

TRƯỜNG ĐẠI HỌC VĂN LANG
ĐƠN VỊ: KHOA NGOẠI NGỮ

ĐỀ THI, ĐÁP ÁN/RUBRIC VÀ THANG ĐIỂM
THI KẾT THÚC HỌC PHẦN
Học kỳ 1, năm học 2024-2025

I. Thông tin chung

Tên học phần:	ĐỌC HIỂU THƯƠNG MẠI READING IN GENERAL BUSINESS		
Mã học phần:	71ENGL40693	Số tín chỉ:	03
Mã nhóm lớp học phần:	241_71ENGL40693_01,02,03,04,05,06		
Hình thức thi: Trắc nghiệm + Tự luận	Thời gian làm bài:	75	phút
<i>Thí sinh được tham khảo tài liệu:</i>	<input type="checkbox"/> Có	<input checked="" type="checkbox"/> Không	

Lưu ý dành cho phòng Khảo thí:

Tất tính năng copy-paste trên trang làm bài

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

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)
CLO 1	Vận dụng kiến thức các thuật ngữ thuộc các lĩnh vực tiếng Anh thương mại để xử lý các bài đọc thương mại khác nhau.	Trắc nghiệm	30%	1	2đ	PI 3.2
CLO 2	Vận dụng kiến thức ngôn ngữ thuộc các lĩnh vực tiếng Anh thương mại để giải quyết các tình huống cụ thể (case study) trong các lĩnh vực thương mại.	Trắc nghiệm + Tự luận	30%	1, 2, 3	Câu 1: 2đ Câu 2: 5đ Câu 3: 3đ	PI 3.2
CLO 3	Giải quyết hiệu quả các tình huống (case study) thuộc các lĩnh vực kinh tế, thương mại	Tự luận	40%	2, 3	Câu 2: 5đ Câu 3: 3đ	PI 7.2

III. Nội dung câu hỏi thi

Câu hỏi 1: (2 điểm)

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

<ol style="list-style-type: none"> 1. Opportunity cost 2. Primary sector 3. Entrepreneur 4. Dividend 5. Stakeholder 6. Labour productivity 7. Functional department 8. External recruitment 9. Consumer markets 10. Inventories 	<ol style="list-style-type: none"> A. A measure of the efficiency of workers by calculating the output per worker B. A payment, out of profit, to shareholders as a reward for their investment C. An individual or group which has an interest in a business because they are affected by its activities and decisions D. An individual who has an idea for a business, takes the financial risk of starting and managing a new business E. Filling a vacant post with someone not already employed in the business F. Firms whose business activities involve the extraction of natural resources G. Markets for goods and services bought by the final consumer H. The benefit that could have been gained from an alternative use of the same resource I. The main activities of business: finance, marketing, operations, human resources and research and development J. The stock of raw materials, work-in-progress and finished goods held by a business
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Câu hỏi 2: (5 điểm)**READING COMPREHENSION FOR BUSINESS ENGLISH****Regulation and the trickle-down effect of women in leadership roles**

Historically, women face barriers as they move up the corporate hierarchy. Those women who overcome these barriers face the implicit and widespread expectation that their representation at board level will “trickle-down” to increase the representation of other women in senior management. Motivating factor for many national governments to introduce regulation on the representation of women at board level. For example, in a report on their regulatory target, the U.K. government stated, “we hope to see the effect of more women on boards of listed companies cascade out into senior leadership roles. The introduction of regulation concerning the representation of women on boards has become widely adopted by many nations across the globe. The sudden implementation of regulation in a firm’s environment could be considered an exogenous shock, as it reflects an abrupt change event that dramatically affects individuals, firms, and society. Whilst there is evidence to suggest regulation on board gender diversity has a significant impact on women’s representation at board level.

Regulation on board gender composition influences the relationship between women’s representation on boards and gender diversity in senior management levels. The gender-based trickle-down effect between the corporate board and senior management team is influenced by unexpected regulation on board gender diversity. The most critical recommendation was for firms to meet the voluntary target of having twenty-five percent of board positions held by women. This was contrary to the neo-liberal foundations that are deeply embedded in the U.K. with a powerful

resistance to radical initiatives of ‘meddling’ government interventions in the business world. The introduction of regulation could be considered an exogenous shock, an unprecedented and unexpected event, in which corporate boards were abruptly confronted with new external regulatory goals, expectations, and norms concerning the representation of women at board level. Regulation on board gender diversity leads to the weakening of the trickle-down effect between the corporate board and senior management team – in essence, the representation of women at board and senior management team positions are no longer as strongly correlated after regulation was implemented in the United Kingdom. Through the use of quotas or targets will strengthen the relationship between the representation of women at board and senior management levels. Effects where the perceptions, attitudes, or behaviors of individuals located at one level of the management hierarchy influence the perceptions, attitudes, or behaviors of individuals located in management levels immediately. An increase in women’s representation in a higher level of management is expected to trickle-down to lower levels of management. The first to identify a trickle-down effect concerning women’s representation in the firm, such that women’s chances of being hired or promoted into a focal level of management was greater when there is a higher proportion of women in the management level above. The effect of women’s representation in the firm has mainly focused on trickle-down Effects stemming from board level. Women’s representation at board level has been shown to trickle-down to increase women’s representation in executive board positions (executive officer positions, middle management positions, management positions, and finally, top earner positions). Women in senior leadership positions can promote the representation of other women within the firm, as people tend to associate and interact with others who they see as having similar attributes, values, and dispositions.

Many countries have adopted hard law regulation on board gender diversity, including but not limited to Germany, France, Spain, Norway, and Italy. Whereas other countries, such as the United Kingdom, have adopted soft law regulation on board gender composition. Soft law regulation is characterized by the absence of legal arrangements concerning compliance with ‘standards’ or ‘best-practice rules’ on a focal issue. Soft law regulation is based upon the principle that firms are expected to comply with normative standards and rules that are not legally binding but still have relevance to society, governments, or other important firm stakeholders. Examples of soft law regulation include voluntary initiatives, codes of conduct, commitments, guidelines, or recommendations laid down by external institutions with no legally binding force. Soft law regulation on women on boards can be defined as a non-binding recommendation (e.g., a voluntary target or quota) set by an external institution (e.g., a national government), where compliance is driven by the expectation that a firm will conform with normative standards concerning women’s representation at board level. For example, in 2013, the Dutch government introduced recommendations that encouraged listed firms to have thirty percent of board level positions occupied by women, with no penalty for non-compliance.

Source:

Page, A., Sealy, R., Parker, A., & Hauser, O. (2023). Regulation and the trickle-down effect of women in leadership roles. *The Leadership Quarterly*, 101721. <https://doi.org/10.1016/j.leaqua.2023.101721>

Based on the text above, answer the following questions:

1. What are the barriers that women historically face as they move up the corporate hierarchy? (1.0 point)
2. What is the most critical recommendation for firms concerning board gender diversity in the U.K.? (1.0 point)
3. Why could the introduction of regulation on board gender diversity be considered an exogenous shock? (1.0 point)

4. How do quotas or targets strengthen the relationship between women's representation at board and senior management levels? (1.0 point)
5. What is the main difference between hard law and soft law regulation on board gender diversity? (1.0 point)

Câu 3: (03 điểm)

CASE STUDY

Ben runs a small bakery business. He rents a food truck where he sells freshly baked bread, cakes, and pastries. Most of the products are baked by Ben himself, but he also sources some baked goods from local suppliers. Ben has one assistant who helps him sell the items and is paid an hourly wage. His business's main variable costs are the ingredients he uses for baking and his assistant's wages. Ben is considering expanding his business by opening a small café in the city center. The fixed costs of the café, including rent and utilities, are double those of his food truck.

1. Define '**variable costs**' in this case. (1 point)
2. Identify **two** fixed costs that Ben would have if he opens the café. (1 point)
3. Outline **two** ways Ben could reduce the break-even level of sales for his food truck. (1 point)

ĐÁP ÁP VÀ THANG ĐIỂM

Phần câu hỏi	Nội dung đáp án	Thang điểm	Ghi chú
I. Tự luận			
Câu 1		2.0	
Question 1	H	0.2	
Question 2	F	0.2	
Question 3	D	0.2	
Question 4	B	0.2	
Question 5	C	0.2	
Question 6	A	0.2	
Question 7	I	0.2	
Question 8	E	0.2	
Question 9	G	0.2	
Question 10	J	0.2	
Câu 2		5.0	
Question 1	Women still encounter implicit and widespread expectations that their presence at the board level will lead to increased representation of other women in senior roles, often without sufficient structural support to facilitate change.	1.0	
Question 2	The UK's board gender diversity recommendation is to achieve 25% women representation, aiming to enhance corporate governance without radical government intervention, despite neo-liberal foundations.	1.0	
Question 3	Because it represents an unprecedented and unexpected event that abruptly confronts	1.0	

	corporate boards with new regulatory goals, expectations, and norms. (0.5 points) This sudden change requires firms to quickly adapt, influencing individuals, firms, and society at large, and altering established corporate practices. (0.5 points)		
Question 4	By ensuring a structured and consistent approach to gender diversity. (0.5 points) Setting clear expectations and goals, firms are more likely to actively promote and support women in their career progression, leading to increased representation at both board and senior management levels. (0.5 points)	1.0	
Question 5	Hard law regulation, enforced by countries like Germany, France, Spain, Norway, and Italy, is legally binding and includes penalties for non-compliance, while soft law regulation, like the UK, involves voluntary initiatives and societal expectations, without legal obligations.	1.0	
Câu 3		3.0	
Question 1	Variable Costs in this case refer to the expenses that fluctuate with the level of output or sales. For Ben, these include the cost of ingredients used for baking his products and the wages paid to his assistant , as they vary depending on how much he produces and sells. (mỗi biến phí SV liệt kê cụ thể được 0.5 điểm)	1.0	
Question 2	If Ben opens the café, two examples of fixed costs he would incur are: - Rent for the café space. - Utilities , such as electricity, water, and heating, which remain relatively constant regardless of sales. (mỗi loại định phí SV liệt kê cụ thể kèm chi tiết diễn giải được 0.5 điểm, nếu chỉ ghi tên định phí mà không giải thích thêm thì cho 0.25)	1.0	
Question 3	Two ways Ben could reduce the break-even level of sales for his food truck include: - Reducing variable costs , for example, by sourcing ingredients at a lower cost or finding more efficient production methods.	1.0	

	<p>- Increasing the selling price of his baked goods, assuming the market demand allows for it without significantly lowering customer demand.</p> <p>(mỗi phương pháp SV liệt kê có kèm giải thích cụ thể được 0.5 điểm, nếu chỉ ghi phương pháp mà không giải thích, thì cho 0.25)</p>		
	Điểm tổng	10.0	

RUBRIC ĐÁNH GIÁ KIỂM TRA CUỐI KỲ

Tiêu chí	Trọng số (%)	9 -10 điểm	7 – 8 điểm	5- 6 điểm	3 – 4 điểm	0 – 2 điểm
Hiểu biết về nội dung	30%	Thể hiện sự hiểu biết sâu sắc và toàn diện về chủ đề.	Hiểu biết tốt nhưng chưa toàn diện.	Hiểu biết cơ bản nhưng thiếu chiều sâu.	Hiểu biết hạn chế, nhiều khía cạnh chưa rõ ràng.	Không hiểu hoặc hiểu sai chủ đề.
Phân tích và lập luận	20%	Lập luận chặt chẽ, phân tích rõ ràng, có tư duy phản biện.	Lập luận hợp lý nhưng chưa thực sự sắc bén.	Lập luận chưa rõ ràng, phân tích còn mơ hồ.	Lập luận yếu, phân tích thiếu logic.	Không có lập luận rõ ràng, phân tích sai lạc.
Sử dụng dẫn chứng và ví dụ	10%	Dẫn chứng phong phú, liên quan chặt chẽ đến lập luận.	Dẫn chứng phù hợp nhưng chưa đa dạng.	Dẫn chứng hạn chế, chưa thuyết phục.	Dẫn chứng mơ hồ, không hỗ trợ tốt cho lập luận.	Thiếu dẫn chứng hoặc dẫn chứng không phù hợp.
Tổ chức và cấu trúc bài viết	20%	Cấu trúc bài viết mạch lạc, logic rõ ràng.	Cấu trúc tương đối tốt, nhưng chưa thật sự mạch lạc.	Cấu trúc bài viết còn lộn xộn, chưa rõ ràng.	Cấu trúc rời rạc, không có sự kết nối giữa các ý.	Bài viết lộn xộn, thiếu tổ chức.
Ngôn ngữ và trình bày	20%	Ngôn ngữ phong phú, chính xác, không có lỗi chính tả.	Ngôn ngữ tương đối tốt, có ít lỗi chính tả.	Ngôn ngữ đơn giản, có một số lỗi chính tả.	Ngôn ngữ hạn chế, có nhiều lỗi chính tả.	Ngôn ngữ kém, nhiều lỗi chính tả, làm ảnh hưởng đến ý nghĩa.

Sinh viên bị điểm 0 khi đạo văn trên 20% hoặc gian lận (do hệ thống thi ghi nhận): Copy – paste bài làm/tài liệu sẵn có vào ô làm bài tự luận.

Diễn giải thang điểm:

9-10 điểm: Xuất sắc, đáp ứng đầy đủ và vượt trội các tiêu chí đánh giá.

7-8 điểm: Khá tốt, đáp ứng phần lớn các tiêu chí đánh giá.

5-6 điểm: Trung bình, đáp ứng đủ các yêu cầu cơ bản nhưng còn nhiều điểm cần cải thiện.

3-4 điểm: Yếu, chỉ đáp ứng một số ít tiêu chí, bài làm còn nhiều thiếu sót.

0-2 điểm: Kém, không đáp ứng các yêu cầu cơ bản.

TP. Hồ Chí Minh, ngày 05 tháng 10 năm 2024

Trưởng bộ môn



T.S Nguyễn Hải Long

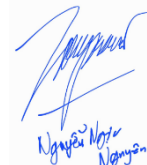
Giảng viên ra đề



Th.S. Trần Thị Bích Trâm,



Th.S. Nguyễn Hoàng Phan,



Th.S. Nguyễn Ngọc Nguyên