

<b>UNIVERSITY OF TECHNOLOGY AND EDUCATION FACULTY OF FOREIGN LANGUAGES SECTION: GE AND ESP</b>		<b>END-OF-TERM TEST Semester 2 – School year 2015-2016</b>
Invigilator 1	Invigilator 2	Subject: <b>English for Business</b>
		Code: <b>ENBU220237</b>
		Date: 13 /06 /2016
		The test consists of 8 pages.
<b>Score and Signature</b>		Duration: 60 minutes
		<b>No materials whatsoever are allowed.</b>
Marker 1	Marker 2	Student's name: .....
		Student's ID: .....
		Ordinal number: ..... Room:.....

### ANSWER SHEET

Write the correct letters on your Answer Sheet.

EX. 

0	A
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1		7		13		19		25		31		37	
2		8		14		20		26		32		38	
3		9		15		21		27		33		39	
4		10		16		22		28		34		40	
5		11		17		23		29		35			
6		12		18		24		30		36			

**I. Look at the list below. It shows a range of business books available from an internet bookseller. Decide which book (A-H) each person needs. Write A-H on your Answer Sheet. Do not use any letter more than once.**

**This week's most popular business books**

- A New Technologies – companies to invest in
- B Great Answers to Difficult Interview Questions
- C Negotiating International Contracts
- D Which MBA? A Guide to the Best Courses
- E A Dictionary of Business Terms
- F How to Sell your Products
- G The Perfect Project Manager
- H Getting what you want in the office

1. Sandy Powell is finding the vocabulary on his international marketing course very demanding, and needs a suitable reference. - **E**
2. Ingrid Grieg-Gran would like a pay rise and is worried about how to approach her boss. - **H**
3. Ram Banerjee is applying for a job in a new company and needs some advice about preparing for the selection process. - **B**
4. Belinda Thomas is considering buying some shares in internet businesses for a project on her MBA course. - **A**
5. Doreen Yip designs software for major companies and plans to expand her firm's customer base. - **F**

**II. Read this text about inventors and choose the best word – A, B, C or D – to fill each gap. Then write your answers onto Answer Sheet (2.1 M)**

It is not easy for inventors to 6. \_\_\_\_\_ a new product, especially when they have to 7. \_\_\_\_\_ with large consumer-products companies which have a marketing 8. \_\_\_\_\_ of millions of pounds. Essentially, inventors have to carry out market 9. \_\_\_\_\_ beforehand in order to discover who might need or want their product, and what 10. \_\_\_\_\_ they might be prepared to pay. For a small company, the most effective marketing ploy is to demonstrate the product to potential customers first, so that they know what they are buying. 11. \_\_\_\_\_ your marketing efforts on existing customers in order to ensure their 12. \_\_\_\_\_. If you can do that, you will discover that they talk about the product to other people, and 13. \_\_\_\_\_ recommendation is the most cost-effective way of extending your customer base.

Before undertaking costly 14. \_\_\_\_\_ activities, such as printing brochures and taking out advertisements, use your imagination to see if you can reach your 15. \_\_\_\_\_ customers without spending so much. You can 16. \_\_\_\_\_ your product at relatively low cost by handing out free 17. \_\_\_\_\_ at big events, and sending your product to journalists, who, if the product interests them, may write an article about it in a magazine or newspaper. All these activities will raise brand 18. \_\_\_\_\_.

Be ready to sell directly to customers, but, if your product is a consumer product, it is worth approaching retail stores to see if they will 19. \_\_\_\_\_ it, too.

- |     |                         |                       |                   |                  |
|-----|-------------------------|-----------------------|-------------------|------------------|
| 6.  | A. introduce            | <u>B. launch</u>      | C. establish      | D. start         |
| 7.  | <u>A. compete</u>       | B. win                | C. oppose         | D. struggle      |
| 8.  | A. resource             | B. fund               | <u>C. budget</u>  | D. account       |
| 9.  | <u>A. research</u>      | B. investigations     | C. tests          | D. studies       |
| 10. | A. money                | B. cost               | C. total          | <u>D. price</u>  |
| 11. | A. Employ               | <u>B. Focus</u>       | C. Aim            | D. Direct        |
| 12. | A. constancy            | B. presence           | <u>C. loyalty</u> | D. faithfulness  |
| 13. | <u>A. word-of-mouth</u> | B. mouth-to-mouth     | C. face-to-face   | D. eye-to-eye    |
| 14. | A. publicity            | <u>B. promotional</u> | C. selling        | D. sales         |
| 15. | A. end                  | B. direct             | <u>C. target</u>  | D. objective     |
| 16. | A. communicate          | B. inform             | C. announce       | <u>D. market</u> |
| 17. | A. examples             | B. copies             | <u>C. samples</u> | D. pieces        |
| 18. | A. understanding        | <u>B. awareness</u>   | C. knowledge      | D. information   |
| 19. | A. hold                 | B. shelve             | C. keep           | <u>D. stock</u>  |

**III. Read the article below and choose the correct answers. Mark your answer A, B or C on your Answer Sheet. ( M)**

**20. What does Sue Cole say about people whose businesses are their hobbies?**

- A. They have the perfect combination.
- B. They risk losing interest in their leisure activity.
- C. They know very little about raising finance.

**21. Why do some people who open their own restaurant fail?**

- A. They don't learn enough about the competition.
- B. They don't research how to attract customers.
- C. They don't know what turnover levels they need.

**22. How did Richard Campbell change Sunway Travel in 1993?**

- A. He relocated the company offices.
- B. He targeted a new group of consumers.
- C. He expanded the destinations the company dealt with.

**23. According to Campbell, how do musicians react when faced with travel problems?**

- A. They try to criticize the person responsible.
- B. They expect things to be put right.
- C. They say they will take their business elsewhere.

**24. What does Richard Campbell say about the day-to-day running of his business?**

- A. It is unnecessary for him to take an active role.
- B. It has become more stressful.
- C. It is difficult to set realistic targets.

**25. What does Richard Campbell feel about his career?**

- A. He likes his career though he's always short of money.
- B. He wishes he earned a high salary like his friends.
- C. He's happy and thinks he has enough to live on.

# Enjoying your career

'My business is my hobby,' someone tells you. 'I wish I could make a living from my hobby,' you may think. 'It sounds ideal.'

Yet according to Sue Cole, a management expert, there can be both advantages and disadvantages for those who combine their hobby with their career. 'There's a real possibility that your hobby becomes less attractive when it's your job. But also quite a few people who make their hobby their career become too enthusiastic and forget about the basic principles of business,' she says. 'For example, someone may think: "I love cooking. There aren't enough restaurants in this area. I'll start one up." And they go ahead without establishing how many customers they'll need each day or what income they'll require to cover costs. That can be a recipe for disaster.'

Richard Campbell, however, has made a success of it. A keen amateur singer with a passion for travel, he first became involved in organising musical tours as a university student. On graduating, he joined a small student travel company, Sunway Travel, as a tour leader. Thirteen years later, in 1993, he bought the business and re-positioned it to focus entirely on musicians, both amateur and professional. It was a successful move and Sunway Travel now arranges worldwide travel for 80% of Britain's classical musicians.

Despite the size of the business, Campbell still enjoys touring with orchestras. 'Musicians are usually delightful to travel with and you visit wonderful places.' It can get stressful though. 'They assume it's normal when everything goes right. If something goes wrong, they look for someone to blame, and they can be quite unreasonable and bad-tempered, especially if they are worried about meeting their contracts for the rest of their tour.'

Campbell explains that things haven't always been easy. 'Sometimes the company didn't perform as well as I'd expected. There were difficult times and I had to learn to cope with the stress. However, we've now got to a level where my staff can run the business on a daily basis and all I need to do is keep an eye on things.'

Campbell recognises that he could have earned more in another line of business. 'Travel generally doesn't pay well. I have friends in other professions who are very highly paid.' But he has no regrets. 'They envy me because I am reasonably well paid to do something that I love doing.'

## **IV. Read the article below and in the Answer Sheet, write R for RIGHT, W for WRONG, and D for DOESN'T SAY (if there is not enough information to answer "Right" or "Wrong"). ( M)**

26. The headquarters of Unigroup will close after the rest of the business has broken up. **W**
27. Unigroup is cutting costs to help persuade shareholders to reject a rival takeover bid. **R**
28. Unigroup's US staff who have already lost their jobs were senior managers. **D**
29. Unigroup's shareholders wish to delay their decision on Rockford's proposal. **R**
30. Rockford's shareholders support the offer their company is making. **W**
31. It is believed Rockford will increase its bid if the current one looks likely to fail. **D**
32. Rockford was reported for publicly criticizing Unigroup. **R**

# Unigroup

Unigroup, the hotel chain, has recently announced that it will close its headquarters in London as part of its attempt to reduce costs ahead of its break-up.

The group, currently fighting off a takeover bid from Rockford Investments, is keen to show shareholders it can save £100m as part of its defence. It is also selling hotels in London and several more in the US. Unigroup has started a programme there for making staff redundant and is considering further job cuts across Europe.

Unigroup spent Friday putting forward its arguments to shareholders. It is understood that the shareholders have

asked the company to postpone the meeting at which they will vote on Rockford's offer. This will also give Rockford the chance to reconsider the package it is offering, parts of which were criticised by its own shareholders.

Rockford has maintained that Unigroup shareholders have given it a friendly reception, but refused to comment on its bid, currently worth 648p per share.

The battle increased last Friday when Unigroup management complained to the Takeover Board about negative comments a Rockford representative had made about the company at a press conference earlier that day. Rockford later apologised for what its representative had said.

**V. Read these statements (1-8) carefully. Which extract (A-E) does each statement refer to? Write A-E onto Answer Sheet. (M)**

1. Advertisers will be able to target consumers who are using a variety of different media. – A
2. At present, most people feel excessively exposed to marketing. – E
3. Consumers will not be shown the same advertisements too often. – D
4. It will be possible to relate what marketing messages people hear with how they shop. – B
5. Nowadays, consumers have more ability to prevent advertising messages from reaching them. – E
6. This device will log what people listen to at different times of day. – A
7. This method boosted the effectiveness of the advertising. – C
8. This technology allows advertisers to target individuals without them being identified by name. – C

**A**

The most ambitious effort to measure the effectiveness of advertising is Project Apollo, which is now recruiting 30,000 households in America to become the most closely studied consumers ever. Apollo, run jointly by Arbitron and VNU, will collect information on these families' lifestyles. To measure their exposure to electronic media, they will carry an Arbitron device called a 'portable people meter'. This device, the size of a pager, was initially developed to detect inaudible codes placed in radio and TV commercials, as well as other forms of electronic media ranging from the cinema to background music in places like supermarkets.



*Portable people meter*

**B**

A variety of methods will be used to find out how members of the households spend their day and what they buy. Nielsen's Homescan system, for instance, uses scanners to read the barcodes on all their purchases. Linda Dupree, in charge of new-product development at Arbitron, explains that although marketers gather lots of information, it has always been difficult to put it all together to establish a link between exposure to ads and buying behaviour. This is what Apollo is designed to achieve.

C

Mr Gossman, of *Revenue Science*, has his own ideas about the way advertisers will reach consumers in the future. His behavioural targeting software is already at work on many websites. For instance, it was used by the online edition of the *Wall Street Journal* to try to establish which readers were frequent flyers from their reading of travel-related stories and sections. Individuals using the websites remain anonymous, but they can be identified as users by 'cookies', electronic tracers that show which websites they have visited. When the frequent travellers returned to the *Wall Street Journal* site, they were presented with American Airline ads in whatever sections they read. 'The response to the ads increased significantly,' says Mr Gossman.

D

As most networked electronic media will probably be using Internet-based technology, the same user could be tracked even when he uses different devices, such as a mobile phone or an interactive TV set. This allows audiences with common interests to be grouped together, making them commercially attractive to advertisers, wherever they happen to be. Apart from delivering ads that are more likely to be relevant, the advertisers will also be able to limit the number of times an ad is shown to an individual in order to avoid irritating him.

E

'The consumer experience with advertising will improve,' predicts Arbitron's Mr Morris. The advertising industry must hope he is right. People are increasingly able to filter out ads. Whoever wishes to can pay to avoid them, use technology to block them or simply ignore them. The average American is now subjected to some 3,000 marketing messages every day and could not possibly take all of them in. Two-thirds of consumers feel 'constantly bombarded' with too much advertising and marketing, according to a survey by Yankelovich Partners, a firm of marketing consultants.

From *The Economist*

- 3 1 A ... developed to detect inaudible codes placed in radio and TV commercials, as well as other forms of electronic media ranging from the cinema to background music in places like supermarkets.
- 2 E Two-thirds of consumers feel 'constantly bombarded' with too much advertising
- 3 D advertisers will also be able to limit the number of times an ad is shown to an individual in order to avoid irritating him.
- 4 B it has always been difficult to put it all together to establish a link between exposure to ads and buying behaviour. This is what Apollo is designed to achieve.
- 5 E People are increasingly able to filter out ads.
- 6 A To measure their exposure to electronic media, they will carry an Arbitron device
- 7 C The response to the ads increased significantly
- 8 C Individuals using the websites remain anonymous

*Ghi chú: Cán bộ coi thi không được giải thích đề thi.*

	<b>Chuẩn đầu ra của học phần</b>	<b>Nội dung kiểm tra</b>
G2.1	Hiểu được các thành tố tác động từ bên ngoài doanh nghiệp như thị trường, tiền tệ và đối thủ cạnh tranh	Phần I, II
G2.2	Liệt kê và mô tả sơ lược các thành tố tác động từ bên ngoài doanh nghiệp như thị trường, tiền tệ và đối thủ cạnh tranh bằng các thuật ngữ tiếng Anh chuyên ngành phù hợp	Phần III, IV, V
G2.3	Đọc hiểu các tài liệu chuyên ngành về các chủ đề thương mại được học ở mức độ trung cấp	Phần I, III, IV, V

Ngày 15 tháng 5 năm 2016

**Thông qua bộ môn**