

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

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)
<b>CLO 1</b>	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
<b>CLO 2</b>	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	<b>Câu 1:</b> 2đ <b>Câu 2:</b> 5đ <b>Câu 3:</b> 3đ	PI 3.2
<b>CLO 3</b>	Giải quyết hiệu quả các tình huống (case study) thuộc các lĩnh vực kinh tế, thương mại	Tự luận	40%	2, 3	<b>Câu 2:</b> 5đ <b>Câu 3:</b> 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"> <li>1. Specialization</li> <li>2. Tertiary sector</li> <li>3. Revenue</li> <li>4. Shareholder</li> <li>5. Social enterprise</li> <li>6. Hygiene factors</li> <li>7. Chain of command</li> <li>8. Dismissal</li> <li>9. Industrial markets</li> <li>10. Retained profit</li> </ol>	<ol style="list-style-type: none"> <li>A. A business with social objectives that reinvests most of its profit back into business or into benefiting society.</li> <li>B. A person or organization who owns shares in a limited company</li> <li>C. Firms that supply a service to consumers or other businesses</li> <li>D. Markets for goods and services bought by other businesses to use in their production process</li> <li>E. People and businesses concentrate on what they are best at</li> <li>F. Profit remaining after all expenses, tax, and dividends have been paid. Profit which is ploughed back into business.</li> <li>G. Termination by the employer because the workers has broken company rules or is not performing work to the required standard</li> <li>H. The amount a business earns from the sales of its products</li> <li>I. The factors that must be present in the workplace to prevent job dissatisfaction</li> <li>J. The route through which authority is passed down through an organization</li> </ol>
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**Câu hỏi 2: (5 điểm)****READING COMPREHENSION FOR BUSINESS ENGLISH****Give me uncertainty, and I will shine: CEO narcissism and corporate performance**

Significant association between CEO narcissism and average corporate performance. This makes sense from the point of view that if a higher or lower degree of CEO narcissism was generally beneficial in terms of corporate performance, an increased demand for CEOs with such advantageously higher or lower degrees of narcissism would create a new equilibrium where the optimal level of narcissism would be reached (i.e., “no money left on the table”). The fact that it would be surprising to find CEO narcissism significantly associated with corporate performance on average, does not exclude the possibility that CEO narcissism is beneficial to corporate performance in some contexts and detrimental to corporate performance in other contexts. This is in line with the psychology literature which shows that whether a certain personality trait is beneficial or detrimental depends on the context.

Organizational outcomes are largely shaped by the attitudes, values, and beliefs of the individuals in upper-level positions. The CEO is often considered the face of an organization, and their personality traits and behavior have been shown to have a significant impact on corporate outcomes. Individuals who exhibit narcissistic tendencies have a strong desire for power, control, and

admiration, and they often require excessive validation and attention from others. Narcissism can manifest in different ways, ranging from healthy self-confidence to more pathological forms of grandiosity and entitlement. Understanding the nature of narcissism and its potential impact on relationships and various aspects of life is important for individuals, organizations, and society. The economic landscape in which firms operate is, among other things, constantly impacted by the decisions made by politicians, government, and bureaucracy, which introduces an element of uncertainty. Narcissists are talented strategists, who have a holistic perspective and find meaning in risky challenges. Uncertainty is a fundamental aspect of business environments that firms must navigate to achieve sustainable success. Uncertainty can be defined as the absence of comprehensive information regarding the future and the possibility of unexpected events or outcomes that could affect the performance of a firm. Uncertainty enhances the preference for narcissistic leaders. Narcissists are more likely to express positive emotions related to the task at hand and less nervous taking on a challenge, when the goals or responsibilities are egocentric and give the narcissists a chance to compare themselves favorably with others or with earlier standards. Those who exhibit narcissistic entitlement and self-sufficiency frequently demonstrate high levels of charismatic leadership and are given favorable evaluations for their executive performance. Compared to their peers, narcissists perform better during crises when others are watching them, due to their need for acclaim and a desire for admiration. In times of crisis, instability, or lack of direction, a CEO's display of self-confidence and reassuring rhetoric can calm anxious firm members and create a path for the emergence of a narcissistic leader.

However, narcissism is a complex personality trait with opposing forces, and it is not obvious that uncertainty will positively moderate the relationship between CEO narcissism and corporate performance. Thus, a narcissistic CEO has an inflated sense of self but is at the same time preoccupied with having that self-view continually reinforced. Non-financial S&P 1500 firms in the period 2007–2020. Narcissism positively contributes to corporate performance during times of high uncertainty (i.e., predominantly in relation to the financial crisis and the Covid-19 pandemic) and negatively contributes to corporate performance during times of low uncertainty. In terms of economic significance, going from a less narcissistic CEO (25th percentile) to a more narcissistic CEO (75th percentile) is associated with an improvement of corporate performance of 6.5% (Tobin's Q) and 2.4% (ROA) in the year characterized by the highest uncertainty and a deterioration of corporate performance of 3.0% (Tobin's Q) and 3.9% (ROA) in the year characterized by the lowest uncertainty. Uncertainty moderates positively the relationship between CEO narcissism and corporate performance. Uncertainty is highly and negatively correlated with the stock market development and the economic growth in society – e.g., 2018 was characterized by high uncertainty, a negative stock market development, and low economic growth while 2017 was characterized by low uncertainty, a positive stock market development, and decent economic growth. investigate 392 CEOs from manufacturing firms during the financial crisis. They find that narcissistic CEOs are less likely to protect against potential shocks because of a higher degree of corporate risk-taking leading up to the shock and thus less corporate resilience, but that narcissistic CEOs are adept at helping firms recover from such a shock because of a higher tendency to strategic change.

**Source:**

Aabo, T., Kirch, T. R., & Thomsen, K. H. S. (2024). Give me uncertainty, and I will shine: CEO narcissism and corporate performance. *Global Finance Journal*, 62, 100991.  
<https://doi.org/10.1016/j.gfj.2024.100991>

**Based on the text above, answer the following questions:**

1. Explain why it would be surprising to find a significant association between CEO narcissism and average corporate performance. (1.0 point)

2. Discuss how the context can influence whether CEO narcissism is beneficial or detrimental to corporate performance. (1.0 point)
3. Describe the potential impact of a CEO's narcissistic tendencies on organizational outcomes. (1.0 point)
4. Why is it not obvious that uncertainty will positively moderate the relationship between CEO narcissism and corporate performance? (1.0 point)
5. How does CEO narcissism affect corporate performance during times of high and low uncertainty? (1.0 point)

### Câu 3: (03 điểm)

### CASE STUDY

Sasha is a hotel manager. She has 30 employees and they are divided into teams working in the following departments: kitchen; restaurant; hotel reception; housekeeping (room cleaning). Two of the hotel receptionists have been trained by Sasha in some aspects of hotel management. A modern hotel has recently opened two kilometres away. Sasha wants to improve the motivation of all the employees and is thinking of introducing a bonus. She thinks it will make the hotel more profitable.

1. Define '**motivation**' in this case. (1 point)
2. Identify **two** reasons why people work for the hotel. (1 point)
3. Outline **two** levels in Maslow's hierarchy of needs experienced by the hotel workers. (1 point)

### ĐÁP ÁN VÀ THANG ĐIỂM

Phần câu hỏi	Nội dung đáp án	Thang điểm	Ghi chú
<b>I. Tự luận</b>			
<b>Câu 1</b>		<b>2.0</b>	
Question 1	E	0.2	
Question 2	C	0.2	
Question 3	H	0.2	
Question 4	B	0.2	
Question 5	A	0.2	
Question 6	I	0.2	
Question 7	J	0.2	
Question 8	G	0.2	
Question 9	D	0.2	
Question 10	F	0.2	
<b>Câu 2</b>		<b>5.0</b>	
Question 1	The market adjusts to favor CEOs with optimal narcissism, creating a new equilibrium where the optimal level of narcissism is reached.	1.0	
Question 2	Narcissism traits, like self-confidence and power, can drive bold decision-making and innovation, but can also lead to impulsive choices, poor strategic choices, and toxic organizational culture.	1.0	
Question 3	Narcissistic CEOs crave power, control, and admiration, leading to aggressive strategies and bold decisions. (0.5 points)	1.0	

	However, they can also lead to poor performance, poor acquisitions, lower earnings, and excessive executive compensation, influencing organizational culture. (0.5 points)		
Question 4	Narcissism, a complex personality trait, can significantly impact corporate performance, making it difficult to predict a consistent positive moderation due to its dual nature.	1.0	
Question 5	During high uncertainty, narcissism positively contributes to corporate performance. Conversely, during times of low uncertainty, narcissism negatively impacts corporate performance.	1.0	
<b>Câu 3</b>		<b>3.0</b>	
Question 1	<b>Motivation</b> in this context refers to the internal or external factors that influence Sasha's employees to perform their tasks more efficiently and productively. By introducing a bonus, Sasha aims to increase their enthusiasm and commitment, which could lead to higher productivity and better overall performance for the hotel. (có 2 ý, mỗi ý SV liệt kê được <b>0.5</b> điểm)	1.0	
Question 2	Two reasons why people work for the hotel:  - <b>Earning an income:</b> Employees work to earn wages that allow them to meet their financial responsibilities such as paying bills and supporting their families.  - <b>Job security:</b> Employees may work for the hotel because it provides them with a steady, reliable source of employment, especially in a competitive industry like hospitality.  (mỗi lí do SV liệt kê cụ thể kèm chi tiết diễn giải được <b>0.5</b> điểm, nếu chỉ ghi lí do mà không giải thích thêm thì cho <b>0.25</b> )	1.0	
Question 3	Two levels in <b>Maslow's hierarchy of needs</b> that hotel workers might experience:  - <b>Physiological needs:</b> The most basic level of Maslow's hierarchy, where employees work to secure their fundamental needs like food, water, and shelter. Their wages help them meet these essential needs.	1.0	

	<p><b>- Esteem needs:</b> Workers, particularly those given additional responsibilities (like the receptionists trained in management), may experience esteem needs, which include the desire for recognition, respect, and achievement in their roles. This could lead to increased job satisfaction and self-confidence.</p> <p>(mỗi nhu cầu SV liệt kê có kèm giải thích cụ thể được <b>0.5</b> điểm, nếu chỉ ghi nhu cầu mà không giải thích, thì cho <b>0.25</b>)</p>		
	<b>Điểm tổng</b>	<b>10.0</b>	

### 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
<b>Hiểu biết về nội dung</b>	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.
<b>Phân tích và lập luận</b>	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.
<b>Sử dụng dẫn chứng và ví dụ</b>	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.
<b>Tổ chức và cấu trúc bài viết</b>	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.
<b>Ngôn ngữ và trình bày</b>	20%	Ngôn ngữ phong phú, chính	Ngôn ngữ tương đối tốt, có ít	Ngôn ngữ đơn giản, có một số	Ngôn ngữ hạn chế, có nhiều	Ngôn ngữ kém, nhiều lỗi chính

		xác, không có lỗi chính tả.	lỗi chính tả.	lỗi chính tả.	lỗi chính tả.	tả, làm ảnh hưởng đến ý nghĩa.
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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**