



Høgskolen i Telemark



Slutteksamen

5907 Engelsk muntlig
10 Studiepoeng

18.-19. mai 2010

Santa Barbara, California

Tidsrom: 08:00 – 20:00
Målform: Engelsk
Sidetal: 2 medrekna framside

Eksamensresultata blir offentliggjorde på Studentweb via www.hit.no. Kom i hug studentnummer og kandidatnummer for kvar eksamen.



Avdeling for allmennvitskaplege fag.

Gateway College
Spring Semester 2010

Oral Examination: 18-19 May 2010

EXAM PROCEDURE

- 1) At the appointed time (see exam schedule) you will select at random one topic from the syllabus to discuss.
- 1) When you have made your selection, you will have 20 minutes to prepare in a room alone. No study materials.
- 2) You may make notes on the paper provided. A dictionary will be available for you.
- 3) You will take your notes into the examination room for reference.
- 4) The examination consists of:
 - a) Your oral presentation 5-7 minutes: NO MANUSCRIPT
 - b) Your discussion of one topic from *Effective Organisational Communication* approx 8-10 minutes.
- 5) Oral grades will be announced, individually, during the breaks. You may also check the Student Web for the oral grade.

OBJECTIVES:

The candidate will open the examination by giving the oral presentation. Thereafter putting forth, commenting and analyzing ideas connected to effective business communication topics. The goal is to give the candidate maximum opportunity to participate as naturally as possible in an interaction on business communication themes.
Study aids during exam: NONE

The grade is based on:

professional presentations 25%
effective and appropriate communication in English 25%
knowledge of the syllabus at discussion 25%
content of presentation 25%

Oral Exam Topics: Blundel: *Effective Organisational Communication*, Chapters :

2 « Breaking Barriers : Communication in Practice »

3 « Using Words : Verbal Communication »

5 « Developing Arguments : Persuasive Communication »

10 « Advertisements, Promotions, News Releases, and Exhibitions »



Høgskolen i Telemark

5907 Engelsk Skriftlig

10 Studiepoeng

21. mai 2010

Santa Barbara, California

Tidsrom: 09:00 – 12:00
Målform: Engelsk
Sidetal: 4 medrekna framside
Hjelpemiddel: Godkjent engelsk-engelsk ordbok

Eksamensresultata blir offentliggjorde på Studentweb via www.hit.no. Kom i hug studentnummer og kandidatnummer for kvar eksamen.



Avdeling for allmennvitskaplege fag.

Written Exam date: 21 May 2010

Counts 50% of total final grade

Time limit: 3 hours

Written Examination Topics: Blundel: *Effective Organisational Communication*

- Chapters 1, 4, 6, 7, 8, 9, 11, 13 (see monthly schedules for required pages.)

Language: The entire exam is in English.

The exam is in 3 Parts: All three 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 or report and discussing topics from the syllabus.

Hjelpemiddel:/Study aids during exam: Godkjent engelsk-engelsk ordbok/Approved 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 paragraphs of 4-8 sentences for 5 of 8 pairs of 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.

THE SHORT ESSAY:

Background information and context will be given on the test paper. Approximately 300 words. Concise, clear, complete and correct English is required.

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

Write a short paragraph (between 4-8 sentences) for five (5) of the following ten (8) pairs of vocabulary terms. Your paragraph should define the terms and discuss the relationship between them:

1. Team and Brainstorming
2. Strategic Alliances and Competitive Environment
3. Sub-Cultures and Organizational Grapevine
4. Visual Literacy and Nonverbal Communication
5. Message and Noise
6. Interview and Active Listening
7. Encoding and Communication Channel
8. Stakeholders and Feedback

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.

- a. Formal Letter: You work for Masters & Co Fabric and Furnishings. Your address is 15 Union Street, Beverly Hills, California 90210. Write a letter responding to Martin Stacey, a set designer who is enquiring about your fabrics and prices.
 - a. Martin Stacey's address is 2400 Culver Blvd., Los Angeles, California 90024.
 - b. Enclose fabric samples with your letter.
 - c. You can offer a 10% discount on all orders placed before June.
 - d. All designs are the same price.
 - e. Design 41 is available in blue and green, Design 53 is available in grey, blue, and brown, and Design 62 is available in red.
 - f. Up to 50 yards - \$6.00 per yard; 50-100 yards - \$5.50 per yard; over 100 yards - \$5.00 per yard.
 - g. Payment is due in full within 30 days from the date of delivery.

OR

- b. Short Report (approx. 350 words): You are the director of Human Resources for Santa Barbara Air, a small airline based in Santa Barbara, California. Although the company would like to expand in order to include destinations in Western Canada, Santa Barbara Air is experiencing an increase in customer complaints about overbooking, lost baggage, impoliteness, and inadequate information to passengers. Phyllis Drake, president of the company, fears that these problems can be tied to employee dissatisfaction. A job satisfaction survey and 'the grapevine' reveal employee discontent with low pay, repetitive tasks, and unsympathetic managers. Employee absenteeism is also increasing. Front-line employees, (those who deal directly with customers) are unable to change company policies that would address customer complaints. Flight attendants

cannot determine the amount of free snacks passengers receive. Check-in employees are not responsible for the overbooking policy. Baggage handlers work 8-hour shifts with no break.

Santa Barbara Air has held a meeting between Human Resources personnel and other employees. Phyllis Drake, president of the company, has asked you to write a report (approx. 350 words) of the meeting that addresses the following concerns:

- The major complaints of the employees
- Possible changes the administration must make in order to meet employees demands
- Proposed changes to the organizational structure to increase communication and give front-line employees more say in company policy
- A motivational package offered to the employees to help meet their demands.

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, politics, multi-culturalism, relationship to new-technologies, and gender. Write a short (300 word) essay by discussing at least two issues related to potential cultural differences. In your conclusion, make recommendations, based on principles we learned from *Effective Organisational Communication*, about how a Norwegian should tackle the two cultural barriers you discuss.