

TRƯỜNG ĐẠI HỌC VĂN LANG  
ĐƠN VỊ: KHOA NGOẠI NGỮ

**ĐỀ THI VÀ ĐÁP ÁN**  
**THI KẾT THÚC HỌC PHẦN**  
**Học kỳ 1, năm học 2024-2025**

**I. Thông tin chung**

Tên học phần:	Độc 1		
Mã học phần:	71ENGL30372	Số tín chỉ:	2
Mã nhóm lớp học phần:	241_71ENGL30372_01,02		
Hình thức thi: <b>Trắc nghiệm kết hợp Tự luận</b>	Thời gian làm bài:	<b>60</b>	Phút
<i>Thí sinh được tham khảo tài liệu:</i>	<input type="checkbox"/> Có	<input checked="" type="checkbox"/> Không	

**1. Format đề thi**

- Font: Times New Roman
- Size: 13
- Tên các phương án lựa chọn: **in hoa, in đậm**
- Không sử dụng nhảy chữ/số tự động (numbering)
- Mặc định phương án đúng luôn luôn là Phương án A ghi ANSWER: A
- Tổng số câu hỏi thi:
- Quy ước đặt tên file đề thi:

+ **Mã học phần**\_Tên học phần\_Mã nhóm học phần\_TNTL\_De 1

+ **Mã học phần**\_Tên học phần\_Mã nhóm học phần\_TNTL\_De 1\_Mã đề (*Nếu sử dụng nhiều mã đề cho 1 lần thi*).

**2. Giao nhận đề thi**

Sau khi kiểm duyệt đề thi, đáp án/rubric. **Trưởng Khoa/Bộ môn** gửi đề thi, đáp án/rubric về Trung tâm Khảo thí qua email: [khaothivanlang@gmail.com](mailto:khaothivanlang@gmail.com) bao gồm file word và file pdf (*nén lại và đặt mật khẩu file nén*) và nhắn tin + họ tên người gửi qua số điện thoại **0918.01.03.09** (Phan Nhất Linh).

- 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 Quý Thầy Cô.

## II. Các yêu cầu của đề thi nhằm đáp ứng CLO

(Phần này phải phối hợp với thông tin từ đề cương chi tiết của học phần)

Ký hiệu CLO	Nội dung CLO	Hình thức đánh giá	Trọng số CLO trong thành phần đánh giá (%)	Câu hỏi thi số	Điểm số tối đa	Lấy dữ liệu đo lường mức đạt PLO/PI
(1)	(2)	(3)	(4)	(5)	(6)	(7)
<b>CLO1</b>	Giải thích nghĩa từ vựng xuất hiện trong ngữ cảnh bài đọc	Trắc nghiệm	20%	<b>Phần 1:</b> Từ câu 9 đến 10	0,6	PI 2.1
<b>CLO2</b>	Áp dụng từ vựng đã học vào kỹ năng đọc hiểu	Tự luận	20%	<b>Phần 4:</b> Từ câu 1 đến 10	2,0	PI 2.1
<b>CLO3</b>	Vận dụng quy trình đọc hiểu vào các bài đọc học thuật từ 300 đến 500 từ	Trắc nghiệm	20%	<b>Phần 3:</b> Từ câu 21 đến 24	2,0	PI 2.1
<b>CLO4</b>	Đọc lướt lấy ý chính và đọc hiểu chi tiết các bài đọc học thuật từ 300 đến 500 từ	Trắc nghiệm	20%	<b>Phần 1:</b> Từ câu 1 đến câu 8	2,4	PI 4.1
<b>CLO5</b>	Thể hiện kỹ năng phân tích, tổng hợp trong quá trình đọc hiểu	Trắc nghiệm	20%	<b>Phần 2:</b> Từ câu 11 đến 20	3,0	PI 4.1

### Chú thích các cột:

(1) Chỉ liệt kê các CLO được đánh giá bởi đề thi kết thúc học phần (tương ứng như đã mô tả trong đề cương chi tiết học phần). Lưu ý không đưa vào bảng này các CLO không dùng bài thi kết thúc học phần để đánh giá (có một số CLO được bố trí đánh giá bằng bài kiểm tra giữa kỳ, đánh giá qua dự án, đồ án trong quá trình học hay các hình thức đánh giá quá trình khác chứ không bố trí đánh giá bằng bài thi kết thúc học phần). Trường hợp một số CLO vừa được bố trí đánh giá quá trình hay giữa kỳ vừa được bố trí đánh giá kết thúc học phần thì vẫn đưa vào cột (1)

(2) Nội dung của CLO tương ứng.

(3) Hình thức kiểm tra đánh giá có thể là: trắc nghiệm, tự luận, dự án, đồ án, vấn đáp, thực hành trên máy tính, thực hành phòng thí nghiệm, báo cáo, thuyết trình, ..., phù hợp với nội dung của CLO và mô tả trong đề cương chi tiết học phần.

(4) Trọng số mức độ quan trọng của từng CLO trong đề thi kết thúc học phần do giảng viên ra đề thi quy định (mang tính tương đối) trên cơ sở mức độ quan trọng của từng CLO. Đây là cơ sở để phân phối tỷ lệ % số điểm tối đa cho các câu hỏi thi dùng để đánh giá các

*CLO tương ứng, bảo đảm CLO quan trọng hơn thì được đánh giá với điểm số tối đa lớn hơn. Cột (4) dùng để hỗ trợ cho cột (6).*

*(5) Liệt kê các câu hỏi thi số (câu hỏi số ... hoặc từ câu hỏi số... đến câu hỏi số...) dùng để kiểm tra người học đạt các CLO tương ứng.*

*(6) Ghi điểm số tối đa cho mỗi câu hỏi hoặc phần thi.*

*(7) Trong trường hợp đây là học phần cốt lõi - sử dụng kết quả đánh giá CLO của hàng tương ứng trong bảng để đo lường đánh giá mức độ người học đạt được PLO/PI - cần liệt kê ký hiệu PLO/PI có liên quan vào hàng tương ứng. Trong đề cương chi tiết học phần cũng cần mô tả rõ CLO tương ứng của học phần này sẽ được sử dụng làm dữ liệu để đo lường đánh giá các PLO/PI. Trường hợp học phần không có CLO nào phục vụ việc đo lường đánh giá mức đạt PLO/PI thì để trống cột này.*

### III. Nội dung câu hỏi thi

#### **PHẦN TRẮC NGHIỆM (24 câu + 0,3đ/ câu – Phần I & II; 0,5đ/ câu – Phần III)**

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

**A** When you step into a McDonald's restaurant, you'll likely notice the prominent use of yellow and red colors. These bright, cheerful hues are closely associated with McDonald's, and they aim to make the brand memorable. Large companies invest millions each year in advertising to encourage you to buy their products and remember their names. By using specific colors, they catch your attention and create a lasting impression. Research has shown that color can **significantly** help people recall company names, making it a crucial aspect of business branding.

**B** Computer companies often use the color blue in their branding. For example, Microsoft and Dell choose blue to convey that they are serious and dependable companies. Blue, like the sky and the ocean, can represent both calmness and strength. Traditionally, to show professionalism, many computer manufacturers made their devices in black or gray. However, in the late 1990s, Apple took a different approach. They wanted their computers to be fun rather than just serious, so they introduced iMacs in a variety of vibrant colors. Today, Apple's computers, laptops, and cell phones continue to come in multiple colors.

**C** BP, a major oil company, uses green and yellow in its branding. It's the only large oil company that prominently features green, a color that symbolizes nature. Yellow represents the sun, and together these bright, cheerful colors are meant to make BP appear friendly.

Additionally, the green color helps suggest that BP cares about the environment, aligning the company with eco-friendly values.

**D** United Parcel Service (UPS), a large delivery company, uses brown as its signature color. Back in the 1920s when UPS was founded, brown was associated with safety and reliability. From the start, UPS used brown trucks and uniforms. While brown might seem like a dull choice today, UPS has turned it into a positive symbol of their business. Their advertisements ask, "What can brown do for you?" By doing so, they hope that when people see their big brown trucks, they will think of excellent and dependable service.

**E** Around the world, companies use color strategically to build their brands and encourage people to **purchase** their products. They believe that customers have strong reactions to certain colors, so it's not surprising that they carefully choose the colors for their products and advertisements.

Which pair of colors is closely linked with McDonald's branding, making it easily identifiable?

- A.** yellow and red
- B.** blue and green
- C.** black and white
- D.** green and orange

ANSWER: A

Why do large corporations use specific colors in their advertising campaigns?

- A.** to capture consumer attention and be memorable
- B.** to comply with government regulations
- C.** to match their competitors' colors
- D.** to lower production costs

ANSWER: A

Which companies use blue in their branding to represent dependability and seriousness?

- A.** Microsoft and Dell
- B.** UPS and FedEx
- C.** BP and Shell
- D.** Apple and Samsung

ANSWER: A

How did Apple set itself apart from other computer manufacturers in the late 1990s?

- A.** by introducing devices in a range of bright colors
- B.** by exclusively using black and gray designs
- C.** by reducing the size of their computers
- D.** by offering the lowest prices on the market

ANSWER: A

What message does BP aim to convey by using green and yellow in its branding?

- A.** commitment to environmental care
- B.** innovation in technology
- C.** luxury and exclusivity
- D.** tradition and heritage

ANSWER: A

What might many people think of brown today?

- A.** boring
- B.** fashionable
- C.** serious
- D.** awkward

ANSWER: A

What does the color brown of UPS's brand stand for?

- A.** an excellent, reliable service
- B.** a boring, old service
- C.** an excellent, unreliable service
- D.** a fascinating, old service

ANSWER: A

Why do many companies use colors strategically?

- A.** to create their brands and attract more customers

- B.** to innovate their brands and distract more customers
- C.** to create their brands and distract more customers
- D.** to reject their brands and attract more customers

ANSWER: A

The word “**significantly**” (Paragraph A) is closest in meaning to \_\_\_\_\_

- A.** remarkably
- B.** carefully
- C.** awkwardly
- D.** naturally

ANSWER: A

The word “**purchase**” (Paragraph E) is closest in meaning to \_\_\_\_\_

- A.** buy
- B.** sell
- C.** afford
- D.** design

ANSWER: A

**SECTION 2: Read the passage and decide whether each given statement is True (T) or False (F). (3 marks)**

**A** Most people want to be polite and behave well around others. Being polite means knowing how to greet and talk to people. It means using good manners when eating. It means knowing how to give and receive gifts appropriately. Polite behavior in one country, however, may be impolite in another part of the world. Travelers need to understand the cultural differences in politeness so that they don't cause embarrassment.

**B** For instance, when people meet, they often shake hands. How long should a handshake be? Should you hold the other person's hand gently or firmly? In the United States, people prefer to shake hands firmly for a few seconds. In some Middle Eastern countries, people hold the person's hand gently for a longer time. Handshaking varies around the world.

**C** What about eye contact? In some countries you show respect when you look someone directly in the eye. In other parts of the world, to look at someone directly is rude. To be respectful, a person looks down at the ground.

**D** There are also cultural differences in the way people use personal space. When two people are talking, should they stand close together or far apart? Exactly how close should they stand? In North America, for instance, people usually stand about an arm's length apart during a conversation. However, in some countries in the Middle East and Latin America, people stand closer. It can be awkward if one person likes to stand close and the other person likes to stand farther apart.

**E** Three authors wrote a book *Kiss, Bow, or Shake Hands* about cultural differences. In their book, they discuss greetings, gift-giving, and time. Around the world, cultures have different ideas about giving gifts. In the United States, if someone gives you a gift, you should open it while they are with you. That way they can see how happy you are to receive it. In China, you should open a gift after the person is gone.

**F** Another cultural difference is time. If someone invites you to dinner at their house at 6 p.m., what time should you get there? Should you arrive early, late, or exactly on time? In Germany, it is important to arrive on time. In Argentina, polite dinner guests usually come 30 to 60 minutes after the time of the invitation. When traveling, remember that each country has a different definition of being on time.

**G** A final area to be careful about is body language, including gestures. Is it acceptable to touch a person on the shoulder? How do you wave goodbye or hello? How do you gesture to someone to "come here"? All of these can be different from one culture to another. In Vietnam, it is rude to touch someone on the head with the palm of the hand. The gesture for "come here" in the U.S. is only used for calling animals in some other countries.

**H** If you are going to live, work, or study in another country, it is important to learn the language. But it is also important to learn about cultural differences. This way, you can be polite and make a good impression. People around you will feel comfortable and respected. Politeness and good manners can be good for making friends, good for traveling, and good for business, too.

Travelers should understand cultural differences in politeness to avoid causing uncomfortable situations.

**A. True**

**B. False**

ANSWER: A

In the United States, people generally prefer a gentle and prolonged handshake when greeting others.

**A. False**

**B. True**

ANSWER: A

Some Middle Eastern countries practice holding the handshake softly for a longer duration.

**A. True**

**B. False**

ANSWER: A

Making direct eye contact is considered disrespectful in every culture around the world.

**A. False**

**B. True**

ANSWER: A

Individuals in North America typically stand about an arm's length apart during conversations.

**A. True**

**B. False**

ANSWER: A

In certain Middle Eastern and Latin American nations, people tend to stand further apart when speaking to each other.

**A. False**

**B. True**

ANSWER: A

In the United States, it is customary to open gifts in front of the person who gave them to you.



**A. True**

**B. False**

ANSWER: A

In China, it is polite to wait until the gift giver has left before opening a present.

**A. True**

**B. False**

ANSWER: A

Punctuality in Germany means arriving exactly at the scheduled time for a dinner invitation.

**A. True**

**B. False**

ANSWER: A

In Argentina, it is considered polite for dinner guests to arrive half an hour to an hour after the invitation time.

**A. True**

**B. False**

ANSWER: A

**SECTION 3: Read the passage and match each given heading with the correct paragraph. (2 marks)**

### **AI for English Linguistics Students**

**A** Artificial Intelligence (AI) is a technology that enables computers to simulate human intelligence processes such as natural language processing, pattern recognition, and decision-making. In the field of English linguistics, AI tools can analyze texts, understand speech, and generate human-like responses, enriching students' learning experiences beyond traditional textbook methods.

**B** AI is becoming an integral part of linguistics education by offering dynamic, interactive learning environments that adapt to individual needs. Instead of solely memorizing rules, students can engage with AI-driven applications providing contextual examples,

simulating conversations, and analyzing language use in real-time with immediate feedback and suggestions for improvement. This hands-on approach bridges the gap between theoretical knowledge and practical application.

**C** Advanced applications include AI-driven language labs offering instant feedback on pronunciation and intonation, and simulations exposing students to different English dialects, such as Scottish English or African American Vernacular English. AI also allows students to analyze large linguistic data sets to identify patterns and predict language shifts, offering opportunities that traditional methods could not efficiently provide.

**D** All in all, AI technology significantly enhances the academic capabilities of linguistics students, preparing them for innovative research and applications in the digital age. While it cannot replace the depth of human linguistic intuition, AI serves as a powerful supplementary tool, providing personalized learning paths and opportunities once beyond reach, ultimately contributing to the development of future researchers, educators, and preservers of language.

Paragraph A \_\_\_\_

- A.** How AI enhances learning in English linguistics beyond traditional methods
- B.** AI providing immediate feedback on students' language use
- C.** The ability of AI to simulate human intelligence processes
- D.** Using AI to analyze texts and understand speech

ANSWER: A

Paragraph B \_\_\_\_

- A.** Bridging theory and practice through hands-on AI experiences
- B.** Using AI to analyze texts and understand speech
- C.** AI providing immediate feedback on students' language use
- D.** The role of reading skills in understanding English texts

ANSWER: A

Paragraph C \_\_\_\_

- A.** Advanced uses of AI in dialect simulation and data analysis

- B. AI-driven language labs for pronunciation practice
- C. Exposure to different English dialects via AI simulations
- D. Identifying linguistic patterns using AI technology

ANSWER: A

Paragraph D \_\_\_\_

- A. Preparing for innovative research in the digital era with AI
- B. AI providing immediate feedback on students' language use
- C. Personalized learning paths created through AI
- D. The impact of AI on the future careers of linguistics students

ANSWER: A

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### **PHẦN TỰ LUẬN (10 câu + 0,2đ/ câu)**

**SECTION 4: Fill in each blank of the following sentences with the correct word or phrase given in the box. (2 marks)**

psychologists	establish	universal	appropriately	awkward
artificial	corporations	enthusiasm	passed down	frustrated

**Câu hỏi 1: (0,2 điểm):** Although virtual reality provides an \_\_\_\_ environment, psychologists believe it can significantly enhance language learning for students by immersing them in realistic scenarios.

**Câu hỏi 2: (0,2 điểm):** To \_\_\_\_ a more effective learning platform, educators are integrating virtual reality into their curricula so that students can practice languages in simulated real-life settings.

**Câu hỏi 3: (0,2 điểm):** Because virtual reality offers \_\_\_\_ accessibility, language students from all over the world can interact and learn together in the same virtual space.

**Câu hỏi 4: (0,2 điểm):** Many find it \_\_\_\_ when someone talks loudly on their mobile phone in a quiet setting, so it's important to be mindful of mobile phone manners.

**Câu hỏi 5: (0,2 điểm):** I prefer to wear colors that reflect my \_\_\_\_\_ for life, but I choose them carefully so they fit appropriately with the occasion.

**Câu hỏi 6: (0,2 điểm):** While some \_\_\_\_\_ have implemented strict policies on mobile phone use during meetings, others encourage employees to use them appropriately to enhance productivity.

**Câu hỏi 7: (0,2 điểm):** Even though I sometimes feel \_\_\_\_\_ when I can't find my favorite colors, I like to wear shades that pass down a sense of calmness and confidence.

**Câu hỏi 8: (0,2 điểm):** Fashion trends, which are often \_\_\_\_\_ through generations, influence not only the styles we wear but also the colors we choose to incorporate into our wardrobes.

**Câu hỏi 9: (0,2 điểm):** When language students become frustrated with traditional learning methods, virtual reality offers an innovative alternative that \_\_\_\_\_ believe can boost their enthusiasm for the subject.

**Câu hỏi 10: (0,2 điểm):** If people do not use their mobile phones \_\_\_\_\_ in public places, they may find themselves in awkward situations that could have been easily avoided with proper manners.

### ĐÁP ÁN PHẦN TỰ LUẬN VÀ THANG ĐIỂM

Phần câu hỏi	Nội dung đáp án	Thang điểm	Ghi chú
<b>I. Trắc nghiệm (Phần I- III)</b>		<b>8,0</b>	
Câu 1 – 10	1. Yellow and red 2. To capture consumer attention and be memorable 3. Microsoft and Dell 4. By introducing devices in a range of bright colors 5. Commitment to environmental care 6. boring 7. an excellent, reliable service 8. to create their brands and attract more customers 9. remarkably 10. buy	0,3	
Câu 11 – 20	11. True 12. False 13. True	0,3	

	14. False 15. True 16. False 17. True 18. True 19. True 20. True		
Câu 21 – 24	21. How AI enhances learning in English linguistics beyond traditional methods 22. Bridging theory and practice through hands-on AI experiences 23. Advanced uses of AI in dialect simulation and data analysis 24. Preparing for innovative research in the digital era with AI	0,5	
<b>II. Tự luận (Phần IV)</b>		<b>2,0</b>	
Câu 1	artificial	0,2	
Câu 2	establish	0,2	
Câu 3	universal	0,2	
Câu 4	awkward	0,2	
Câu 5	enthusiasm	0,2	
Câu 6	corporations	0,2	
Câu 7	frustrated	0,2	
Câu 8	passed down	0,2	
Câu 9	psychologists	0,2	
Câu 10	appropriately	0,2	
<b>Điểm tổng</b>		<b>10,0</b>	

Người duyệt đề



**TS. Nguyễn Hòa Mai Phương**

TP. Hồ Chí Minh, ngày 20 tháng 10 năm 2024

Giảng viên ra đề



**Th.S. Ngô Nguyễn Thiện Tôn**