

โรงเรียนอัสสัมชัญธนบุรี
ขอข่ายการซ่อมเสริม/สอบแก้ตัว

รายวิชา ภาษาอังกฤษเพื่อผู้ประกอบการ 1 รหัสวิชา อ32219 ชั้นมัธยมศึกษาปีที่ 5

วิธีดำเนินการเรียนซ่อมเสริม/ สอบแก้ตัว

รายงาน แบบฝึก/ใบงาน ชิ้นงาน อื่นๆ

รายละเอียดของงาน

ให้นักเรียนทำรายงานข้อสอบซ่อม ตามไฟล์ที่แนบมาโดยเขียนด้วยลายมือของตัวเองลอกโจทย์คำถามทุกข้อ และเขียนตอบเฉพาะคำตอบที่ถูกต้องลงกระดาษรายงาน หรือกระดาษ A4 เสร็จแล้วให้ scan หรือถ่ายรูป รายงานข้อสอบซ่อมที่ทำเสร็จแล้วทุกหน้า เป็นไฟล์ jpeg หรือไฟล์ pdf ส่งที่ไลน์กลุ่ม “งานซ่อมภาษาอังกฤษ ม.5” เพื่อให้ครูผู้สอนตรวจ

เกณฑ์พิจารณาให้ผ่านการซ่อมเสริม

ทำรายงานข้อสอบซ่อมตามรายละเอียดของงาน เป็นระเบียบเรียบร้อย สวยงาม และถูกต้อง ตามเกณฑ์ที่ ครูผู้สอนกำหนด

ช่องทางการติดต่อครูผู้สอน

ติดต่อสอบถามและส่งงานรายงานข้อสอบซ่อม ที่ไลน์กลุ่ม “งานซ่อมภาษาอังกฤษ ม.5” หรือที่ครูผู้สอน ที่ ห้องพักครูม.5 อาคารเซนต์ปีเตอร์ ชั้น 2



งานซ่อมภาษาอังกฤษ ม.5

มิสโมทนา ชูทอง
มิสเกียรติสุดา อินทรถาวร
ครูผู้สอนภาษาอังกฤษ ม.5

ผลการพิจารณาของหัวหน้ากลุ่มสาระฯ

อนุมัติ

มิสปิยะฉัตร จันทร์สุวรรณ

หัวหน้ากลุ่มสาระฯ ภาษาต่างประเทศ

Part I Speaking: (Items 1-10)

Directions: Choose the best answer.

Item 1-10

Conversation 1

Lucas: Why are you writing a business plan, Jane?

Jane: Well, Anne and I were talking about startups. And one day I hope to engineer a product to sell. So, I'll need a business plan.

Lucas: How do you know what to write in your business plan?

Jane: Anne gave me a business plan template.

Lucas: And what goes into a business plan?

Jane: _____ **1** _____

Lucas: What exactly is an **executive (2)** summary?

Jane: It's like a detailed table of contents. It emphasizes the key issues in the business plan.

Lucas: And what are the key issues?

Jane: There's a lot to consider! You need to think about the **target market (3)** — who you want to buy your product.

Lucas: That makes sense.

Jane: Of course, the plan discusses the product or service your company will offer. It should also include your marketing and sales plans – how you plan to advertise and sell the product.

Lucas: This seems like a lot of work.

Jane: It is. There's more to include, but most **time-consuming (4)** for me is the financial data. I'm an engineer, not an _____ **5** _____. A business plan needs to include information about funding and even some future financial data.

Lucas: Well, let me know when you're finished. I'd love to read it!

1. Which one is correct?

- a. If you read the executive summary, you will know!
- b. If you read the executive summary, you would know!
- c. If you were reading the executive summary, you would know!
- d. If you had read the executive summary, you've better to know!

2. What is the synonym of "executive"?

- a. administrative
- b. subordinate
- c. nonsupervisory
- d. nonmanagerial

3. Which one has the same meaning as “target market”?

- a. key partners
- b. revenue streams
- c. customer segments
- d. value propositions

4. Which one is the definition of “time-consuming”?

- a. not having enough time to do things
- b. taking a lot of time to do or complete
- c. used to describe payment that is related to the time you spend working, rather than the number of things you do, produce, etc.
- d. used to refer to a method of filming very slow actions by taking a series of single pictures over a period of time and then putting them together to show the action happening very quickly

5. Which one is the most suitable word.

- a. clerk
- b. janitor
- c. receptionist
- d. accountant

Conversation 2

Entrepreneur: Good morning. Thank you for considering our marketing firm for your business needs.

How can we assist you today?

Client: Good morning. I recently launched a new product, and I need help with _____ **6** _____.

Entrepreneur: Certainly. That what we are specialized. in. We can create effective campaigns to increase the visibility and sales of your new product.

Client: That sounds great. I'm particularly interested in online marketing. Can you tell me

_____ **7** _____?

Entrepreneur: We can help you select the most suitable channel to reach your target audience and maximize your online presence.

Client: That's helpful. I'd also like to discuss _____ **8** _____.

Entrepreneur: It is essential for the success of any venture. We can assist you in developing it to guide your business activities.

Client: Great. One more thing, I need assistance with _____ **9** _____.

Entrepreneur: We can provide support in identifying qualified candidates, conducting interviews, and organizing training programs to build a competent workforce for your business.

Client: Perfect. Lastly, I'd like to know _____ **10** _____.

Entrepreneur: Understanding market trends is crucial for making informed business decisions. We can assist you in analyzing market data and identifying opportunities for growth.

Choose the most appropriate phrase to complete the test.

6.

- a. advertising and promotion
- b. financial planning
- c. customer service
- d. product manufacturing

7.

- a. how to hire employees
- b. what platforms to use for social media marketing
- c. how to manage inventory
- d. the cost of renting office space

8.

- a. strategies for reducing costs
- b. the benefits of market research
- c. how to create a business plan
- d. the legal requirements for starting a business

9.

- a. manufacturing the product
- b. recruiting and training staff
- c. finding investors
- d. office administration tasks

10.

- a. how to analyze market trends

- b. the benefits of networking events
- c. how to secure funding for expansion
- d. the advantages of outsourcing

Part II Vocabulary (Items 11-20)

Directions: Choose the word that doesn't belong.

- | | | | |
|----------------------------|--------------------|-------------------------|----------------------|
| 11. a. producing | b. niche market | c. diversity | d. segmented |
| 12. a. paid- channels | b. owned- channels | c. marketing - channels | d. earned - channels |
| 13. a. mass market | b. niche market | c. multi- sided | d. advertising |
| 14. a. mass market | b. marketing | c. product | d. advertising |
| 15. a. niche market | b. marketing | c. product | d. advertising |
| 16. a. Executive | b. Key Partners | c. Product | d. Customer Segments |
| 17. a. personal assistance | b. communities | c. co-creation | d. Revenue Streams |
| 18. a. channels | b. key resources | c. Revenue Streams | d. Sales |
| 19. a. Expenses | b. Key Partners | c. Revenue Streams | d. Customer Segments |
| 20. a. Marketing | b. Executive | c. Product | d. Customer Segments |

Part III Reading for comprehension (Items 21-30)

Direction: Choose the best answer.

21. Why is a motto and slogan important to a business?
- a. They serve as catchy phrases for advertising campaigns.
 - b. They communicate the brand's values and identity.
 - c. They convince customers to believe in their products
 - d. All of the above.
22. Statement: "Which brand is known for the slogan 'It's Finger Lickin' Good'?"
- a. Amazon Coffee
 - b. McDonald's
 - c. KFC
 - d. Costa Coffee
23. Which company's motto is 'That's What I Like'?
- a. Pepsi
 - b. Coca-Cola
 - c. Sprite

d. Mountain Dew

24. What are the differences between 'entrepreneurs' and 'businessmen'?

- a. Entrepreneurs focus on innovation and risk-taking, while businessmen prioritize stability and profitability.
- b. Entrepreneurs and businessmen have similar mindsets and approaches, with a primary focus on profitability.
- c. Entrepreneurs are primarily involved in managing existing businesses, while businessmen focus on creating new ventures.
- d. There are no significant differences between entrepreneurs and businessmen; the terms can be used interchangeably.

25. Which of the following *is not* part of the 'Key Activities'?

- a. Production
- b. Reserch & Deverlopment
- c. Lending/ Renting/ Leasing
- d. Marketing

Directions: Read the following passages and choose the correct answer.

Multisensory advertising

There is a billboard on Highway 150 in North Carolina, USA which looks like a giant piece of steak on a fork. However, this is not the only thing that is unusual about the billboard. A fan underneath the billboard blows the smell of barbequed steak in the direction of motorists passing by. The idea is to appeal to not just one sense but two. A billboard usually just appeals to people's visual sense, but in the case of the 'steak' billboard it also appeals to their sense of smell. The company that makes the billboard, ScentAir, also makes scents for hotel lobbies, casinos, and shops. Their idea is to appeal to customers in a way that makes the product or service stand out from the competition using a variety of senses. This 'multisensory roach' which can include taste, smell, and sound improves recognition and in doing so increases customer demand. One of the other advantages of this kind of approach is that the experience for the customer is more memorable and they are more likely to tell their friends and in this way help to promote the brand. The multisensory approach to advertising is now being researched by people like Professor Charles Spence at Oxford University to find other ways in which the idea can be applied."

26. What is the purpose of the billboard on Highway 150?
- a. To promote a restaurant
 - b. To appeal to multiple senses
 - c. To advertise ScentAir's services
 - d. To attract more motorists
27. Which sense does the 'steak' billboard specifically target?
- a. Taste and smell
 - b. Touch and sight
 - c. Smell and hearing
 - d. Sight and smell
28. What does ScentAir specialize in?
- a. Creating unique billboards
 - b. Manufacturing giant forks
 - c. Producing scents for various settings
 - d. Conducting sensory research
29. How does the multisensory approach to advertising benefit businesses?
- a. It reduces competition
 - b. It improves customer recognition
 - c. It lowers advertising costs
 - d. It increases profit margins
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Part IV Writing

Part A: Directions: Look at the picture! Imagine that you are an entrepreneur and are going to sell this product. Now, what you have to do is:



1. Create a **slogan** or **motto**.
2. Identify the **customer segments** you are going to target.
3. Determine the **price** of the product.
4. Define the **key activities** required for selling.
5. Identify the **value proposition** of the product.
6. Determine the **channels** through which you will sell the product.

Product: *General Watch MTP-VDO1D*

Price: _____.

1. A slogan/ motto

2. Customer segments

3. Key activities

4. Value proposition

5. Channels
