



## Høgskolen i Telemark

Fakultet for allmennvitenskapelige fag

### FINAL EXAM

<b>Course code:</b>	5907
<b>Course name:</b>	Business English
<b>Credits:</b>	10
Percentage of total grade:	50%
Exam date:	December 1st 2012
Exam place:	New York
Time:	3 hours
Language:	English
Total pages inc. front page	4
Dictionary:	Yes
Comments:	The exam is in 3 Parts: All 3 parts must be answered
Number of attachments:	

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

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

Please provide short answers (between 2-3 sentences) for six (6) of the following eight (8)

Vocabulary terms:

1.

What is the meaning of *idiom* in the context of verbal communication?

2.

What is the meaning of *groupthink* in the context of barriers to communication?

3.

What is the meaning of *strategic alliances* in the context of organizational communication?

4.

What is the meaning of *aspirational* advertisement in the context of popular advertising formats?

5.

What is the meaning of *emotional intelligence* in the context of interactive communication?

6.

What is the meaning of *asynchronous* communication?

7.

What is the meaning of *hierarchies* in the context of organizational communication?

8.

What is the meaning of *paralanguage* in the context of verbal communication?

## **Part 2: Write answers to 6 questions only:**

Instructions: On the basis of the course textbook *Effective Organisational Communication* write answers to 6 of the following 8 questions. Write a minimum number of 3 sentences required (listed with each 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. 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.
2. What factors can cause communication barriers? How can these barriers be overcome to achieve effective communication?
3. List at least three types of Graphical data and explain how they differ from one another.
4. Discuss which elements are involved in planning an advertising and promotional campaign.
5. List and discuss the three fundamental elements of a rhetorical argument as defined by Aristotle.
6. Keeping in mind the iceberg metaphor for culture that we discussed in class discuss how the invisible and unarticulated aspects of culture are equally important with the explicit, tangible and more visible aspects of culture. Please list and use as examples a few of the components of each category and explain which category's aspects are fewer.
7. Discuss some of the potential problems with visual media.
8. List and discuss the four different perspectives on communication as explained in the first chapter of our text book.

### **Part 3: Short Essay (40%)**

#### **Expected length: 350 words**

During this semester in the United States, you each have shopped in different chains or boutiques, eaten out at many restaurants, and lived in different places. Each of these organizations has had a different communication with the public, and specific internal communication. Through your experiences, and what you've learned this semester, you are now very skilled at organizational communication.

Imagine that you are applying for a job at Google, somewhere in middle management. You've already submitted your CV, and now the company is asking for a cover letter outlining the expertise you have in communication.

Write a personal cover letter of at least 350 words, in which you explain your knowledge of organizational communication—the potential challenges and benefits.

Use relevant terminology (minimum 5 terms) from Blundel's *Effective Organizational Communication*.