



**Høgskolen i Telemark**

**Eksamen i**

**5907 Engelsk**  
(10 studiepoeng)

**1. desember 2009**  
**kl. 0900-1200**  
**Sydney**

**Tidsrom:** 3 timer

**Målform:** Engelsk

**Sidetal:** 7 sider vedlagt, medrekna framside

**Merknader:** Sjå under  
Oppgåva tel 50% av sluttkarakteren i emnet.

Godkjent 11.11.09



Avdeling for allmennvitenskaplege fag



**Written Examination Topics: Blundel: *Effective Organisational Communication***

**Language:** The entire exam is in English.

**The exam is in 3 Parts: All 3 parts must be answered:**

- **Short answers to questions based on whole Blundel syllabus 30%**
- **Writing an analysis of a communication situation, using key terms (based on chapters 1-7 in the Blundel syllabus) 30%**
- **Writing 1 business communications document (based on chapters 8-14 in the Blundel syllabus) 40%**

**Objectives:**

The candidate will have the opportunity to demonstrate appropriate command of written English business communication skills by creating an appropriate business text and discussing topics from the syllabus.

**Study aids during exam:** English-English dictionary

**The grade is based on:**

- Courteous and concise letters or reports
- Correct use of English style and grammar
- Knowledge of the syllabus
- Complete and clear answers



### **Final Written Examination:**

#### **Part 1: Short Answer/Identification Questions (30%)**

Please provide short answers (between 4-8 sentences) for six (6) of the following eight (8) vocabulary terms:

1. Groupthink
2. Euphemism
3. Gesture
4. Terms of reference
5. Strategic alliances
6. Organisational grapevines
7. Moral deafness
8. Signposting

#### **Part 2: Analysis and discussion of a communicative case (30%)**

Use the text "Jesus Shaves" by David Sedaris (appendix) to illustrate and discuss how communication fails and/or is achieved by using relevant terminology (minimum 5 terms) from Blundel's *Effective Organisational Communication*.

Expected length: 250-300 words

#### **Part 3: Written business communication (40%)**

Please write **either a)** a business report **or b)** a press release of approximately 350 words based on the information provided below. Please use the proper format and professional, polite English.

- a) **Press release:** You work for the company Rent With All Limited, a newly-established firm primarily looking to break into the furnished accommodation market in the greater Sydney area. Your boss has asked you to write a press release about your new furnished apartments on Bondi Beach.

Use the following the information below to write your press release:

- Release date: 14<sup>th</sup> December 2009
- Company: Rent With All Limited
- Address: Australia House, 115 George St. Sydney, NSW, 2001, Australia
- E-mail: [enquiries@lwa.com.au](mailto:enquiries@lwa.com.au)
- Phone: (+61) 02 8768 4669
- Fax: 02 8768 4670
- Website: [www.lwa.com.au](http://www.lwa.com.au)
- Office hours: 9 a.m. to 17 p.m. on weekdays
- Established: 2008
- Staff: 18 full-time + 15 part-time
- Managing Director: Mr. Ken Grouud
- Contact person: Mr. Bjørn Koala
- Media to be briefed: Local newspapers, TV and radio channels and international travel and youth culture magazines
- 92 new refurbished apartments to let on Bondi Beach (all furnished) to be let from January
- Single or shared accommodation
- Ideal for short-term or indefinite stays



- Ideal for couples and friends
- Semi or fully furnished
- Target group: Students, backpackers and seasonal workers
- 56 apartments in Newtown/Glebe to open in August
- Looking to expand into Manly, Randwick and Parramatta
- Company prides itself on providing excellent service and information for its occupants
- Company slogan: Your Gateway to Sydney

b) **Business report:** As a financial consultant at the Marketing Department of Lonely Planet, you have been asked by your boss Mrs. Mary Donaldson to write a briefing report into the possibilities of further expanding into the Scandinavian travel guide market. On the basis of your report Mrs. Donaldson will give a presentation before the board at the AGM. Base your report on the following aspects:

- Scandinavian travellers are on average among the wealthiest in the world
- Scandinavian travellers spend more per capita on travelling than any other people
- Scandinavian travellers are exceptionally independent
- Scandinavian travellers have in general good command of the English language
- There are already good travel guides in Danish, Norwegian and Swedish
- Lonely Planet has a good reputation in the Scandinavian countries
- Lonely Planet customers in the Scandinavian countries are predominantly between the age 25 and 45
- Customers between the ages of 45 and 70 feel intimidated by travel guides written in English
- The competition that traditional travel guides face from the internet
- The impact of the financial crisis on travelling in general
- Possible costs of translation and marketing



## Appendix

In his collection of essays *Me Talk Pretty One Day* the American author David Sedaris describes a situation that arises as he is taking French lessons with other non-French-speaking students at a language school in Paris.

### **Jesus Shaves** by David Sedaris

We finished discussing Bastille Day, and the teacher moved on to Easter, which was represented in our textbook by a black-and-white photograph of a chocolate bell lying upon a bed of palm fronds.

"And what does one do on Easter? Would anyone like to tell us?"

The Italian nanny was attempting to answer the question when the Moroccan student interrupted, shouting, "Excuse me, but what's an Easter?"

Despite her having grown up in a Muslim country, it seemed she might have heard it mentioned once or twice, but no. "I mean it," she said. "I have no idea what you people are talking about."

The teacher then called upon the rest of us to explain.

The Poles led the charge to the best of their ability. "It is," said one, "a party for the little boy of God who call his self Jesus and . . . oh, shit." She faltered, and her fellow countryman came to her aid.

"He call his self Jesus, and then he be die one day on two . . . morsels of . . . lumber." The rest of the class jumped in, offering bits of information that would have given the pope an aneurysm.

"He die one day, and then he go above of my head to live with your father."

"He weared the long hair, and after he died, the first day he come back here for to say hello to the peoples."

"He nice, the Jesus."

"He make the good things, and on the Easter we be sad because somebody makes him dead today."



Part of the problem had to do with grammar. Simple nouns such as cross and resurrection were beyond our grasp, let alone such complicated reflexive phrases as "To give of yourself your only begotten son." Faced with the challenge of explaining the cornerstone of Christianity, we did what any self-respecting group of people might do. We talked about food instead.

"Easter is a party for to eat of the lamb," the Italian nanny explained. "One, too, may eat of the chocolate."

"And who brings the chocolate?" the teacher asked.

I knew the word, and so I raised my hand, saying, "The Rabbit of Easter. He bring of the chocolate."

My classmates reacted as though I'd attributed the delivery to the Antichrist. They were mortified.

"A rabbit?" The teacher, assuming I'd used the wrong word, positioned her index fingers on top of her head, wiggling them as though they were ears. "You mean one of these? A rabbit rabbit?"

"Well, sure," I said. "He come in the night when one sleep on a bed. With a hand he have the basket and foods."

The teacher sadly shook her head, as if this explained everything that was wrong with my country. "No, no," she said. "Here in France the chocolate is brought by the big bell that flies in from Rome."

I called for a time-out. "But how do the bell know where you live?"

"Well," she said, "how does a rabbit?"

It was a decent point, but at least a rabbit has eyes. That's a start. Rabbits move from place to place, while most bells can only go back and forth - and they can't even do that on their own power. On top of that, the Easter Bunny has character; he's someone you'd like to meet and shake hands with. A bell has all the personality of a cast-iron skillet. It's like saying that come Christmas, a magic dustpan flies in from the North Pole, led by eight flying cinder blocks. Who wants to stay up all night so they can see a bell? And why fly one in from Rome when they've got more bells than they know what to do with right here in Paris? That's the most implausible aspect of the whole story, as there's no way the bells of France would allow a foreign worker to fly in and take their jobs. That Roman bell would be lucky to get work cleaning up after a French bell's dog -and even then he'd need papers. It just didn't add up.

Nothing we said was of any help to the Moroccan student. A dead man with long hair



supposedly living with her father, a leg of lamb served with palm fronds and chocolate. Confused and disgusted, she shrugged her massive shoulders and turned her attention back to the comic book she kept hidden beneath her binder. I wondered then if, without the language barrier, my classmates and I could have done a better job making sense of Christianity, an idea that sounds pretty far-fetched to begin with.

In communicating any religious belief, the operative word is faith, a concept illustrated by our very presence in that classroom. Why bother struggling with the grammar lessons of a six-year-old if each of us didn't believe that, against all reason, we might eventually improve? If I could hope to one day carry on a fluent conversation, it was a relatively short leap to believing that a rabbit might visit my home in the middle of the night, leaving behind a handful of chocolate kisses and a carton of menthol cigarettes. So why stop there? If I could believe in myself, why not give other improbabilities the benefit of the doubt? I accepted the idea that an omniscient God had cast me in his own image and that he watched over me and guided me from one place to the next. The virgin birth, the resurrection, and the countless miracles – my heart expanded to encompass all the wonders and possibilities of the universe. A bell, though, that's fucked up.

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