

Name:*****	Group:***	Code:*****
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Correction of the Exam

Part 01: Read the text carefully then answer the following questions.

I- Give an appropriate title to the text.....**The Advancement of Woman in Vitnam....01pt**

II- Are the following statements (sentences) true or false? Correct the false statements.

1- The position of women in Vietnam has improved.....**True 01pt**

2- Women make up less than half of the workforce in the service, agricultural, fisheries, industry and construction sectors.....**False 01pt**

3- Nearly 25% of Vietnamese companies are run by women..... **True 01pt**

III- Find out from the text the **synonym** of the following words:

-Local=**domestic/national 01pt** -Get rid of =**prevent/overcome 01pt** -Significant =**important 01pt**

IV- Find out from the text the **opposite** of the following words:

-Peace ≠ **violence 01pt** -Equality ≠ **inequality 01pt** -Prosperity≠ **poverty01pt**

Part 02: Answer the following questions.

I- What are the four Ps of marketing mix?

1-.....**Price..... 01pt**

2-**product..... 01pt**

3-.....**Promotion..... 01pt**

4-.....**Place..... 01pt**

II- What are the Four Cs of marketing mix?

1-.....**Customer cost..... 01pt**

2-**Convenience..... 01pt**

3-.....**Customer solution..... 01pt**

4-.....**Communication..... 01pt**

III- What does it mean B2B?

.....**Business to Business..... 01pt**

IV- What does it mean B2C?

.....**Business to Customer..... 01pt**