

TRƯỜNG ĐẠI HỌC VĂN LANG  
KHOA NGOẠI NGỮ

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

Mã học phần: **DNN0250**

Tên học phần: **BUSINESS CORRESPONDENCE**

Mã nhóm lớp học phần: **231\_DNN0250\_07, 08**

Thời gian làm bài (phút/ngày): **100 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%
- **Nhờ P Khảo thí thiết lập chế độ không được copy-paste**

**Câu 1 (2 điểm):**

1 – b/ 2 – c/ 3 – d / 4 – e/ 5 – g/ 6 –f/ 7 –h/ 8 –i/ 9 – j/ 10 – a/

**Câu 2 (4 điểm): Answer varies, but may contain the following:**

Salutation: Dear Mr. Adam Smith,

Introduction: Acknowledge having received the letter of complaint + show your regret for the inconvenience caused to the customers at your restaurant.

Detail: State what had happened during the service

Action: State what you have done to deal with the fine dining problems

Closing: Say sorry again and hope to have long relationship with the customer

Complimentary close: Yours sincerely

The writing style and language should be formal style

**Câu 3 (4 điểm): Answer may vary.**

**Introduction:**

The given bar graph shows the online sales of Smartphones, Laptops, and Tablets in the first quarter of 2019. The distribution of sales in million units is shown over four months from January to April.

**Findings:**

The laptop sales showed a downward trend in the first three months of the year. This starts from around 50 million units in January and reducing to just above 20 million in March, a decrease of about 10 million units each month. However, there was a sudden spike in sales in April with laptop sales reaching just above 50 million units.

The smartphone sales showed an upward trend in the first three months. Which started from around 19 million units in January and reached its highest sales in March with around 70 million units. The sales then dropped by 30 million units in April.

The tablet sales showed a unique trend, with the highest sales not being reached in either the first or the last month, but in February and March. In January, there were only 30 million units of tablets sold, which doubled in February and leveled off in March. Despite this dramatic increase, tablet sales reached its lowest point in April, with only around 20 million units being sold.

**Conclusions**

In sum, online sales of tablets and smartphones saw a continuous increase from January to March, with some fluctuations in April. Conversely, for laptops, sales declined until March, followed by a sudden surge in January.

**Recommendations:**

Considering the overall trend, it's advisable to capitalize on the consistent growth in online sales of tablets and smartphones from January to March. These categories seem to have strong demand during these months. In the case of laptops, while there was a decline until March, the sudden surge in January suggests that there may be opportunities for targeted promotions or sales strategies during the beginning of the year to boost sales. Analyzing the reasons behind this surge in January and adjusting inventory and marketing efforts accordingly could be beneficial. Additionally, monitoring and addressing the fluctuations in tablet and smartphone sales in April may help stabilize and further enhance the performance of these categories.

*Ngày biên soạn: 8/10/2023*

**Giảng viên biên soạn đáp án đề thi: Nguyễn Ngọc Nguyên**

*Ngày kiểm duyệt: 25/10/2023*

**Trưởng Bộ môn kiểm duyệt đề thi: Nguyễn Hải Long**