

TRƯỜNG ĐẠI HỌC VĂN LANG

KHOA: NGOẠI NGỮ

ĐỀ THI VÀ ĐÁP ÁN ĐỀ THI KẾT THÚC HỌC PHẦN**Học kỳ 1, năm học 2023- 2024**

Mã học phần: 71ENGL30372

Tên học phần: Đọc 1

Mã nhóm lớp học phần: 231_71ENGL30472_01, 02

Thời gian làm bài (phút/ngày): 60 phút

Hình thức thi: **Trắc nghiệm kết hợp tự luận**SV được tham khảo tài liệu: Có Không **Cách thức nộp bài phần tự luận (Giảng viên ghi rõ yêu cầu):**

- SV gõ trực tiếp trên khung trả lời của hệ thống thi;

SECTION 1: (3 marks – 0.3 each)**Read the passage and choose the correct option A, B, C, or D to answer each given question.**

1 How do companies choose the content of their advertisements? The answer depends on the product, but it also depends on where the product is in the advertising spiral. Consider ads for smart phones. The ads these days are quite different than the ads for the first smart phones. Lots of people bought smart phones when they first came out, which suggests that earlier ads were successful. So why did the ads need to be changed if they were so effective? Advertising experts point to the advertising spiral for the answer. The spiral is a model that can explain the stages that a product goes through from the time it hits the market until it becomes familiar to the public.

2 First, when a product is still a **novelty**, people know very little about it, so it needs to be introduced to the public. That's the job of an advertisement at the beginning of the spiral. Later, when the product becomes familiar and develops competition, the advertising strategy needs to be adjusted. If the company is lucky, their product continues to be successful and

reaches the final stage of the spiral. At this stage, the company has to make efforts to maintain their success. As a result, the advertising strategy must be changed to match the product's position in the market.

3 Consider, once again, the example of smart phones. When the first smart phones emerged on the market, the public didn't know much about their benefits. In fact, most people didn't even know how to use them. As a result, the first ads were mostly demonstrations; they showed the public all of the things that could be done with this new device—finding a restaurant, checking the weather, etc. Such ads are designed to convince consumers to jump on the bandwagon.

4 Soon, however, there were lots of smart phones being offered by many different companies, so the first company needed to show that its phone was the best. This is the second stage of the spiral. Perhaps its phone has more features, or it could be dropped without breaking, or maybe it's a bargain compared to other models. As Brian Ito of Techno.com explains, in many cases, the products from different companies are actually quite similar, so it can be difficult for consumers to **distinguish** among them. Companies use a variety of strategies to show their products are the best, such as including testimonials from famous people and citing impressive **statistics** and objective information.

5 Finally, we reach the end of the spiral. The public is now very familiar with the product, its features, and its benefits. However, consumers are equally familiar with competing products. At this point, the company simply wants consumers to be constantly reminded of its product's existence. Their ads no longer need to explain the product or even why it is better than its competitors. Instead, the ads at this stage are more likely to simply show people using the product. An ad for a smart phone might, for example, just show a student using her phone to help her in school. Another ad might rely on snob appeal, perhaps showing a well-dressed man in an expensive car reaching for his phone. According to business professor, Anil Shahani, it is at this stage that most companies have trouble holding on to their customers, so the ads take on special importance.

Which statement best summarizes the content of the article?

- A. Ads should be designed to fit a specific stage in the spiral.
- B. Consumers will respond to the appropriate stage in the spiral.
- C. Advertising is a complex process that requires careful planning.

D. Advertisements should be trendy.

ANSWER: A

What is the aim of the first ads for new products?

- A.** to introduce basic features and functions
- B.** to describe new models of the products
- C.** to conduct further research on the products
- D.** to sell products at a reasonable price

ANSWER: A

What happens in the second stage of advertising spiral?

- A.** New models of products arrive.
- B.** People understand basic use of the products.
- C.** Prices will be fixed.
- D.** More people will buy the first products.

ANSWER: A

Why are ads particularly important in the final stage of the spiral?

- A.** Consumers are not as excited about the product anymore.
- B.** Consumers don't know about new features.
- C.** Consumers can't tell how the product is different from its competitors.
- D.** Consumers are not keen on new features.

ANSWER: A

What is the general purpose of an advertisement in the first stage of the advertising spiral?

- A.** to provide information
- B.** to adjust the market strategy
- C.** to replace earlier products
- D.** to draw public attention

ANSWER: A

According to the context, the meaning of “**a novelty**” (Paragraph 2) is

- A. something new and interesting
- B. something that everybody wants
- C. something that is difficult to understand
- D. something that everybody doesn't use anymore.

ANSWER: A

According to the context, the meaning of “**distinguish**” (Paragraph 4) is

- A. to tell the difference
- B. to decide which to buy
- C. to keep track of
- D. to investigate

ANSWER: A

According to the article, which of these statements is true about the second stage of the spiral?

- A. it is necessary to show the public that the product is the best.
- B. it is necessary to show the public how to use the product.
- C. .it is necessary to introduce the product to the public.
- D. it is necessary to get feedback from the customers.

ANSWER: A

According to the context, the meaning of “**statistics**” (Paragraph 4) is

- A. a collection of information shown in numbers
- B. a collection of information shown in words
- C. a collection of pictures of something
- D. a collection of something

ANSWER: A

Which of these statements is NOT true about the final stage?

- A. The company should continue to introduce the benefits of the product.
- B. The company doesn't need to explain why the product is better than its competitors.

C. The company should show the public how to use the product.

D. The company should pay attention to the ads.

ANSWER: A

SECTION 2: (3 marks – 0.3 each)

Read the passage and decide whether the following statements are true (T) or false (F).

FAQ (Frequently Asked Questions)

1. What causes the common cold?

More than 200 different viruses cause the common cold.

2. Why is it possible to get many colds during the year?

When you have a cold, you develop immunity to that virus. You won't get it again. But you only develop immunity to one virus. There are hundreds of viruses, so you can get a different cold. A different virus causes each cold.

3. What are the symptoms of a common cold?

The symptoms of a cold include a runny or stuffy nose, a cough, and sometimes a sore throat. You may feel tired, but you will not have extreme fatigue. Symptoms develop slowly over several days.

4. Is the common cold dangerous?

No, not really. You will usually feel better in a few days. A cold rarely causes a serious health problem.

5. How does the common cold spread?

Coughing and sneezing can spread cold viruses from person to person. The viruses can also be passed through objects. For instance, if someone with a cold touches her nose or mouth and then touches a doorknob, another person can catch the virus by touching that doorknob.

6. Is there a vaccine for the common cold?

No, there isn't. There are so many cold viruses that it is impossible to develop a vaccine.

7. How can I avoid getting a cold?

It is not always possible to prevent a cold, but staying healthy, including eating well and exercising, will help. Also, washing your hands often can prevent the spread of cold viruses.

Over 200 different viruses can cause the common cold.

A. True

B. False

ANSWER: A

You can get a cold more than once when it is caused by the same virus.

A. False

B. True

ANSWER: A

It is possible to develop an immunity to one virus.

A. True

B. False

ANSWER: A

A sore throat is always a symptom of a cold.

A. False

B. True

ANSWER: A

Cold symptoms develop quickly.

A. False

B. True

ANSWER: A

Colds aren't usually serious.

A. True

B. False

ANSWER: A

People can spread cold viruses by coughing.

A. True

B. False

ANSWER: A

People cannot catch a cold from touching an object with the virus on it.

A. False

B. True

ANSWER: A

There is no vaccine against the cold because there are too many viruses.

A. True

B. False

ANSWER: A

Eating well and exercising are the only ways to prevent the common cold.

A. False

B. True

ANSWER: A

SECTION 3: (2 marks – 0.5 each)

Read the passage and match each given heading with the correct paragraph.

(A) How do companies choose the content of their advertisements? The answer depends on the product, but it also depends on where the product is in the advertising spiral. Consider ads for smart phones. The ads these days are quite different than the ads for the first smart phones. Lots of people bought smart phones when they first came out, which suggests that earlier ads were successful. So why did the ads need to be changed if they were so effective? Advertising experts point to the advertising spiral for the answer. The spiral is a model that

can explain the stages that a product goes through from the time it hits the market until it becomes familiar to the public.

(B) First, when a product is still a **novelty**, people know very little about it, so it needs to be introduced to the public. That's the job of an advertisement at the beginning of the spiral. Later, when the product becomes familiar and develops competition, the advertising strategy needs to be adjusted. If the company is lucky, their product continues to be successful and reaches the final stage of the spiral. At this stage, the company has to make efforts to maintain their success. As a result, the advertising strategy must be changed to match the product's position in the market.

(C) Consider, once again, the example of smart phones. When the first smart phones emerged on the market, the public didn't know much about their benefits. In fact, most people didn't even know how to use them. As a result, the first ads were mostly demonstrations; they showed the public all of the things that could be done with this new device—finding a restaurant, checking the weather, etc. Such ads are designed to convince consumers to jump on the bandwagon.

(D) Soon, however, there were lots of smart phones being offered by many different companies, so the first company needed to show that its phone was the best. This is the second stage of the spiral. Perhaps its phone has more features, or it could be dropped without breaking, or maybe it's a bargain compared to other models. As Brian Ito of Techno.com explains, in many cases, the products from different companies are actually quite similar, so it can be difficult for consumers to **distinguish** among them. Companies use a variety of strategies to show their products are the best, such as including testimonials from famous people and citing impressive **statistics** and objective information.

(E) Finally, we reach the end of the spiral. The public is now very familiar with the product, its features, and its benefits. However, consumers are equally familiar with competing products. At this point, the company simply wants consumers to be constantly reminded of its product's existence. Their ads no longer need to explain the product or even why it is better than its competitors. Instead, the ads at this stage are more likely to simply show people using the product. An ad for a smart phone might, for example, just show a student using her phone to help her in school. Another ad might rely on snob appeal, perhaps showing a well-dressed man in an expensive car reaching for his phone. According to

business professor, Anil Shahani, it is at this stage that most companies have trouble holding on to their customers, so the ads take on special importance.

Paragraph A

- A. Introduction to the advertising spiral
- B. An example of the first spiral
- C. The first and second spiral
- D. An example of the second spiral

ANSWER: A

Paragraph B

- A. The first and second spiral
- B. Introduction to the advertising spiral
- C. An example of the first spiral
- D. An example of the second spiral

ANSWER: A

Paragraph C

- A. An example of the first spiral
- B. An example of the second spiral
- C. Introduction to the advertising spiral
- D. The first and second spiral

ANSWER: A

Paragraph D

- A. An example of the second spiral
- B. Introduction to the advertising spiral
- C. An example of the first spiral
- D. The first and second spiral

ANSWER: A

PHẦN TỰ LUẬN (2 điểm)

SECTION 4: (2 marks – 0.2 each)

Fill in each blank of the following sentences with the correct word given in the box.

realistic	unique	ancient	benefit	expand
wildlife	cover	challenge	fever	risk

Câu 1 (0.2 điểm): Finding a solution to this problem is a great _____ faced by scientists today.

Đáp án Câu 1: challenge

Câu 2 (0.2 điểm): They are going to _____ their number of stores in the US.

Đáp án Câu 2: expand

Câu 3 (0.2 điểm): It isn't _____ to expect people to work hard for so little money.

Đáp án Câu 3: realistic

Câu 4 (0.2 điểm): Many oil companies _____ from the rising price of crude oil.

Đáp án Câu 4: benefit

Câu 5 (0.2 điểm): I'd recognize your handwriting anywhere - it's _____.

Đáp án Câu 5: unique

Câu 6 (0.2 điểm): People have lived in this valley since _____ times.

Đáp án Câu 6: ancient

Câu 7 (0.2 điểm): The _____ in the area includes deer, bears, and raccoons.

Đáp án Câu 7: wildlife

Câu 8 (0.2 điểm): These leaflets _____ what we've just discussed in more detail.

Đáp án Câu 8: cover

Câu 9 (0.2 điểm) Signs of the illness include _____, nausea, and vomiting.

Đáp án Câu 9: fever

Câu 10 (0.2 điểm): There's a high _____ of another accident happening in this fog.

Đáp án Câu 10: risk

Ngày biên soạn: 6/10/2023

Giảng viên biên soạn đề thi: Trần Thị Lệ Thủy

Ngày kiểm duyệt: 31/10/2023

Trưởng Bộ môn kiểm duyệt đề thi: TS. Nguyễn Hòa Mai Phương