



**Høgskolen i Telemark**

Fakultet for allmennvitenskaplege fag

## SLUTTEKSAMEN

<b>Emnekode:</b>	<b>5907 002</b>
<b>Emnenamn:</b>	<b>Business English</b>
<b>Studiepoeng for emnet:</b>	<b>10</b>
Omfang av denne eksamenen i % av heile emnet:	50%
Eksamensdato:	05.12.2011
Eksamensstad:	Sydney
Lengde/tidsrom:	3 timar kl.0900-1200
Målform:	Engelsk
Ant. sider inkl. framside	3
Tillatne hjelpemiddel:	Engelsk-Engelsk ordbok (IKKJE synonymordbok) English-English Dictionary (NOT thesaurus)
Merknader:	Svar på både part 1 and part 2
Ant. vedlegg:	ingen

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



## **ANSWER PART 1 AND PART 2**

### **Part 1: Write a business letter: counts for 40% of total grade.**

#### ***Applying for a position***

**Apply for the following position. Write a job application letter, referring to your educational qualifications, job experience and any skills, personal qualities, or other information which you feel may be of relevance to the position. You should try to convince the employer that you are the right candidate for the job.**

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### **Whittear Travel Consultancy**

One of the UK's leading specialists in tailor-made tours and cultural holidays to North Australia, New Zealand and Asia is looking for a recent graduate to train as a Travel Consultant. We are committed to providing the best service to our clients while supplying a unique holiday adventure to suit their individual needs. We believe you will thrive with our 10-month training plan which will give you the opportunity to experience all aspects of our business.



Responsibilities will include dealing with client enquiries; selling worldwide tailor-made holidays and creating itineraries; booking tours and reserving flights through suppliers; preparing client travel documentation; managing bookings; and general customer service.

We are a rapidly expanding international business and are looking for young and talented business graduates to help us grow. We wish to build a team of highly motivated, flexible and talented people who are willing to put in that little extra effort. If you already have a degree in business, or will receive one within the next few years, and are interested in hearing more, write us a letter outlining your skills and abilities, your existing and future academic experience and any other experience you feel would be relevant.

Candidates should also have: good administrative skills; knowledge of travellers' needs preferred but not mandatory (as training will be given); knowledge of customer service skills; sales knowledge and language skills.

Send your job application letter and CV to: Mr. Al Fresco, Personnel manager, Whittear Travel Consultancy, 18 Yurong Parkway, Woolloomooloo, Sydney NSW 2011, Australia.



**Part 2: Write answers to 6 questions: counts for 60% of total grade**

**On the basis of Richard Blundel's *Effective Organisational Communication*, write answers to 6 (six) of the following 10 (ten) 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 sentences.**

1. Explain the term 'plain English'. In what contexts should Plain English be used? (6 sentences)
2. Advertising is becoming increasingly important in our competitive consumer society. Discuss two of three important communication objectives of advertising. Give examples of each. Why are advertisements normally developed together with other promotional devices? (6 sentences)
3. Give an account of the most important elements in an oral presentation. (6 sentences)
4. How does an organisation's structure impact the ability of its members to communicate? What is the relationship between an organisation's structure and its function? Support your statements by giving an example of a type of organisational structure. (8 sentences)
5. In media relations the news release is an important means of communication. Define what a news release is. What are the advantages and disadvantages of this form of communication? (6 sentences)
6. Letters, e-mails and text messages:  
What are the principal uses of a business letter? Give an account of the advantages and disadvantages of the letter as a communication channel. Describe the structure, style and content of a business letter. (6 sentences)
7. Explain **four** of following concepts in relation to using language creatively:
  - Pragmatics
  - Metaphors
  - Idiom
  - Clichés
  - Euphemisms
  - Jargon(6 sentences)
8. PR: What is meant by long-term commitment vs. short-term fix? Give one or more examples from real life. (6 sentences)
9. Give a summary of the challenges of persuasion: audience, message and context. How do you secure attention and argue effectively when using persuasive practices? (6 sentences)
10. Give an account of the different types of interviews and talk about the important aspects of interviews and questioning. How is it possible to enhance listening skills? How can you prepare for an interview? (6 sentences)