



**Høgskolen i Telemark**

Avdeling for allmennvitenskaplege fag

## SLUTTEKSAMEN

<b>Emnekode:</b>	<b>5907</b>
<b>Emnenamn:</b>	<b>Business English</b>
<b>Studiepoeng for emnet:</b>	<b>10</b>
<b>Omfang av denne eksamenen i % av heile emnet:</b>	<b>50 %</b>
<b>Eksamensdato:</b>	<b>27. mai 2011</b>
<b>Eksamensstad:</b>	<b>Sydney</b>
<b>Lengde/tidsrom:</b>	<b>3 timer kl.0900 – kl.1200</b>
<b>Målform:</b>	<b>Bokmål / English</b>
<b>Ant. sider inkl. framside</b>	<b>3</b>
<b>Tillatne hjelpemidlar:</b>	<b>Engelsk-Engelsk ordbok (IKKE synonym ordbok) / English-English Dictionary (NOT thesaurus)</b>
<b>Merknader:</b>	<b>Svar på både part 1 and part 2</b>

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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#### *Game for a Laugh*

Game for a Laugh is a top-ranking sports gaming company and we are looking for a recent graduate to join us as our MARKETING AND EVENTS COORDINATOR. You will work alongside both the Marketing and Promotions teams helping to organise various kinds of hospitality and events in the sporting world, including football, skiing and snow sports, rugby, golf, surfing, handball, swimming sports, cricket and ice hockey, as well as other sports. You will also be the first point of contact for clients, event management, ticket companies and venues. Other duties include promoting new business activity, helping to research, prepare and write presentations, maintaining databases, generating target email lists and involvement in a variety of campaigns.

We are looking for a graduate who may also have some marketing, organisational or business development experience (although this is not a requirement). Graduates with other types of job experience are also of interest, such as experience from the service sector involving customer service and satisfaction, and the development of soft skills. Successful applicants without experience will be given the necessary training on the job.

An interest in sports is a must! You must be articulate and have excellent writing skills and an eye for detail, along with good MS Office skills to produce high quality written work. You will enjoy responsibility and work well as part of a team. You will be a hard worker with a professional approach but will also have a sense of humour and know how to have fun. Send your job application letter to:

Claire Jones, 23 New Bond Street, London W1.



**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' (6 sentences).
2. What is an advertising and promotional campaign? What are the key elements involved in planning an advertising and promotional campaign? (8 sentences)
3. Oral presentations: What are the necessary elements for giving a successful oral presentation? What should one avoid? (6 sentences)
4. What is meant by non-verbal communication? What are the potential advantages and problems of non-verbal communication? (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. What are the advantages and disadvantages of communicating via email, business letters and phone calls? (8 sentences)
7. What are the causes of communication barriers? How can they be dealt with in order to promote effective communication? (6 sentences)
8. What is involved in successful Public Relations? (8 sentences).
9. What are the essential principles of rhetorical argument? Your answer should include the three elements of a rhetorical argument. (6 sentences)
10. What is the role of persuasive communication in organisational contexts? Your answer should include the different ways that persuasive communication operates in organisations (i.e. the various channels of persuasive communication). (6 sentences)