



**Telemark University  
College, Norway**



**SLUTTEKSAMEN**

**50% av emnet i  
5907 ENGELSK**

10 studiepoeng

**New York, USA**

**10.05.2010**

Tid: 3 timer

Målform: Engelsk

Sidetall: 5 (forsida medregnet)

Hjelpemiddel: Godkjent engelsk-engelsk ordbok

Grades will be available on the Student Web

## **Written Exam date: May 1010**

**Counts 50% of total final grade, Time limit: 3 hours**

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

- Chapters 2,3, 4, 5, 6, 7, 8, 10, 12 and 13

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

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

- Write 1 business communications document (40%)
  - Either a Letter or a Press Release
- Write short answers to topics based on the Blundel syllabus (60%)

#### **Part 1: WRITE A BUSINESS LETTER or PRESS RELEASE:**

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

#### **Part 2: SHORT ANSWERS BASED ON BUSINESS COMMUNICATION TOPICS:**

You will be graded for content verifying your knowledge and understanding of the material covered. You will be asked to write short answers of 4-8 sentences for 6 of 12 questions based on your reading of the Blundel textbook, giving examples, if required.

#### **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

## **Part 1: Business Correspondence (40%)**

### **Instructions: Choose ONE of the 2 tasks:**

#### **Task 1: Business Letter**

You are a communications consultant in NY of Norwegian/ Swedish background. You have just found out about Zazzle, a newly created merger of an American and a Norwegian/ Swedish clothing line with its head office in NY. You believe this to be a good opportunity for offering your services to help Zazzle bring together the 2 cultures in terms of communication in the company. As such, you wish to offer communication workshops and training for Managers, Team leaders and for their Marketing staff.

Write a formal business letter to Zazzle's Procurement department introducing your company and offering your expertise.

**Your company:** ABC Communications, 431 Canal Street, NY, NY 10013

**Zazzle:** Jay Simms, Procurement Manager, 221 Grant Street, NY, NY 10012

1. Your letter should reflect :
  - a. That you have done your background check on Zazzle and know a bit about them.
  - b. Why Zazzle should work with your company and not another consultancy – your strengths, niche and unique sale/ service features.
  - c. Introductory details of your company which should cover points such as
    1. Size of the company
      1. That is, active worldwide or locally
      2. Staff numbers and diversity
      3. Annual sales
    2. Brief History
      1. Years of experience in the business
      2. Growth over the years
    3. Market Activities
      1. Market share controlled
      2. Major projects on which your company has worked
  - d. Enclose an appendix of any additional documents which you think will strengthen / complete your introduction.

Structure your letter in a manner which you deem most effective, and not necessarily in the sequence of the points presented above.

## **Task 2: A Press Release**

Your company, “**The Promoters**”, is a key industry player in the tourist souvenir market, with its head office in London. The company designs, produces, labels and sells souvenir items for and to different countries and companies. The items can range from T-shirts, to key chains, to umbrellas, maps, globes, car stickers, drinking glasses, ash trays and any other creative ideas which the customer may have in mind.

Companies and countries send their orders for The Promoters to design, manufacture and label these souvenir items for them, as well as The Promoters makes and sells its own line of souvenir items.

Presently, your main markets are on the European continent, but you have recently expanded your business activity to Latin America, with your flagship store in Brazil, along with shops in Argentina and Chile.

As such, The Promoters has re-launched its company website to include the new inter-active features it now offers to prospective customers in the Latin American region. The features include

1. An array of themes/ graphics/ mottos of the region which customers can choose from for their souvenirs.
2. An array of regional items which can be used as souvenirs.
3. The possibility of switching between languages of the region.
4. Uploading the motto/ graphics which the customer wishes to have on his souvenir.
5. Being able to get an online cost estimate based on the data input.
6. Choosing own choice of shipment.
7. 24 hour local customer service lines for corporate customers.
8. Planned tours of The Promoters production plants for corporate customers.

Write a press release to send to the major news networks in the region, informing them of the flagship store and the new website features for the region.

**Your press release should include the standard sections and structure of a release.**

**Part 2: SHORT ANSWERS BASED ON BUSINESS COMMUNICATION TOPICS:**

**INSTRUCTIONS: Write answers to 6 questions only. Do not “list points” where the question asks to “explain”.**

**Write a minimum number of sentences as 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 does effective communication mean? **Explain** 3 barriers that can lead to ineffective communication between sender and receiver? (Minimum 6 sentences)
2. Explain some of the organizational challenges/ factors that affect the way people in a company communicate with each other? (Min 6 sentences)
3. What is meant by “stakeholder”? List 7 stakeholder groups that a company has to communicate with. (Min 2 sentences)
4. What are the 3 main functions of a letter? Why are letters often considered more formal than E-mails, even though they both have the same characteristics and serve the same functions? (Min. 5 sentences)
5. What is Plain English and why is it difficult for many speakers to achieve it in their communication? (Min 4 sentences)
6. What is the Circadian Rhythm and what role does it play in communication? (Min 3 sentences)
7. What is Verbal versus Non-Verbal communication? Give an example of a context in which non-verbal communication would be more suitable than verbal and explain why? (Min 6 sentences)
8. An argument needs to have rhetoric for it to be considered a good persuasive argument. Explain the 3 components of rhetoric. (Min 6 sentences)
9. Discuss negotiation in a cross-cultural perspective. (Min 6 sentences)
10. Presentation is a particularly difficult communication channel because the presenter has to simultaneously focus on a number of aspects in order to have an effective presentation. Discuss the key aspects of an effective presentation. (Min 6 sentences)
11. A news release is an important means of communication between a company and the media. Discuss the advantages and disadvantages of using this form of communication. (Min 6 sentences)
12. Discuss which elements are involved in planning an advertising and promotional campaign. (Min 6 sentences)