

TRƯỜNG ĐẠI HỌC VĂN LANG
KHOA NGOẠI NGỮ

ĐỀ THI KẾT THÚC HỌC PHẦN
Học kỳ 1, năm học 2023 – 2024

Mã học phần: **71ENGL40693_**

Tên học phần: **READING FOR GENERAL BUSINESS**

Mã nhóm lớp học phần: **231_71ENGL40693_01_02**

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

Hình thức thi: **Tự luận**

SV được tham khảo tài liệu: **Có**

Không

Cách thức nộp bài (Giảng viên ghi rõ yêu cầu):

Gợi ý:

SV gõ trực tiếp trên khung trả lời của hệ thống thi; không được phép copy-paste

GV chấm bài sẽ kiểm tra đạo văn, tỉ lệ trùng khớp cho phép dưới 20%

Lưu ý:

Nhờ P. Khảo thí thiết lập chế độ không được copy-paste

PART 1: MATCHING (2.0 marks)

Match the 10 business terms with their appropriate definitions (0.2 marks each)

1. e

2. h

3. i

4. a

5. b

6. f

7. j

8. d

9. c

10. g

PART 2: READING COMPREHENSION (5.0 marks)

Read a business – related text and answer the questions below

Based on the reading text above, answer the following questions (1.0 mark each)

Question 1: What is traded on the stock market?

A stock exchange is an exchange (or bourse) where stockbrokers and traders can buy and sell shares (equity stock), bonds, and other securities. Many large companies have their stocks listed on a stock exchange. This makes the stock more liquid and thus more attractive to many investors.

Question 2: How can stock be purchased by an investor?

To buy stocks, you'll typically need the assistance of a stockbroker since you cannot simply call up a stock exchange and ask to buy stocks directly. When you use a stockbroker, whether a human being or an online platform, you can choose the investment that you wish to buy or sell and how the trade should be handled.

Question 3: How can each stock be bought and sold at any time?

Most of the time, stocks are listed and traded on exchanges, licensed venues where buyers and sellers meet, often with the assistance of a broker or other intermediary. These intermediaries will be members of the exchange and use their access to buy and sell shares on your behalf.

Question 4: What is an IPO?

IPO stand for initial public offering. Initial public offering is the process by which a private company can go public by sale of its stocks to general public. It could be a new, young company or an old company which decides to be listed on an exchange and hence goes public.

Question 5: How is the value of a company's stock determined?

The price of a stock is largely determined by supply and demand. If demand is high, the price tends to go up, and if supply is low, the price tends to go down.

PART 3: (3 marks)

CASE STUDY

Based on the case study above, answer the following questions (1.0 mark each)

Question 1. Define 'added value'.

Value-added is the additional features or economic value that a company adds to its products and services before offering them to customers. Adding value to a product or service helps companies attract more customers, which can boost revenue and profits.

Question 2. Identify the opportunity cost to Mohammed of buying a new oven.

The opportunity cost is the value the company forgoes when choosing one option over another, whether the loss is monetary or use of time (productivity) or energy (efficiency). When a company like Mohammed decides to allocate resources to one activity or area, it also decides not to pursue a competing activity. Opportunity cost is an especially important calculation for smaller businesses, which by definition have more limited resources and funds than their larger counterparts. It involves weighing which decision will potentially provide the greatest return on their investments (ROI) and with the least risk, helping Mohammed make better decisions for his employees (productivity and efficiency) and customers (price and loyalty).

Question 3. Outline two benefits to Mohammed's business of all of his workers being able to do all of the jobs in the bakery.

For example, consider the sales volume has surged to the point where the time it takes to bake the bread and cakes has become unmanageable. As a result, Mohammed is seriously considering (1) outsourcing to a third-party baker. Granted, this will cost more, but the time saved also has value by eliminating employee involvement. Instead, these (2) workers can focus on new product development, which, in the long run, can lead to new revenue streams.

Ngày biên soạn: 20/10/2023

Giảng viên biên soạn đề thi: Paul M. Jordan

Ngày kiểm duyệt: 20/10/2023

Trưởng Bộ môn kiểm duyệt đề thi: Nguyễn Hải Long