



# Avdeling for allmenne fag

## EKSAMEN

I

5907/5973 Engelsk

18.05.2009

Tid/Time:	3timer/3hours
Målform/Language:	Bokmål/English
Sidetal/Pages:	3 m/framside/3 incl cover page
Hjelpemiddel/Study aids:	English-English Dictionary: Ellers ingen; Otherwise none.
Merknader/Please note:	Answer Part 1 and 2
Vedlegg/Appendix:	none

**Eksamensresultata blir offentliggjort på nettet, via Arena høgskole. Passordet til Arena har alle studenter fått i eget brev ved semesterstart. I tillegg finn du eksamensresultatslister på utsiden av eksamenskontoret, men da trenger du kandidatnummeret ditt, så du bør notere dette på en lapp og legge den i lommeboka.**

The exam results will be published online, via Arena, and will also be posted at the Exam Office. Each student has received a password at the beginning of the semester which is needed to log on to Arena. At the examination, each student will receive a 'Candidate Number' by which they can identify their posted exam results. Please make a note of your number.

## **ANSWER PART 1 AND PART 2**

**PART 1: Write a news release (approx 200 words): counts 50% of total grade (content 40%; language 60%/)**

**INSTRUCTIONS:** An environmentally-friendly clothes shop is opening in Bø on May 25<sup>th</sup>. Write a newsworthy and interesting news release in an appropriate standard format to the local newspaper to promote the event.

**PART 2: Write answers to 5 questions: counts 50% of total grade (content 60%; language 40%)**

**INSTRUCTIONS:** Write answers to 5 (FIVE) of the following 8 questions. Base your answers on lecture handouts and Richard Blundel's *Effective Organisational Communication*. You must write the minimum number of sentences indicated in the question; you may write more than what is required. Write clear and complete English sentences.

- 1) What is the Plain English Campaign? Mention three strategies for producing clear and concise language. Why is this important in business communication? (Write 6 sentences).
- 2) Graphs can be very effective in business communication, and can also be ineffective. Describe 4 types of abuses of ineffective graphs. Discuss why one must avoid such pitfalls. (Write 5-6 sentences)
- 3) Non-verbal communication is important in communication. List and discuss the message in each of 4 different examples of human non-verbal communication and 2 practical examples of manufactured non-verbal communication (Write 8 sentences).
- 4) Give 4 reasons why companies and organizations and leaders need feedback from their employees, suppliers, general public (stakeholders), customers, production department, accounting department. Give 1 example of feedback mechanisms for 2 of the 6 categories mentioned above. (Write 7 sentences).
- 5) What is a business report? List two or three different types of reports. Mention at least 2 questions you must ask yourself in order to prepare a successful report and meet the needs of your audience. What is the difference between reports and essay writing? (Write 6-7 sentences)

- 6) Richard Blundel maintains that email communication has distinctive characteristics which are different from business letter writing. Mention three characteristics of digital business letters and discuss how they are different from print letters. (Write 5-6 sentences)
- 7) International exhibitions and tradeshow provide valuable forms of communication for enterprises. List 2-3 important objectives of exhibitions and tradeshow. Explain several positive aspects of effective persuasive communication. (Write 7-8 sentences).
- 8) Visual images are used in different ways and for different purposes in business communication. List 4 pitfalls and 4 benefits of visual communication in a business context. (Write 8 sentences)