



Høgskolen i Telemark

EKSAMEN

6020 +6050 Engelsk

23. mai 2011

Tid (Time):	9 - 12
Målform (Language) :	engelsk\English
Sidetall (Number of pages) :	3 med første side\3 incl. title page
Hjelpemiddel (Study aids):	English-English Dictionary; ellers ingen\ otherwise none
Merknad (Please note) :	Answer Part A and B, see instructions This written exam counts 50% of the final grade for course 6020. This written exam counts 100% of the final grade for course 6050.
Vedlegg (Appendix):	None

Eksamensresultata blir offentliggjort på nettet via Studentweb.

The exam results will be published online, via StudentWeb.



ANSWER PART A AND PART B

Part A: Write an evaluations report or a press release (approx 200 words): counts 40% of total grade (language 60%/content 40%)

INSTRUCTIONS: CHOOSE EITHER 1 OR 2.

1. Evaluations report

Write an evaluations report of your program of academic study on behalf of the students your department. The report has been requested by the Dean of Academic Studies at your university in her efforts to improve quality of education. Use a standard report format.

2. Press release

Create a news release to announce the launching of new product in Bø on June 10 by the firm *Green Telemark*: a solar rechargeable cellular phone. Write a newsworthy and interesting release in a standard press release format to the local newspaper.

Part B: Write answers to 6 questions: counts 60% of total grade (content 60%/language 40%)

INSTRUCTIONS: On the basis of Richard Blundel's *Effective Organisational Communication* and lecture \ lecture handouts write answers to 6 (six) of the following 9 (nine) 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) In some situations visual images can replace written or spoken words entirely; sometimes these can be inappropriate and generate unintended results. Discuss 3-4 potential problems with visual media. (4 sentences)
- 2) Graphs and charts can be very effective ways to encode numerical information. However it is easy to confuse an audience by selecting the wrong type of graphical image to represent your data, or by constructing an image incorrectly. Discuss the advantages and disadvantages of 4 of the following: pie charts, bar charts, histograms, line graphs, and pictograms. (4 sentences)



- 3) Business reports come in all shapes and sizes. List and explain the purpose of 6-7 parts of a standard report. (5 sentences)
- 4) Summarize 3 important differences between paper mail and e-mail based on the findings in the Blundel textbook. Comment on these differences. (Write 4 sentences)
- 5) Business letter writing is a long-established channel of communication. Describe 2-3 important channel characteristics of business letters. List some examples of widely-used business letters. (Write 5 sentences)
- 6) A typical communication challenge is to obtain information about the impact your organization is having on the world around it. The feedback must be relevant, informative, and must enable the organization to make positive changes. To design a feedback form is complex, therefore the form designer needs to ask herself/himself several questions before starting the task. Discuss 3-4 relevant questions. (Write 5 sentences)
- 7) Feedback may be collected by managers and human resources specialists. Several feedback mechanisms are aimed at internal or external stakeholders in an organization. There are four/five typical communication channels involved in this type of feedback. List 3-4 of these and describe them or give examples. (Write 4 sentences)
- 8) Businesses organize many types of meetings which serve a variety of purposes. Mention 3-4 types of meetings referred in the textbook and discuss their purposes and styles. (Write 4 sentences)
- 9) Meetings have the potential to be one of the richest and most creative communication channels. However, they can also pose some of the greatest challenges. Formal meetings are typically arranged by large organizations and are characterized by specific features. Discuss 4-5 features of formal meetings. (Write 5 sentences)