

# Placement Test

## I. Listening

### Part 1: Questions 1-6

Complete the notes below. Write **ONE WORD AND/ OR A NUMBER ONLY** for each answer.

#### First day at work

Name of supervisor: (1)

Where to leave coat and bag: use (2)  in staffroom

See Tiffany in HR: to give (3)  number

to collect (4)

Location of HR office: on (5)  floor

Supervisor's mobile number: (6)

## SECTION 3. QUESTIONS 21-30

### Questions 21-23

Complete the information below. Write **NO MORE THAN THREE WORDS** for each answer.

- 21.** The total course duration is \_\_\_\_\_.
- 22.** During the final project students will work in teams of \_\_\_\_\_.
- 23.** The professor told that the key thing in marketing strategy is to \_\_\_\_\_.

### Questions 24-28

Choose **FIVE** letters, A-I. What **FIVE** modules does the course include?

1. Marketing
2. Design of custom logos
3. Product management
4. Branding
5. E-commerce
6. Advertising
7. Analytics
8. Customer attraction
9. Business strategies

### Questions 29-30

Complete the information below. Write **NO MORE THAN TWO WORDS** for each answer.

**29.** The next lecture is in the big classroom on the \_\_\_\_\_ .

**30.** Students need to take their last week \_\_\_\_\_ .

## II. Grammar & Vocab

### PHẦN 1: Grammar (10 câu) – Chọn đáp án đúng

1. I usually \_\_\_\_\_ with agencies to prepare marketing campaigns.

- A. works
- B. working

- C. work
  - D. worked
2. She \_\_\_\_\_ the budget report when the client called.
- A. prepared
  - B. was preparing
  - C. prepares
  - D. is preparing
3. Our team has \_\_\_\_\_ three big events this quarter.
- A. organize
  - B. organized
  - C. organizing
  - D. been organize
4. We need the posters \_\_\_\_\_ by Friday.
- A. printed
  - B. print
  - C. printing
  - D. to print
5. If we \_\_\_\_\_ more time, we could plan a better event.
- A. have
  - B. had
  - C. will have
  - D. has
6. The manager asked me \_\_\_\_\_ the presentation deck.
- A. send
  - B. sending

C. to send

D. sent

7. I'm responsible \_\_\_\_\_ managing logistics and suppliers.

A. of

B. for

C. with

D. to

8. We had a meeting yesterday, \_\_\_\_\_ it was very productive.

A. but

B. so

C. because

D. and

9. This campaign is more successful \_\_\_\_\_ the previous one.

A. than

B. then

C. as

D. like

10. Can you tell me when the event \_\_\_\_\_?

A. starts

B. start

C. starting

D. is start

**PHẦN 2: Vocabulary – Điền từ vào chỗ trống (5 câu)**


(Chọn từ phù hợp để điền vào chỗ trống. Có thể sử dụng mỗi từ 1 lần)

**Từ gợi ý:** *brief – venue – audience – deadline – campaign*

- III. We need to book the \_\_\_\_\_ early to avoid scheduling conflicts.
- IV. The marketing \_\_\_\_\_ will launch on social media next Monday.
- V. Have you sent the creative \_\_\_\_\_ to the agency yet?
- VI. Our target \_\_\_\_\_ is people aged 25 to 35 who love music and beer.
- VII. We must meet the \_\_\_\_\_ or we'll miss the printing schedule.

### **VIII. Writing**

You worked with a team to organize an event last month. Choose one of these events (Product Launch Campaign/ Brand Activation Event / Sponsorship Event / Agency Kick-off)

 *Write 3 - 5 sentences describing what the event was about and what your role was.*