

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.*