



Høgskolen i Telemark

Fakultet for allmennvitenskapelige fag

SLUTTEKSAMEN FINAL EXAM

Course code:	5907
Course name:	Business English
Studypoints for course:	10 studiepoeng
Percentage of total grade:	50 %
Exam date:	December 10, 2011
Exam place:	NEW YORK
Time:	09:00 – 12:00
Language:	ENGLISH
Number of pages incl. coverpage:	3
Allowed resources during exam	English-English dictionary
Special remarks:	Exam in three parts. Follow instructions carefully.
Number of attachments:	0

Eksamensresultat finn du etter sensurfall ved å logge deg inn med brukarnamn og passord på StudentWeb (hit.no)



ENGLISH:

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

Please provide short answers (between 3-5 sentences) for six (6) of the following eight (8) Vocabulary terms:

1. Groupthink
2. Non-verbal Communication
3. Mind mapping
4. Cliché
5. Visual Literacy
6. Euphemism
7. Moral lapse
8. Ethnocentrism

Part 2: Write answers to 6 questions only: (30%)

Instructions: On the basis of the course textbook write answers to 6 of the following 8 questions. You are expected to write a minimum of 6 sentences per 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. Discuss some of the advantages and disadvantages of using visual and electronic media for communicating business ideas.
2. Explain the difference between verbal and non-verbal communication and explain why and how each of them is essential to communicating ideas/proposals/marketing strategies.
3. Describe the steps you can take to improve the clarity of your writing.
4. Explain the role of primary research and identify the two most common forms of primary research for business communication purposes.
5. Define 'ethical communication' and list some examples of ethical and unethical communication.
6. Identify and explain at least three major types of effective visuals used in business communication.
7. Which part of communication requires gestures and images and why are they important
8. Explain how cultural diversity affects business communication and describe some of the steps you can take to communicate more effectively across cultural boundaries.



Part 3: Short Essay (40%)
Expected length: 350 words

Based upon the key aspects of cultural diversity we have studied and discussed please provide with your own perspective on the topic. 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, formality, attitudes about time, ethics, business behaviors, gender, dress code. Write a short 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 relevant terminology (minimum 4 terms) from the text book.