively online. The most effective organizational strategy for Antonia's presentation would be by \_\_\_\_\_\_\_\_.

A. Comparison/contrast

B. Problem/solution

C. Geography/space

D. Chronology

ANSWER: A

20. The take-away provided in the conclusion of your presentation should \_\_\_\_\_\_\_\_.

A. Tie in with the opening or present a forward-looking idea

B. Include one or two completely new points that you have saved for the end

C. Use the same phrasing that you used in your introduction

D. Be a physical object that will remind the audience of your content

ANSWER: A

21. Select the MOST accurate statement about visual aids.

A. Visual aids improve comprehension and retention.

B. Visual aids have no effect on a speaker's self-confidence or poise.

C. Visual aids tend to lengthen oral presentations.

D. Visual aids should be used only by experienced speakers.

ANSWER: A

22. The hidden job market \_\_\_\_\_\_\_\_\_.

A. Accounts for up to 80 percent of all positions available at any given time

B. Accounts for a small number of jobs and should, therefore, be considered a secondary resource

C. Has become unimportant since online job boards provide millions of job listings

D. Makes it difficult to find a job because companies keep job openings a secret

ANSWER: A

23. Alexandra is building her personal network as she prepares for her job search. Which of these should she do FIRST?

A. Develop a contact list

B. Follow up on her referrals

C. Make contacts in person and online

D. Send her résumé in response to all open positions she sees

ANSWER: A

24. Personal branding involves \_\_\_\_\_\_\_\_.

A. All of these

B. Coming up with a tagline that describes what you do and who you are

C. Preparing a professional-looking business card and an elevator speech

D. Deciding what makes you unique and desirable in the job market

ANSWER: A

25. Laura, after many years of staying home and raising her children, wants to return to the workplace. Because she does have some significant experience in the accounting field from many years ago, she should prepare a(n) \_\_\_\_\_\_\_\_ résumé.

A. Functional

B. Scannable

C. Online

D. Chronological

ANSWER: A

26. A career e-portfolio is \_\_\_\_\_\_\_\_.

A. A collection of digital files that can be navigated with the help of menus and hyperlinks much like a personal website

B. The addition of work samples and personal information as an attachment to your e-mail résumé

C. An electronic copy of your résumé recorded on a CD, DVD, or flash drive

D. The name given to résumés posted on job-search websites such as Vietnamworks.com

ANSWER: A

27. Which of the following is a purpose of a customized cover message?

A. To introduce your résumé

B. To learn more about the employer

C. To win a job offer

D. To take the place of a formal résumé

ANSWER: A

28. Which is the BEST statement to include in the body of a cover message?

A. The listening, conflict resolution, and communication skills taught in my certificate program will make me immediately effective as one of your customer service reps.

B. I have excellent communication, organizational, and teamwork skills.

C. I have completed courses in cost accounting, auditing, and financial statement analysis.

D. I am the perfect person to hire for this position.

ANSWER: A

29. Carlene wants to conduct research on a company she’ll be interviewing with next week. Where should she look for information?

A. Carlene should consult all these sources for information about the company.

B. Social media such as Twitter, Facebook, and LinkedIn

C. News sources, trade journals and industry directories

D. The potential employer’s website

ANSWER: A

30. Lucas is preparing several success stories prior to his job interview for a marketing position. Which of the following scenarios would result in the BEST success story for this position?

A. A story about developing a new sales technique that increased his customer sales by 30 percent over a six-month period

B. A story about working as part of a team in college to prepare a classroom presentation about a company's history

C. A story about volunteering for a local food bank over the holidays

D. A story about a lemonade stand that Lucas ran when he was a child

ANSWER: A

31. Which of the following is a reason that employers have cited for NOT considering an applicant after an online search?

A. Employers have cited all of these as reasons for not considering an applicant after an online search.

B. The applicant revealed a current or previous employer’s confidential information.

C. The applicant posted provocative or inappropriate photographs or information.

D. The applicant exhibited poor communication skills.

ANSWER: A

32. Which of the following statements about nonverbal messages during an interview is MOST accurate?

A. Sit erect, leaning forward slightly, to show interest and confidence.

B. Change positions often and gesture frequently to show high energy.

C. Lean forward and rest your arms on the desk or table to indicate control.

D. Relax back into your chair, slouching slightly, to demonstrate self-assurance.

ANSWER: A

33. During the job interview, you are asked What is your greatest weakness? What is the BEST way for you to respond?

A. Mention a previous weakness and demonstrate how you have corrected it or learned from it.

B. Reveal several employment weaknesses that you have to prove your integrity.

C. Tell the interviewer that you are a perfectionist.

D. Say that you can't think of a weakness at the moment.

ANSWER: A

34. Which of the following is an example of a behavioral interview question?

A. Tell me about a time when you solved a difficult problem.

B. An irate customer is demanding her money back. How would you handle the situation?

C. Who in your life has most inspired you and why?

D. Describe your ideal work environment.

Answer: A

35. After writing a follow-up message to thank your interviewer, your next step should be \_\_\_\_\_\_\_\_.

A. Alerting your references that they may be contacted

B. Sending a small gift to the receptionist to show your appreciation

C. Calling the company's human resources department to learn more about your competitors for the available position

D. Waiting at least one month for a call of acceptance or rejection

ANSWER: A

36. \_\_\_\_\_\_\_\_\_\_involves processing a message while using your own judgment to differentiate between facts and opinions that allows you to create your own analysis and opinions of the message being conveyed.

A. Critical listening

B. Reflective listening

C. Passive listening

D. Active listening

ANSWER: A

37. Followings are general benefits of active listening, EXCEPT:

A. Support right things for the right people at the right time

B. Cultivate stronger relationships

C. Open up professional opportunities

D. Improve your self-esteem

ANSWER: A

38. One of basic techniques in active listening requires a listener physically and behaviorally immitates a speaker that helps those feel more connected is\_\_\_\_\_\_\_\_.

A. Mirroring

B. Validating

C. Redirecting

D. Emotional labeling

ANSWER: A

39. The barriers to listening are categorized into four types of noise. They are:

A. Physical noise, physiological noise, semantic noise, psychological noise

B. Physical noise, material noise, semantic noise, psychological noise

C. Physical noise, material noise, technological noise, psychological noise

D. Television noise, physiological noise, semantic noise, educational noise

ANSWER: A

40. Which of the following statements about paraphrasing is most accurate?

A. Paraphrasing involves restating an original passage in your own words and in your own style.

B. Paraphrasing involves presenting ideas from another source using the exact wording of the original source.

C. Paraphrasing involves presenting ideas from another source without documentation.

D. Paraphrasing requires the report writer to use the same grammatical structure as the original author when presenting another's ideas.

ANSWER: A

**II. PHẦN TỰ LUẬN (4 điểm – 1 câu)**

Cách thức nộp bài phần tự luận: SV gõ trực tiếp trên khung trả lời của hệ thống thi

Câu 1 (4 điểm):

Job applicants should be prepared for different types of interviews that have different purposes. List and describe FOUR of these interviews.

**Đáp án Câu 1:**

Student answers will vary but will include FOUR of the following:

* **Screening interview:** Screening interviews serve to filter those candidates who fail to meet minimum requirements.
* **One-on-one interviews:** In one-on-one interviews, candidates sit down with a company representative to talk about the job and the candidate's qualifications.
* **Panel interviews:** Panel interviews are usually conducted by people who will be the candidate's supervisors and colleagues. Usually seated around a table, interviewers take turns asking questions.
* **Group interviews:** Group interviews occur when a company interviews several candidates for the same position at the same time.
* **Sequential interviews:** Sequential interviews allow a candidate to meet with two or more interviewers on a one-on-one basis over the course of several hours or days.
* **Stress interviews:** Stress interviews are meant to test a candidate's reactions during nervewracking situations.
* **Online, video, and virtual interviews:** Many companies today use technology such as webcams to interview job candidates from a distance.

*Ngày biên soạn:14/07/2022*

**Giảng viên biên soạn đề thi: Th.S Hứa Thị Ngọc Quyên**

*Ngày kiểm duyệt:*

**Trưởng (Phó) Khoa/Bộ môn kiểm duyệt đề thi:**

- Sau khi kiểm duyệt đề thi, **Trưởng (Phó) Khoa/Bộ môn** gửi về Trung tâm Khảo thí qua email: bao gồmfile word và file pdf (được đặt password trên 1 file nén/lần gửi) và nhắn tin password + họ tên GV gửi qua Số điện thoại Thầy Phan Nhất Linh (**0918.01.03.09**).

- Khuyến khích Giảng viên biên soạn và nộp đề thi, đáp án bằng File Hot Potatoes. Trung tâm Khảo thí gửi kèm File cài đặt và File hướng dẫn sử dụng để hỗ trợ thêm Quý Thầy Cô.