SỞ GIÁO DỤC VÀ ĐÀO TẠO
HƯNG YÊN
ĐỀ CHÍNH THỨC
(Đề có 04 trang)

KỲ THI THỬ TỐT NGHIỆP THPT LẦN 2
NĂM HỌC 2025-2026
MÔN: TIẾNG ANH
Thời gian làm bài 50 phút, không kể thời gian phát đề

Họ và tên: …….. Số báo danh: …… **MÃ ĐỀ: 1147**

Read the passage and mark the letter A, B, C or D on your answer sheet to indicate the best answer to each of the following questions from 1 to 10.

The Shift Toward Transparency Marketing in Vietnam

[I] The media and marketing industry in Vietnam is currently experiencing a major paradigm shift. For a long time, the industry followed a reactive model that focused on high volume and reaching as many people as possible, often ignoring long-term ethical issues. However, as we head toward 2026, the key to commercial success is no longer just technical skill; instead, it is a brand's ability to demonstrate social responsibility. **In this new environment, loud and exaggerated campaigns are being replaced by a more modest and logical approach, where corporate humility and honest communication are now seen as the essential foundations of public trust.**

At the heart of this change is the combination of transparency and trust-based marketing. As the digital world becomes filled with complex misinformation, the biggest challenge for businesses is no longer how much money consumers have, but whether those consumers actually trust the brand. Modern Vietnamese shoppers, especially Gen Z, are much more skeptical than traditional marketing plans ever expected. **[II]** They do not believe in shallow slogans anymore; they want "radical transparency" regarding where a product comes from and its impact on the environment.

Because of this, a "compliance-first" strategy is developing, where legal honesty is a core part of every campaign rather than an afterthought. Building brand value in an era of doubt takes a lot of time and patience. Both local and international companies are finding that proving they are reliable is the newest challenge in the sales process. **[III]** While old methods focused on making people aware of a product, today's market rewards brands that provide honest and consistent experiences.

To succeed, companies must **probe into** consumer psychology more accurately than before. The most successful brands will be those that take responsibility and prove their value through real actions. Ultimately, the future belongs to businesses that see themselves as part of a larger social community. Success is now measured by the quality of the relationship with the audience, not just by sales. However, if brands only pretend to care about social issues, the dream of a truly ethical market will remain out of reach. **[IV]**

(Adapted from https://www.brandsvietnam.com)

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Question 1. According to paragraph 2, what is the main reason why consumer confidence has become the fundamental hurdle for market demand?

A. The digital world is full of complex and false information.

B. Gen Z consumers have less money to spend than before.

C. High-quality transparency has made products more expensive for consumers.

D. Brands have successfully integrated ethical standards into their slogans.

Question 2. The word **They** in paragraph 2 refers to _____.

A. environmental footprints

B. Modern Vietnamese consumers

C. superficial slogans

D. brand strategies

Question 3. Which of the following assertions is **NOT TRUE** according to the passage?

A. A "compliance-first" framework treats legal integrity as a secondary or minor issue.

B. Modern market rewards are increasingly directed toward brands providing authentic experiences.

C. Establishing brand equity currently requires firms to overcome the challenge of reassurance.

D. The marketing industry is moving away from a reactive and volume-based model.

Question 4. Which of the following best summarizes paragraph 2?

A. The problems of managing internet traffic in big cities.

B. How Trust Marketing helps brands deal with consumer doubt.

C. The history of using slogans in traditional advertising.

D. The role of Gen Z in protecting the environment.

Question 5. Which of the following best paraphrases the underlined sentence in paragraph 1?

A. The dominance of noisy campaigns remains unchallenged despite the rise of reasoned corporate discourse.

B. Corporate humility is hindering the evolution of public trust within the new marketing discipline.

C. Future success in marketing necessitates that companies amplify their loud campaigns to reach public trust.

D. Exaggerated marketing is being replaced by a serious and modest approach, which is vital for securing trust.

Question 6. In paragraph 3, what do companies need to do more accurately to succeed in today's complex market?

A. Study and understand consumer psychology more deeply.

B. Increase their budgets for digital advertisements.

C. Focus primarily on increasing their total market share.

D. Change their global offices into standard methodologies.

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Question 7. What can be inferred from the passage concerning the long-term consequences for a brand that engages in "performative activism"?

A. It will become the most influential brand by prioritizing awareness over accountability.

B. It will likely fail to facilitate the creation of a truly sustainable and ethical market.

C. It will successfully restore institutional legitimacy through tangible social actions.

D. It will eventually be perceived as an integral component of the broader social ecosystem.

Question 8. Where in the passage does the following sentence best fit?

Standard methodologies that once yielded rapid results are no longer sufficient to secure long-term loyalty.

A. [III] **B. [I]** **C. [II]** **D. [IV]**

Question 9. The phrasal verb **probe into** in the last paragraph most closely aligns with the meaning of:

A. promote **B.** disregard **C.** investigate **D.** overlook

Question 10. Which of the following best summarises the passage?

A. The preeminence of technological expertise in the marketing strategies of 2026.

B. The competitive struggle between domestic and global enterprises for digital market share.

C. The detrimental impact of consumer skepticism on the growth of Vietnamese mass media.

D. The ongoing transformation of the Vietnamese market toward transparency and ethical responsibility.

Read the following passage and mark the letter A, B, C or D on your answer sheet to indicate the option that best fits each of the numbered blanks from 11 to 15.

One of the most promising recent applications of artificial intelligence in medicine is rare-disease diagnosis. This field has long challenged clinicians because symptoms are often diverse, inconsistent, multisystem, and easily mistaken for more common disorders. In addition, the relevant knowledge base changes quickly as new genetic conditions continue to be identified. **(11)** _____. In 2026, *Nature* reported DeepRare, an agentic system that combines clinical descriptions, genetic evidence, specialised tools, and literature retrieval to generate ranked differential diagnoses with traceable reasoning. Rather than producing a single obscure answer, the system links each hypothesis to verifiable medical evidence, **(12)** _____.

This feature matters in practice because clinicians are unlikely to trust recommendations they cannot inspect, challenge, or justify. **(13)** _____. Used carefully within specialist workflows, such tools may help hospitals shorten diagnostic delay and support patients who currently face long, uncertain journeys. Even so, recent reviews of AI agents in healthcare stress that progress will depend on more

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than technical accuracy alone. **(14)** _____, these systems must be evaluated for safety, governance, and real-world reliability before they are widely deployed. In the long term, the aim is not to replace clinical judgment, **(15)** _____.

(Adapted from https://www.nature.com)

Question 11.

A. As a result, all genetic disorders can now be identified with complete accuracy

B. On the other hand, laboratory medicine is no longer considered an important part of the diagnostic process

C. More broadly, this has created demand for systems to retrieve knowledge, and justify their suggestions transparently

D. In contrast, most hospitals have now stopped relying on clinical databases when dealing with more complex medical cases

Question 12.

A. while some patients are still not familiar with using digital tools

B. unless the software is used only for administrative purposes

C. although many hospitals are now cutting down on the amount of money they spend on laboratory services

D. because interpretability is increasingly treated as a clinical requirement rather than a technical luxury

Question 13.

A. For that reason, patients with rare diseases should stay away from genetic testing whenever it can be avoided

B. For that reason, automated results should take the place of all consultation with medical specialists

C. For that reason, some researchers argue that explainable AI could widen access to specialist-level reasoning in hospitals with limited expertise

D. For that reason, diagnostic interviews are gradually becoming less necessary in today's hospitals

Question 14.

A. Being genuinely useful in clinical settings

B. To be genuinely useful in clinical settings

C. Because they are genuinely useful in clinical settings

D. Due to the genuine usefulness in clinical settings

Question 15.

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A. that hospitals ought to spend more money on additional digital equipment

B. because medical evidence is often limited or not fully complete

C. eliminating the need for doctors completely in the process

D. but to strengthen expert judgment while leaving final responsibility with human clinicians

Read the following announcement and mark the letter A, B, C or D to indicate the option that best fits each blank from 16 to 21.

Announcement: UNDP Highlights Vietnam's Inclusive Path to Green and Digital Growth

UNDP Resident Representative Ramla Khalidi has affirmed Vietnam's strong commitment to an inclusive path for green and digital growth. She emphasized that the country's transition **(16)** _____ must place people at its center leaves no one marginalized.

Green policies are expected to create a wide **(17)** _____ of job opportunities by 2030, especially in renewable energy. Furthermore, the Just Energy Transition Partnership (JETP) is mobilizing $15.5 billion to support the shift away from coal, with a focus on protecting affected communities.

Reforms also aim to expand access to skills, finance, and digital tools, particularly for vulnerable groups, **(18)** _____ greater participation in the digital economy. UNDP also calls on stakeholders to **(19)** _____ their efforts in supporting inclusive growth.

UNDP reaffirms its commitment to helping Vietnam in building a just transition, **(20)** _____ opportunity and strengthening governance. This demonstrates Vietnam's potential to lead globally in sustainable development, provided policies are effectively translated into real, inclusive outcomes, developing a truly **(21)** _____ society.

(Adapted from https://vietnamnews.vn)

Question 16.	**A.** who	**B.** whose	**C.** which	**D.** where
Question 17.	**A.** number	**B.** deal	**C.** amount	**D.** range
Question 18.	**A.** facilitate	**B.** facilitating	**C.** to facilitate	**D.** facilitated
Question 19.	**A.** step up	**B.** build up	**C.** gear up	**D.** follow up
Question 20.	**A.** ensuring	**B.** providing	**C.** progressing	**D.** proposing
Question 21.	**A.** equity	**B.** equitable	**C.** equivocal	**D.** equitably

Mark the letter A, B, C, or D on your answer sheet to indicate the correct arrangement of utterances or sentences to make a meaningful exchange or text in each of the following questions from 22 to 26.

Question 22.

a. However, with modern fishing techniques, the demand for traditional fish traps as practical tools has naturally declined over the years.

b. Thu Sy Village, nestled in Hung Yen Province, stands as a testament to Vietnam's enduring traditional craftsmanship, particularly its unique fish trap weaving.

c. Recognizing this, the villagers have diligently worked to transform the craft into a cultural art form, attracting tourists and promoting heritage.

d. Historically, these bamboo traps were vital tools for local farmers in the Red River Delta, essential for their water-based livelihoods.

e. Consequently, Thu Sy not only preserves a centuries-old tradition but also thrives as a vibrant cultural destination, ensuring its legacy for future generations.

A. b-a-c-d-e **B.** b-d-a-e-c **C.** b-d-c-a-e **D.** b-d-a-c-e

Question 23.

a. Mark: Oh, really? I hadn't caught up with the news. I loved "Maverick" a couple of years ago.

b. Mark: Yeah, the flying sequences in both films are just breathtaking. They really make you appreciate the skill involved.

c. Sarah: Me too! I've always been a fan of action films, especially those with incredible aerial stunts.

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d. Sarah: Did you hear about the announcement for "Top Gun 3"? I'm so excited.
e. Sarah: Absolutely. It makes me want to try something adventurous, like a flight simulator, though maybe not actual fighter training!

A. c-b-e-a-d **B.** e-a-d-b-c **C.** d-a-c-b-e **D.** c-a-d-b-e

Question 24.

a. Moreover, mastering this skill helps students reduce academic stress and avoid the habit of last-minute procrastination.
b. Therefore, developing a structured daily routine is essential for any student aiming for long-term success.
c. Effective time management is a fundamental skill that enables students to balance their studies with personal interests.
d. However, many students struggle to stay organized due to the constant distractions from social media and entertainment.
e. To begin with, it involves prioritizing urgent tasks and setting realistic goals for each study session.

A. d-c-a-b-e **B.** c-e-a-d-b **C.** c-b-a-e-d **D.** c-e-d-a-b

Question 25.

Hi Lan,
a. But once we started talking openly about our views on career and lifestyle, we both realized that we have more in common than we thought.
b. Thanks for asking about my weekend visit to my grandparents' house; it was much better than I expected.
c. Why don't you join us for dinner next time we visit them? I'm sure you'd love their stories.
d. Thanks also for the advice on how to bridge the generation gap — listening patiently really helped me understand my grandfather's perspective.
e. Managing family differences can be tricky sometimes, but I'm glad we've found a way to connect.
Write back soon, Minh

A. b-e-a-d-c **B.** a-d-b-c-e **C.** d-b-a-c-e **D.** b-d-a-e-c

Question 26.

a. Thu: You're right. I'll start by taking short walks every evening and eating more vegetables.
b. Thu: I've been feeling quite tired and sluggish lately. Do you have any advice for me, Nam?
c. Nam: I think you should try to balance your diet and get some regular exercise to boost your energy.

A. a-c-b **B.** c-b-a **C.** b-c-a **D.** b-a-c

Read the passage and mark the letter A, B, C or D on your answer sheet to indicate the best answer to each of the following questions from 27 to 34.

Modern urban planning is undergoing a seismic shift as the "Smart City" concept transitions from futuristic theory to lived reality. Integrating the Internet of Things (IoT) and artificial intelligence (AI), these metropolises **leverage** data-driven insights to optimize everything from traffic flow to waste management. Proponents argue that the primary merit lies in environmental preservation. For instance, intelligent lighting systems that dim when streets are empty can reduce municipal energy consumption by up to 40%. Furthermore, real-time monitoring of water pipelines allows for the immediate detection of leaks, preventing the loss of billions of gallons of treated water.

However, the rapid digital transformation of urban spaces is not without its detractors. Skeptics point toward the "digital divide," a phenomenon where marginalized communities lack the hardware or

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literacy to benefit from these advancements. There are also profound concerns regarding data privacy. **In a fully integrated smart city, a citizen's every movement, from their morning commute to their grocery preferences, is recorded and analyzed.** This constant surveillance raises ethical questions about who owns this data and how it might be exploited by private corporations or overzealous governments.

Despite these hurdles, the momentum toward smart urbanization seems **irrevocable**. Many European capitals are already pioneering "Circular Smart Cities," where technology is used specifically to ensure that resources are recycled and reused indefinitely. The success of these projects suggests that the smart city is not merely a collection of gadgets, but a necessary evolution in how humanity inhabits the planet.

Furthermore, these urban centers prioritize environmental preservation alongside digital efficiency. If managed with transparent governance and inclusive policies, they could represent our best hope for a sustainable future in an increasingly crowded world. Ultimately, this transformation will redefine urban living by fostering a resilient ecosystem where both people and nature can thrive together harmoniously.

(Adapted from The Guardian and BBC News)

Question 27. Which of the following is **NOT** mentioned in paragraph 1 as a benefit of smart cities?

A. Immediate detection of water leaks **B.** Reduction in municipal energy consumption

C. Lowering the cost of high-speed internet **D.** Optimization of traffic flow

Question 28. The word **leverage** in paragraph 1 is **CLOSEST** in meaning to _____.

A. ignore **B.** create **C.** finance **D.** utilize

Question 29. The word **they** in the final paragraph refers to _____.

A. gadgets **B.** European capitals **C.** inclusive policies **D.** smart cities

Question 30. The word **irrevocable** in the third paragraph is **OPPOSITE** in meaning to _____.

A. inevitable **B.** irreversible **C.** changeable **D.** permanent

Question 31. Which of the following best paraphrases the underlined sentence in paragraph 2?

A. Ethical questions are raised only when citizens refuse to share their grocery preferences with corporations.

B. Analyzing a citizen's movements is the only way to ensure that governments do not become overzealous.

C. Privacy is lost in smart cities because private companies are allowed to sell citizen data to the government.

D. Smart cities gather personal data, raising concerns over ownership and misuse.

Question 32. Which of the following is **TRUE** according to the passage?

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A. The smart city concept is still largely a futuristic theory with no real-world application.

B. Intelligent lighting systems only work when streets are completely empty.

C. Smart cities have already eliminated the digital divide in most European capitals.

D. Circular Smart Cities focus on the perpetual recycling and reuse of resources.

Question 33. Which paragraph mentions the potential downsides of smart city technology regarding social equality and privacy?

A. Paragraph 3 **B.** Paragraph 1 **C.** Paragraph 2 **D.** Paragraph 4

Question 34. Which paragraph says that smart urbanization is an essential progression for the future of the planet?

A. Paragraph 3 **B.** Paragraph 1 **C.** Paragraph 2 **D.** Paragraph 4

Read the following leaflet and mark the letter A, B, C or D on your answer sheet to indicate the option that best fits each of the numbered blanks from 35 to 40.

Explore Britain by Train

Travelling by train is an eco-friendly, scenic and relaxing way to explore Britain, with a rail network covering extensive areas and highly convenient **(35)** _____ tourists seeking a stress-free travel experience.

To help you plan and save money, you can:

- use the National Rail Journey Planner
- buy tickets from travel agents, online providers, or at railway stations
- book in advance to save money
- check carefully, as two single tickets are sometimes cheaper than a return ticket

For tourists, the BritRail Pass offers unlimited journeys and discounts, giving you the freedom to travel around Britain at your own pace. Some travellers prefer this option, while **(36)** _____ choose single tickets depending on their needs. Travellers **(37)** _____ it as a practical option for long-distance travel, especially when seeking flexibility. Overall, train travel in Britain is both efficient and **(38)** _____, making it a popular choice among tourists.

Passengers can combine flexible booking options, online platforms, and station services, all of which provide **(39)** _____. The rail network has been meticulously developed into a highly integrated system of accessibility spanning major cities and rural regions, **(40)** _____ travellers are able to navigate the country with remarkable ease and efficiency.

(Adapted from https://www.visitbritain.com)

Question 35. **A.** in **B.** within **C.** for **D.** with

Question 36. **A.** others **B.** other **C.** another **D.** the other

Question 37. **A.** reject **B.** avoid **C.** ignore **D.** regard

Question 38. **A.** appealing **B.** restrictive **C.** bewildering **D.** cumbersome

Question 39.

A. seamless booking ticket **B.** ticket seamless booking

C. booking ticket seamless **D.** seamless ticket booking

Question 40. **A.** so **B.** but **C.** and **D.** yet

——— **HẾT** ———

Thí sinh không được sử dụng tài liệu;
Cán bộ coi thi không giải thích gì thêm.

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