



Avdeling for allmenne fag

EKSAMEN

I

5907/6050 Engelsk

25. 05. 2010

Tid/Time:	3timer/3hours
Målform/Language:	Bokmål/English
Sidetal/Pages:	3 m/framside/3 incl. cover page
Hjelpemiddel/Study aids:	English-English Dictionary: Ellers ingen; Otherwise none.
Merknader/Please note:	Answer Part 1 and 2
Vedlegg/Appendix:	none

Eksamensresultata blir offentliggjort på nettet, via StudentWeb.

The exam results will be published online, via StudentWeb, and will also be posted at the Exam Office. At the examination, each student will receive a 'Candidate Number' by which they can identify their posted exam results.

ANSWER PART 1 AND PART 2

Part 1: Please answer **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) Write a press release (approx 300 words): counts 40% of total written exam grade (language 60%/content 40%)

INSTRUCTIONS: A new student center including a disco, jazz club, café, wine bar, theater hall, and day-care center is opening in the near vicinity of Telemark University College, Bø campus, on May 30th. As the student responsible for communications, you have been asked to write a newsworthy and interesting news release in a standard format to the local newspaper to promote the opening. Include appropriate information and details about the new center, such as location, contact information, opening hours, details of opening event, manager, release date, etc.

OR

b) Write a report (approx 300 words): counts 40% of total written exam grade (language 60%/content 40%)

INSTRUCTIONS: You are the Student Representative for the Committee for Innovative Learning, at Telemark University College. The college aims to be known in Norway for its innovations in learning and educational achievement and has asked for a review of positive and negative aspects of modern classroom activities in college courses.

The committee is aware that students believe that today's courses do not prepare them well enough for the real business world that they will meet after graduation. Student complaints have been registered in such areas as irrelevant course themes, disorganization, lack of integration of modern technology in class activities, minimal promotion of intercultural teamwork, absence of European and international perspectives, among others.

The college president, Dag Bjerke, knows that these problems must be discussed and new learning methods must be found and tried. Student representatives from many courses have had a meeting to come up with new ideas based on their personal experience. The Chair of the college committee for Innovative Learning has asked you to write a report (approx. 300 words) in

which you make several recommendations for changing today's outdated learning methods.

Part 2: Write answers to 5 questions: counts 60% of total grade (content 60%/language 40%)

INSTRUCTIONS: On the basis of lecture handouts and Richard Blundel's *Effective Organisational Communication* write answers to 5 (FIVE) of the following 7 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 English sentences.

- 1) Describe five parts of a business report. (Write minimum 6 sentences).
- 2) Companies must secure feedback from their internal and external stakeholders. Identify 3 important questions one should ask before designing an organizational questionnaire. Mention several difficulties one may encounter in such surveys. (Write minimum 6 sentences)
- 3) Organizational communication involves individuals and organizations in a mixture of collaboration and competition. First discuss briefly what aspects of a company determine the structure and why organizational structure is important. Then mention 2 of five 'classic' organizational challenges or themes in organizational structure. How do they positively or negatively influence communication in an organization. (Write minimum 7 sentences)
- 4) According to Blundel, there are 9 or more different kinds of business letters. Choose 3 of them and describe their principal receivers/senders. Define several objectives of communication in these business letters. (Write minimum 7 sentences)
- 5) Business letter writing is a long-established channel of communication. Compare letter writing to telephone conversations, for example, and mention specific advantages and challenges of each. Describe two important channel characteristics of business letters. (Write 5 minimum sentences)
- 6) In media relations the news release is an important means of communication. Define what a news release is. Discuss the advantages and disadvantages of this form of communication. (Write minimum 6 sentences)

7) What is meant by plain English? Give examples as you discuss how clear and concise English may be produced. (Write minimum 6 sentences)