TRƯỜNG ĐẠI HỌC VĂN LANG

KHOA NGOẠI NGỮ

<u>ĐÁP ÁN</u> 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):

<u>Gợi ý:</u>

- 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

Câu 1 (2 điểm):

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

Câu 2 (4 điểm)

Dear Ms. Pham,

I hope this letter finds you well. I want to express my sincere gratitude for taking the time to provide us with your valuable feedback regarding your recent stay at Lotus Hotel. I am deeply sorry for the inconveniences you encountered during your visit, and I would like to assure you that your concerns have been taken very seriously.

We understand that our guests deserve nothing less than a seamless and exceptional experience, and I am disappointed to learn that we fell short of meeting your expectations in several areas. Your detailed feedback has been shared with the relevant departments, and we are already taking steps to address the issues you highlighted.

Here are some of the actions we have taken or plan to take in response to your feedback:

Check-in Process: We have conducted a review of our check-in procedures and are implementing measures to enhance efficiency and ensure a smoother process for our guests.

Room Condition: Our maintenance team has been directed to thoroughly inspect and address any issues in all our rooms to prevent a recurrence of the problems you faced.

Response to Requests: We will be reevaluating our response times and communication with guests to ensure that any concerns are addressed promptly and with the utmost professionalism.

Staff Attitude: We are committed to providing ongoing training to our staff to ensure that they maintain a friendly and welcoming demeanor at all times.

Restaurant Service: Improvements are already underway in our restaurant to reduce waiting times and improve the quality of our culinary offerings.

I understand that your experience has left a lasting impression, and I want to assure you that we take your feedback to heart. Our goal is to make sure that your next visit to our Hotel will be free from the issues you encountered, and we will strive to provide you with the exceptional service you rightfully expect.

To show our commitment to making amends, we would like to offer you a complimentary stay for 3 (three) nights] on your next visit as a token of our appreciation for your feedback and the opportunity to make it up to you. Our team will be in touch with you to make the necessary arrangements.

Once again, please accept my sincerest apologies for your disappointing experience. Your feedback is invaluable to us, and we are dedicated to ensuring that we meet and exceed your expectations on your future visits to our Hotel.

Thank you for choosing Lotus Hotel, and we look forward to welcoming you back as our honored guest.

Sincerely,

Tran Thi Tan Tuy

Manager

Lotus Hotel

Câu 3 (4 điểm)

Introduction

The bar chart presents variations in how many tourists came to three different kinds of museums over a 5-year period between 2007 and 2012.

Findings

Overall, although Victoria and Albert Museum recorded the largest number of visitors in 2007, it was overtaken by National Gallery in 2012, which increased consistently throughout. Meanwhile, the British Museum, despite considerable declines in the first half of the period, managed to regain its footing and was still eventually ranked second in the chart.

In 2007, National Gallery received the least number of visitors, attracting approximately 6 million visitors. However, its figure started to witness a gradual increase from this point onwards, and by the end of the period, it had reached a high of close to 16 million visitors, making it become the most frequented museum.

Although Victoria and Albert Museum retained the position in the first two years, this peak was short-lived as the number of people going there declined significantly to a trough of nearly 6 million visitors in 2010. Despite managing to make a recovery, the data for Victoria and Albert Museum increased by a negligible amount and still remained the lowest (10 million visitors).

Conclusion

A quite similar change to Victoria and Albert Museum was experienced in the British Museum, whose number of people visiting it decreased noticeably from a striking 12 million visitors in 2007 to its lowest point of roughly 6 million visitors in the following two years. However, what set it apart from Victoria and Albert Museum was that in the latter half of the period, its tourist numbers increased to a greater degree, reaching a peak of just under 15 million visitors in 2012, which was just marginally lower in comparison to the number of travellers the National Gallery welcomed.

Recommendation

National Gallery is what attracts most tourists and should be focused for further investment.

Ngày biên soạn: 7/10/2023

Giảng viên biên soạn đáp án đề thi: Phạm Văn Nga

Ngày kiểm duyệt:25/10/2023

Trưởng Bộ môn kiểm duyệt đề thi: Nguyễn Hải Long