[Loai: DOAN DON 52-55]

[Q]

**In this part you will read a selection of texts. Each text or set of texts is followed by several questions. Choose the best answer for each question. (11-TA5-2021).**

**Questions 52-55** refer to the following announcement

|  |
| --- |
| **BRAND MANAGER**  **Juneco**  **COMPANY BACKGROUND:** The Juneco Company, expected earnings of approximately $40 million, seeks to increase marketing and product innovation efforts to significantly increase revenues within 1-2 years. Headquartered in upstate New York, Juneco manufactures kitchenware products and home security systems under several nationally recognized brand names. In addition to these major brands, Juneco produces similar products under private label programs for home improvement merchants.  **RESPONSIBILITIES:** The brand manager’s priority is to handle the heightening of product recognition of Juneco’s major accounts abroad. The brand manager position was created to build brand recognition in the marketing sector of Juneco’s new International Division. The brand manager will spearhead efforts to foster growth in garden tool products.  Specific responsibilities include the following:  • generate marketing plans and lead the development of new products;  • increase public awareness of and demand for Juneco’s products;  • identify and evaluate market requirements and opportunities;  • work closely with other members of the marketing department, as well as sales and sales  operations departments to ensure achievement of company goals  **PROFESSIONAL EXPERIENCE AND PERSONAL QUALITIES:** The ideal candidate will have the following qualifications:  • 3-5 years’ experience as brand manager in retail marketing;  • strong experience in analyzing current markets;  • outstanding verbal and written communication skills.  **EDUCATIONAL BACKGROUND:** An MA degree in Marketing is required; an MBA is a significant plus. Upon receipt of applications, confirmation letters will be sent to applicants via e-mail.  Thereafter, priority applicants will be invited to meet with Juneco’s CEO and Chief Marketing Officer. |

[Q]

52. In which Juneco division will the successful applicant probably work?

1. International marketing

0. Human resources

0. Production

0. Accounting

[Q]

53. The word "foster" in paragraph 2 line 4 is closest in meaning to

0. substitute

0. measure

0. cherish

1. encourage

[Q]

54. What qualification will the successful applicant possess?

0. Experience in the home improvement industry

0. A degree in finance

0. Fluency in a foreign language

1. Experience in market analysis

[Q]

55. How will Juneco contact applicants?

0. By phone

0. By fax

1. By e-mail

0. By mail

[Q]

**In this part you will read a selection of texts. Each text or set of texts is followed by several questions. Choose the best answer for each question. (12-TA5-2021).**

**Questions 52-55** refer to the following online chat discussion.

|  |
| --- |
| **Kato, Yuri**[9:21 AM.]: Hello. I’d like an update on the Mondvale Road job. Are we still on schedule to begin on Monday?  **Vega, Camila**[9:22 A.M]: No, I’m afraid that there has been some delay in getting the fabric for the drapes and bed linens. It looks like we may be held up until Wednesday.  **Kato, Yuri** [9:22 A.M.]: Have you communicated this to the client?  **Vega, Camila**[9:23 AM]: Not yet. Richard is waiting to hear from the distributor first so that we can give the client a firm date. Have you heard from them yet, Richard?  **Bremen, Richard**[9:34 A.M]: I just got off the phone with them. It looks like everything will arrive on Monday afternoon, so we could actually begin the job on Tuesday.  **Vega, Camila** [9:35 AM]: That’s good news. I’ll call the client this morning and let them know.  **Bremen, Richard** [9:35 A.M]: You should also remind them that we will begin working on the guest rooms first and work our way toward the lobby and first-floor public areas last. We’ll send a large crew so the work can be finished quickly.  **Kato, Yuri**[9:36 AM]: How long do you think it will take to complete the job?  Bremen, Richard [9:37 AM]: We can probably be finished by Friday, as we originally planned.  **Kato, Yuri** [19:38 AM]: Excellent. They’re a new client with several locations and a high profile in the business community, so I want things to go smoothly. I’m sure there will be more work with them in the long run if all goes well. |

[Q]

52. What kind of business does the client most likely own?

0. A shipping company

1. A hotel chain

0. A fabric manufacturing factory

0. A design firm

[Q]

53. When will the crew begin work?

0. Monday

1. Tuesday

0. Wednesday

0. Friday

[Q]

54. What will Ms. Vega most likely do next?

0. Deliver a shipment of drapes

0. Organize a large work crew

0. Call the fabric distributor

1. Contact the client

[Q]

55. At 9:38 A.M., what does Ms. Kato mean when she writes?

0. She is pleased that the client is located nearby.

1. She thinks that there could be additional work with the client in the future.

0. She believes that the work will be more expensive than expected.

0. She is proud of her company’s history of high-quality perfomance.