



**Telemark University
College, Norway**



SLUTTEKSAMEN

**50% av emnet i
5907 ENGELSK**

10 studiepoeng

New York, USA

4. desember 2009

Tid: 3 timer

Målform: Engelsk

Sidetall: 3 (forsida medregnet)

Hjelpemiddel: Godkjent engelsk-engelsk ordbok

Merknader: **Svar på både part 1 and part 2**

PART 1

WRITE A BUSINESS LETTER

You are J. du Pont, Managing Director of Fournier & Cie SA of Paris.

Write to Western Shoe Co. Ltd., Yeovil, Somerset S19 3AF, England, telling them where you have obtained their name and what you know about them.

Indicate that there is a good market in France for their products, and then ask them to send you their catalogue and anything else you think you should have.

Round off your letter with an encouraging sentence before signing it.

PART 2

Write answers to 6 questions only.

INSTRUCTIONS: On the basis of the course textbook, *Effective Organisational Communication*, write answers to 6 of the following 8 questions. Write a minimum number of sentences required (listed with each question). You will be graded for content verifying your knowledge and understanding of the material covered. You may write more than what is required. Please write clear, correct, complete English sentences.

1. What factors can cause communication barriers? How can these barriers be overcome to achieve effective communication? (Minimum: 4 sentences)
2. Advertising is becoming increasingly important in today's world. Discuss the communication objectives of advertising, providing examples. (Minimum: 6 sentences)
3. In media relations the news release is an important means of communication. Define what a news release is. Discuss the advantages and disadvantages of this form of communication. (Minimum: 6 sentences)
4. Non-verbal communication includes the use of signals, gestures and images. Discuss the potential benefits of non-verbal communication, and the potential problems of using visual media. (Minimum: 8 sentences)
5. What is meant by plain English? Discuss how clear and concise English may be produced. (Minimum: 6 sentences)
6. Discuss negotiation in a cross-cultural perspective. (Minimum: 6 sentences)
7. Discuss which elements are involved in planning an advertising and promotional campaign. (Minimum: 6 sentences)
8. Discuss some of the aspects of effective oral presentations. (Minimum: 6 sentences)