

UNIVERSITY OF TECHNOLOGY AND EDUCATION FACULTY OF FOREIGN LANGUAGES SECTION: GE AND ESP		ENGLISH FOR BUSINESS End-of-term test
Invigilator 1	Invigilator 2	Code: ENBU220237 School year: 2018-2019 Semester: 1 Date: 19 December, 2018 Number of Pages: 8 Duration: 60 minutes
Marker 1	Marker 2	Student's name: Student's ID: Ordinal number: Room:
<i>No materials whatsoever are allowed.</i>		

ANSWER SHEET

PART 1:

1	2	3	4	5	6	7	8	9	10	11	12
C	D	B	D	B	C	C	B	A	A	D	A
13	14	15	16	17	18	19	20	21	22	23	24
A	A	A	C	B	A	D	B	A	B	C	B

PART 2:

25	26	27	28	29
TRUE	TRUE	TRUE	FALSE	FALSE

PART 3:

30	31	32	33	34	35
A	E	B	C	F	G

PART 4:

36	37	38	39	40	41	42	43
C	B	B	C	A	A	B	C

WRITE NO MORE THAN THREE WORDS

44	market research
45	local government controls
46	price list
47	maximum number
48	limited market

PART 1: Select the best response to each question or statement and mark the letter (A), (B), (C), or (D) on your answer sheet. (4.8 MARKS)

1. refers to all natural resources provided by nature such as fields, forests, oil, gas, metals and other mineral resources?
A. need B. labour **C. land** D. want
2. All have one thing in common – they combine factors of production to make products which satisfy people's wants.
A. enterprise B. scarcity C. added value **D. businesses**
3. is when the production process is split up into different tasks and each worker performs one of these tasks.
A. opportunity cost **B. division of labour** C. economic problem D. added value
4. Which sector of the economy involves extracting and using the natural resources to produce raw materials used by other businesses?
A. Tertiary sector B. secondary sector C. public sector **D. primary sector**
5. occurs when a business expands its existing operations.
A. integration **B. internal growth** C. external growth D. capital employed
6. occurs when one firm merges with or takes over another one in the same industry but at a different stage of production.
A. Takeover B. Conglomerate integration
C. Vertical integration D. Horizontal integration
7. What are payments made to shareholders from the profits (after tax) of a company? They are the return to shareholders for investing in the company.
A. Franchising B. Joint ventures **C. Dividends** D. Shareholders
8. are companies that have separate legal status from their owners.
A. Unincorporated businesses **B. Incorporated businesses**
C. Limited liabilities D. Unlimited liabilities
9. is a legal requirement for all companies. Shareholders may attend and vote on who they want to be on the Board of Directors for the coming year.
A. Annual General Meeting B. Features of legal identity
C. Partnership agreement D. Sole trader
10. A is any person or group with a direct interest in the performance and activities of a business.
A. stakeholder B. business objective
C. social enterprise D. market share

11. is an amount of money paid for each thing or amount of something that a worker produces.
 A. motivation B. appraisal C. time rate **D. piece rate**
12. is where shares in the company are given to employees so that they become part owners in the company.
A. share ownership B. job satisfaction C. job enrichment D. job enlargement
13. is payment relating to the number of sales made.
A. commission B. appraisal C. motivation D. time rate
14. is a system whereby a proportion of the company's profits is paid out to employees.
A. profit sharing B. job enlargement C. motivation D. job enrichment
15. is a management style when the manager expects to be in charge of the business and to have their orders followed.
A. autocratic leadership B. delegation for the workers
 C. democratic leadership D. joining a trade union
16. have direct responsibility over people below them in the hierarchy of an organization.
 A. Leadership styles B. Delegation **C. Line managers** D. Span of control
17. occurs by watching a more experienced worker doing the job.
 A. Internal recruitment **B. On-the-job training**
 C. External recruitment D. Induction training
18. is the act of removing an employee from their job.
A. Dismissal B. Full-time C. Part-time D. Recruitment
19. is the process from identifying that the business needs to employ someone up to the point at which applications have arrived at the business.
 A. job description B. redundancy C. dismissal **D. recruitment**
20. is an introduction given to a new employee, explaining the firm's activities, customs and procedures and introducing them to their fellow workers.
 A. Internal recruitment **B. Induction training**
 C. On-the-job training D. Workforce planning
21. is the percentage of total market sales held by one brand or business.
A. Market share B. Market segment C. Market D. Mass market

PART 3: Read the article and match the given reasons why organizations fail with each numbered paragraph. You will not need to use all the reasons. (1.2 MARKS)

A. ineffective leaders

B. lack of focus

C. inadequate planning

D. bad products

E. communication breakdown

F. inability to change

G. deficient client service

H. incompetent staff

I. bad luck

J. technological problems

It may come as a surprise to learn that Henry Ford went bankrupt five times before he ever made money from making cars and once said: 'I strongly believe there is often more to be learned from failure than from success if we but take the time to do so.' His famous words are still valid today. Lessons can be learned from business failures, and practices can be developed that prevent failure from repeating itself. The authors of this article carried out a survey on managers, asking what factors they thought contributed to business failure. From the survey, six of the top causes were as follows:

(30) **(A. ineffective leaders)** _____ Poor leaders are likely to make bad decisions and organizational performance will suffer as a direct result.

(31) **(E. communication breakdown)** _____ Having the proper flow of information as well as useful interaction with others is critical in getting good results. Communication is the lifeblood of any organization and, when breakdowns occur, performance will be seriously affected.

(32) **(B. lack of focus)** _____ Vision is vital for goal-setting and team-building. Otherwise, managers become unwilling to take risks and this has a negative effect on innovation and problem-solving.

(33) **(C. inadequate planning)** _____ Failure to plan leads to failure to organize and control operations. This can result in every problem leading to a crisis that demands an immediate solution.

(34) **(F. inability to change)** _____ Resistance to change can produce stagnant organizations that fail to exploit new avenues of opportunity.

(35) **(G. deficient client service)** _____ Organizations fail when people across all departments lose sight of who the customers are and how they can be reached.

These results show that managers feel that business leaders can do more to improve their organization by solving easily recognizable problems. The difficulty is that such problems are often deeply rooted and interrelated, making them difficult to change in practice. One manager said, 'When we do a good job of managing and leading our people, it is amazing how well things flow, but when we take our eye off the simple and even basic things, trouble lies ahead.'

PART 4: Answer questions 36-48 which are based on Reading Passage below. (3 MARKS)

CHANGES IN INTERNATIONAL COMMERCE HOW ETHICS

AND FAIR-TRADE CAN MAKE A DIFFERENCE

The purpose of international commerce is to buy things from and sell things to people in other countries. Hundreds, and indeed thousands, of years ago, this actually worked quite well. People who travelled to foreign lands, often by ship, would take with them items for trade. Agricultural countries would, for example, trade olive oil or wine for weapons or other worked items. All that needed to be negotiated was a fair 'price' for the items. (How many axes is a barrel of oil worth, for example?) Currency did not enter into the first deals but, even when it did, few problems existed to complicate matters barring disagreements over the value of goods.

Today, fixing a fair price remains at the centre of international commerce. When we look at the deal from the point of view of the seller, market research must determine the price at which the goods will be sold. This may vary greatly from country to country and people are often surprised to see exactly the same item for sale at two or three times the price it sells for in another country. Taxation and local government controls are sometimes behind this, but often it comes down to the fact that people in poor countries simply cannot afford to pay the same amount of money as those in rich countries. These are the things a seller has to bear in mind when preparing a price list for goods in each country.

In most cases, the purpose of setting a suitable price is to sell the maximum number of units. Usually, this is the way to guarantee the biggest profit. One exception is in the selling of luxury or specialist goods. These are often goods for which there is a limited market. Here, slightly different rules apply because the profit margin (the amount of money a producer makes on each item) is much higher. For instance, nearly everyone wants to own a television or a mobile phone, and there is a lot of competition in the area of production, forcing the prices to be competitive too. The producers have to sell a large number of items to make a profit because their profit margin is small. But not everyone wants to buy hand-made jewellery, or a machine for sticking labels onto bottles. This enables the producer to charge a price much higher than the cost of making the item, increasing the profit margin. But at the heart of any sale, whether they sell many items for a small profit, or a few items for a large profit the prime motivation for the producer is to make as much profit as possible.

At least, that was the case until relatively recently when, to the great surprise of many, companies started trading without profit as their main objective. Ethical trade began as an attempt to cause as little damage as possible to the producers of raw materials and manufactured goods in poor countries. This movement put pressure on the industry to see to it that working conditions and human rights were not damaged by the need for poorer people to produce goods. In short, it drew to the world's attention the fact that many poor people were being exploited by big businesses in their drive to make more profit.

There have been many examples throughout the developing world where local producers were forced by economic pressure to supply cash crops such as tea, coffee and cotton to major industries. These people are frequently not in a position to fix their prices, and are often forced by market conditions to sell for a price too low to support the producers and their community. Worse still, while the agricultural land is given over to cash crops, it robs the local people of the ability to grow their own food. In time, through over-production, the land becomes spent and infertile, leading to poverty, starvation, and sometimes the destruction of the whole community.

Fair trade policies differ from ethical trade policies in that they take the process a stage further. Where ethical policies are designed to keep the damage to a minimum, fair trade organisations actually work

to improve conditions among producers and their communities. Fairtrade organisations view sustainability as a key aim. This involves implementing policies where producers are given a fair price for the goods they sell, so that they and their communities can continue to operate.

Although many big businesses are cynical about an operation that does not regard profit as a main driving force, the paradox is that it will help them too. With sustainability as their main aim, fair trade organisations not only help the poorer producers obtain a reasonable standard of living, but they also help guarantee a constant supply of raw materials. This form of sustainability benefits everyone, whether their motive is making a profit or improving the lives of the world's poorer people.

Questions 36-40

Classify the following as being a result of

A fair-trade policies

B ethical trade policies

C a country being poor

Write the correct letter, A, B or C. (1 MARK)

- 36. (C) Manufactured goods are obtainable at a lower price than elsewhere.
- 37. (B) Harm to producers of raw materials is minimised.
- 38. (B) Human rights are respected.
- 39. (C) Land is not used to produce food for the local population.
- 40. (A) The local community has more chance of survival.

Questions 41-43

Choose the correct letter, A, B, C or D. (0.75 MARKS)

41. According to the writer, what might early traders have disagreed about?

- A. the comparative values of the goods
- B. which currency to use for their deal
- C. which items they wanted as exchange
- D. the quality of the goods being traded

42. What is the main consequence of a product being in demand?

- A. higher prices
- B. smaller profit margins
- C. fewer items being produced
- D. less market competition

43. How might an agricultural community be destroyed?

- A. because companies in richer countries steal from them
- B. because they ask an unrealistically high price for their produce
- C. because they over-use the land in order to grow cash crops
- D. because the crops take much too long to grow

Questions 44-48

Complete the flow chart below. Use **NO MORE THAN THREE WORDS** from the passage for each answer. (1.25 MARKS)

Companies carry out **44. (market research)** to decide the price that their goods are sold at in each country. The prices of the same goods can vary in different countries because of **45. (local government controls)** or taxes. The **46. (price list)** is finalised, depending on how much customers in a particular market can afford. To ensure a profit, manufacturers aim to sell the **47. (maximum number)** of a particular item. Manufacturers can have a higher profit margin on luxury or specialist goods which often have a **48. (limited market)**

This is the end of the Test.

	Chuẩn đầu ra của học phần	Nội dung kiểm tra
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-IV
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 I-IV
G2.3	Đọc hiểu các tài liệu chuyên ngành về các chủ đề thương mại được học ở mức độ trung cấp	Phần I-IV

Ngày 12 tháng 12 năm 2018

Thông qua bộ môn

ThS. LÊ THỊ THANH HÀ