



**Høgskolen i Telemark**

**Slutteksamen (50%)  
i  
SKRIFTLIG**

**5907 Engelsk**  
10 studiepoeng

**10. desember 2009**  
**Santa Barbara, California, USA**

Tidsrom: 09.00 – 12.00 (3 timer)

Målform: Engelsk

Sidetal: 4 medrekna framside

**Eksamensresultata blir offentliggjorde på StudentWeb via [www.hit.no](http://www.hit.no).  
Kom i hug studentnummer og kandidatnummer for kvar eksamen.**

Godkjent 11.11.09



Avdeling for allmennvitenskaplege fag.



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

- Chapters 3, 4, 5, 6, 7, 11 (see monthly schedules for required pages.)

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

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

- Write 1 business communications document (40%)
- Write short answers to key terms based on Blundel syllabus (40%)
- Write one short essay on intercultural communication (20%)

**Objectives:**

The candidate will have the opportunity to demonstrate appropriate command of written English business communication skills by creating an appropriate business letter 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

**THE BUSINESS LETTER or REPORT:**

Background information and context will be given on the test paper. Approximately 350 words. Standard format, courteous, concise, clear, complete and correct English is required.

**SHORT ANSWERS: BUSINESS COMMUNICATION TOPICS:**

You will be asked to write short answers of 4-8 sentences for 8 of 10 vocabulary terms from the syllabus. You will be expected to answer in full and complete sentences based on your reading of the Blundel textbook, giving examples, if required. Between 4-8 sentences will be required for each question.



**Final Written Examination:**

**Part 1: Short Answer/Identification Questions (40%)**

Please provide short answers (between 4-8 sentences) for eight (8) of the following ten (10) vocabulary terms:

1. Idiom
2. Paralanguage
3. Sub-Cultures
4. Visual Literacy
5. Feedback
6. Rhetoric
7. Stakeholders
8. Emotional Intelligence
9. Strategic Alliances
10. Active Listening

**Part 2: Business Correspondence (40%)**

Please write either a formal business letter or a short formal report of at least 350 words based on the information provided below. Please use the proper format and professional, polite English.

1. Formal Letter: You are a marketing executive for Calderon Inc., a new company that sales language software to help consumers learn Spanish for business and travel related activities. Write a promotional letter (350 words) to Blake Co., a transnational financial consulting company that has offices throughout Latin America. The address and contact person for Blake Co. is: Mr. Javier Gutierrez, 150 Via de Suerte, New York, New York 23456.
2. Your promotional letter should be based on information taken from Calderon Inc's company profile below:
  - a. Company Address: 3760 Avenue of the Stars, Century City, California, 97543, tel. (310)-485-9976.
  - b. Size of the company:
    1. Sales Revenue 2008: USD 3.5 million
    2. Subsidiaries: Calderon Publishing Inc.
    3. Number of Employees: 350 (50 employed by Calderon Publishing Inc.)
  - c. Company History:
    1. Founded in southern California in 2005 by Laura Calderon.
  - d. Company Structure:
    1. CEO/President Laura Calderon
    2. Sales Manager Pablo Guzman
    3. Marketing Manager Sarah Johnson
  - e. Major Activities:
    1. 23% market share of U.S. software education market
    2. 65% of sales are to Fortune 500 companies
    3. Main activity is selling software for Spanish language learners
  - f. Strategic Plan
    1. To increase sales by 10%



OR

3. **Short Report:** Write a short (approx. 350 words) “briefing report” for your boss Ms Sandy Barbara who owns a company that sells fresh fruit smoothies. The company, *Fresh Squeeze*, has consistently increased its sales revenue during the last three years. However, the management is concerned about its environmentally-friendly image given recent news reports about drought, floods, and economic crises in the U.S. and abroad. *Fresh Squeeze* depends upon agricultural growers and producers for the fruits, berries, and grains the company uses to make its products. Ms. Barbara has to prepare a public talk on the Fairtrade Mark and needs some background material. Make recommendations to your boss about the benefits of the Fairtrade Mark for the company.
- Consumers purchase products that are sourced from other parts of the world. Development agencies help consumers identify and purchase products on a fairly traded basis by placing the Fair Trade label on consumer goods.
  - The first Fairtrade product in the UK was launched in 1994. Fairtrade Labelling Organisations International comprises initiatives in 21 countries.
  - 1 in 2 British adults recognize the Fairtrade Mark. Recognition of the Fairtrade Mark has doubled from 25% to 50% since 2003. There are 2500 Fairtrade products available in the UK. Sales topped GBP290 million in 2006.
  - The Fairtrade Mark assures that the producer has received what has been agreed to be a fair price.

**Part 3: Short Essay (20%)**

Throughout the semester we have been attentive to the ways that local culture can shape communication styles, business practices, and social interactions. Some of these differences include, but are not limited to, deal-focus vs. relationship-focus cultures, formality, attitudes about time, individualism vs. communitarianism, attitudes about ethics, local food habits and tastes, multi-culturalism, and gender. Write a short (300 word) essay by discussing at least two issues related to potential cultural differences. In your conclusion, make recommendations about how a Norwegian should tackle the two cultural barriers you discuss.