



Høgskolen i Telemark

Eksamen i

5907 Engelsk
(10 studiepoeng)

Konte 7. april 2010
kl. 0900-1200
Bø (Sydney)

Tidsrom: 3 timer/3 hours

Målform: Engelsk/English

Sidetal: 4 sider vedlagt, medrekna framside; 4 pages including cover page

Merknader: Sjå under
Oppgåva tel 50% av sluttkarakteren i emnet.
Instructions below.
This exam counts 50% of the final course grade



Avdeling for allmennvitenskaplege fag





Written Examination Topics: Blundel: *Effective Organisational Communication*

Language: The entire exam is in English.

The exam is in 3 Parts: All 3 parts must be answered:

- **Short answers to questions based on whole Blundel syllabus 30%**
- **A short essay using key terms (based on chapters 1-7 in the Blundel syllabus) 30%**
- **1 business communications document (based on chapters 8-14 in the Blundel syllabus) 40%**

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



Final Written Examination:

Part 1: Short Answer/Identification Questions (30%)

Please provide short answers (between 4-5 sentences) for six (6) of the following eight (8) vocabulary terms:

1. Idiom
2. Visual literacy
3. Gesture
4. Terms of reference
5. Emotional intelligence
6. Feedback
7. Moral deafness
8. Active listening

Part 2: Short Essay (30%) Expected length: 250-300 words

During your semester in a foreign culture you have had the opportunity to observe the ways that local culture can shape communication styles, business practices, and social interactions and how cultural differences can also be a barrier to effective communication.

Some of these differences include, but are not limited to, deal-focus vs. relationship-focus cultures, formality, attitudes about time, ethics, business behaviors, gender, multi-culturalism and individualism vs. communitarianism. Write a short (300 word) essay where you illustrate and discuss at least two issues related to potential cultural differences. In your conclusion, make recommendations about how a Norwegian should tackle the two cultural barriers you discuss. Use using relevant terminology (minimum 5 terms) from Blundel's *Effective Organisational Communication*.

Part 3: Written business communication (40%) Expected length: 350 words

Please write **either a)** a press release **or b)** a business report based on the information below. Please use the proper format and professional, polite English.

a) Press release:

INSTRUCTIONS: A new gourmet health food shop and restaurant is opening in Sydney on April 25th. As communications consultant, you have been asked to write a newsworthy and interesting news release in a standard format to the local newspaper to promote the event. Include appropriate information and details about the new firm, such as location, contact information, opening hours, details of opening event, manager, release date, etc.

- b) Business report: Short Report:** As marketing consultant you have been asked to write a short (approx. 350 words) "briefing report" for your boss Ms Jane Brown who owns a company that sells fresh fruit juices. The company, *Juicy Perks*, has consistently increased its sales revenue during the last three years. However, the management is concerned about its environmentally-friendly image given recent news



reports about drought, floods, and economic crises in the U.S. and abroad. *Juicy Perks* depends upon agricultural growers and producers for the fruits, berries, and grains the company uses to make its products. Ms. Brown has to prepare a public talk on the Fairtrade Mark and needs some background material. Make recommendations to your boss about the benefits of the Fairtrade Mark for the company.

- a. Consumers purchase products that are sourced from other parts of the world. Development agencies help consumers identify and purchase products on a fairly traded basis by placing the Fair Trade label on consumer goods.
- b. The first Fairtrade product in the UK was launched in 1994. Fairtrade Labelling Organisations International comprises initiatives in 21 countries.
- c. 1 in 2 British adults recognize the Fairtrade Mark. Recognition of the Fairtrade Mark has doubled from 25% to 50% since 2003. There are 2500 Fairtrade products available in the UK. Sales topped GBP290 million in 2008.
- d. The Fairtrade Mark assures that the producer has received what has been agreed to be a fair price.