



Høgskolen i Telemark

Avdeling for allmennvitenskaplege fag

SLUTTEKSAMEN

Emnekode:	5907
Emnenamn:	Business English
Studiepoeng for emnet:	10
Omfang av denne eksamenen i % av heile emnet:	50 %
Eksamensdato:	1. desember 2010
Eksamensstad:	Sydney
Lengde/tidsrom:	3 timer / 3 hours kl.9 – kl.12/9a.m – 12a.m
Målform:	Bokmål / English
Ant. sider inkl. framside	3
Tillatne hjelpemidler:	Engelsk-Engelsk ordbok (IKKJE synonymordbok) / English-English Dictionary (NOT thesaurus)
Merknader:	
Ant. vedlegg:	

Eksamensresultat finn du etter sensurfall ved å logge deg inn med brukarnamn og passord på StudentWeb (hit.no)



English:

Part 1: Short answer questions (40%)

On the basis of Richard Blundel's *Effective Organisational Communication*, write answers to 5 (five) of the following 7 (seven) questions. You must write the minimum number of sentences indicated in the question; you may write more than what is required. Write clear and complete sentences.

- 1) Describe five integral parts of a business report (write 6 - 8 sentences).
- 2) What are underlying causes of communication barriers? How can they be dealt with in order to promote effective communication? (write 4-6 sentences)
- 3) What are key elements involved in planning an advertising and promotional campaign (write 7-8 sentences).
- 4) What are the necessary elements for giving a successful oral presentation? What should one avoid (write 4-5 sentences).
- 5) Explain the term 'plain English' (write 4-5 sentences).
- 6) Explain the following concepts in relation to using language creatively (write 2 - 4 sentences per concept).
 - a. Pragmatics
 - b. Metaphors
 - c. Idiom
 - d. Clichés
 - e. Euphemisms
 - f. Jargon
- 7) In persuasive practices, what are appropriate techniques for securing attention and arguing well? (write 4-5 sentences)

Part 2: Short Essay (30%)

Write a short essay (250 – 300 words) where you outline the different characteristics of communicating via business letters, e-mail, and phone. Compare the advantages and disadvantages to using these communication channels.



Part 3: Press release (30%)

Gateway College is having an open house for potential students in their offices in Oslo on Wednesday December 8th. They will present the possible study locations (Paris, Mexico, New York, Sydney, Cape Town, Bali), as well as the possible courses available such as Exphil and Exfac, Sports Management, and English. They hope that they will attract many students because of the three new and exciting courses in Gender Studies, Modern Philosophy and Creative Writing, all three in cooperation with Telemark University College. As Gateway's communication consultant, you have been asked to write a newsworthy and interesting news/press release in a standard format to the local newspaper to promote the event. Include appropriate information and details about Gateway and the event.