



Høgskolen i Telemark

**Eksamen i**

**Forretningsngelsk 5907**

(10 studiepoeng)

**19. mai 2010**

**kl. 0900-1200**

**Sydney**

Tidsrom: 3 timer

Målform: Engelsk

Sidetal: 4 sider vedlagt, medrekna framside

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



Avdeling for allmennvitenskaplege fag

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

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

**The exam is in 2 Parts: Both parts must be answered:**

- **Long answers to questions based on whole Blundel syllabus 50%**
- **Writing 3 business communications documents (based on chapters 8-14 in the Blundel syllabus) 50%**

**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

## **Part 1: Questions**

Please answer to 2 of the 4 following questions. Each answer should be between 1-1.5 pages in length. You should use as much relevant terminology from the Blundel syllabus as possible.

- a) You work as a leader in a department in a major organisation. The leaders of the various departments have routine meetings on a monthly basis. It is your turn to chair next month's meeting. What factors do you have to bear in mind prior to, during and after the meeting? You may choose to invent a suitable scenario.
- b) You work in the PR department of a major organisation. The organisation is about to launch a new product or service. What factors do need to consider when working with persuasive communication? You may choose to invent a suitable scenario.
- c) Discuss whether physical contact is needed in today's organisations or not. (You may choose to illustrate your points with examples.)
- d) What is feedback, and how do you go about obtaining it? (You may choose to illustrate your points with examples.)

## **Part 2: Business Correspondence**

Fantastic opportunity for international students

AusInternational Pty Ltd is currently looking for exceptional individuals who have completed their studies in Australia and would like to become casual tour guides for future students.

The positions will involve guiding new travellers to Australia through some of Sydney's most exciting tourist destinations, and will also include sharing your experiences of Australia with the new students in order to make their experience of studying in Australia a little easier and a lot more fun!

The successful applicants need to show knowledge of Australian culture and customs, and be able to give some insight into Australian business practices, as many of our future students wish to gain some employment experience while they study.

If you believe you are the right candidate for this position, please email Jane Smith at [jsmith@ausinternational.com.au](mailto:jsmith@ausinternational.com.au), with a brief covering letter, and please attach a short essay (approx 300 words) detailing your knowledge of Australian culture, customs and workplace practices.

The successful candidates will receive an excellent hourly rate.

Hope to hear from you soon!

Please respond to this advertisement. Your response should include the following:

1. Email

A short, formal email to Jane Smith in application to the position, detailing your attachments and any other information you believe would be required.

2. Covering Letter

A brief, formal letter, giving some background information about yourself, and why you believe you would be an ideal candidate for the position.

3. Short Essay

A short essay detailing your knowledge of Australian culture, customs and business practices. You may give information based on your studies, your personal experience and also your research into an Australian company.