



Høgskolen i Telemark

EKSAMEN

6020 +6050 Engelsk

21. mai 2012

Tid (Time):	3 hours/3 timer
Målform (Language) :	engelsk\English
Sidetall (Number of pages) :	6 med første side\6 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 (The oral exam from Dec 2011 counts 50%) . This written exam counts 100% of the final grade for course 6050.
Vedlegg (Appendix):	2

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 or a business letter (approx. 200 words)

Part A counts 40% of total grade of this written exam. (language 60%/content 40%)

INSTRUCTIONS: Choose either 1 or 2 or 3.

1. Report

Write a business report in which you evaluate the spring e-mail communication project, a section of the Business Communication Skills in English course. As the student representative of the class, the Dean of Academic Studies at your college is interested your proposals to develop the correspondence project for other business courses the next academic year. Use the standard report format outlined in the Blundel course book or the Green book (compendium) which you have received in class.

2. Press release

The Board of Telemark University College has decided to become a Fairtrade college by June 30, 2013. Create a news release to announce this decision to the Telemark community. Write a newsworthy and interesting release to the local newspaper using the standard press release format outlined in the Blundel course book or the Green book (compendium) which you have received in class. (See Fairtrade criteria information in the Appendix).

3. Business letter

Write an appropriate and formal business letter responding to the issues raised in the letter enclosed. Use the format presented in class or the Blundel textbook or in the Green book (compendium) which you have received in class. (See Appendix).



Part B:

Write answers to 5 questions.

Part B counts 60% of total grade for this written exam (content counts 60%/language counts 40%)

INSTRUCTIONS: On the basis of Richard Blundel's *Effective Organisational Communication* \ lectures \ lecture handouts write answers to 5 (five) 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) The Blundel textbook suggests that there are 5 potential benefits of non-verbal communication. List 3 benefits and give examples of each. (include body language and/or corporate identity and visual media and/or images)
(Write 5 sentences)
- 2) List at least 3 (three) ways to visually present graphical data and explain how these three can differ from one another.
(Write 5 sentences)
- 3) What is a business report? In order to prepare a business report cost-effectively, some fundamental questions must be asked. List 3 (three) questions and explain reasons for why you need the answers to these questions before writing the report.
(Write 5 sentences)
- 4) Richard Blundel maintains that email communication has distinctive characteristics which render the communication mode different from writing traditional business letters. In his textbook, and in class, common pitfalls and problems for digital communication channel have been discussed. Discuss 3 (three) of the most serious issues which can occur when writing email communication and can lead to ineffective communication in business.
(Write 6 sentences)
- 5) Write 1 (one) example for each of four writing styles commonly used in business communication. Each example should demonstrate typical characteristics of the style. Choose from the following writing styles: Formal, Informal, Direct, Indirect, Personal, Impersonal.
(Write 4 sentences)



- 6) A standard communication challenge in business is to obtain reliable information about a new product you plan to sell. One method of eliciting customer feedback is to design a questionnaire. There are advantages and disadvantages of written surveys. Discuss 2-3 pros and 2-3 cons of written questionnaires. (Write 6 sentences)
- 7) Define feedback. Give 3-4 reasons why organizations need feedback. (Write 5 sentences)
- 8) Exhibitions are popular venues for launching new products and have great potential for persuasive communication between organisations, existing and potential customers, general consumers, small and large businesses, etc. Several challenges arise when organizing stands at trade fairs. Based on your own experience and/or the Case Study 'Dozey Toys' from the Blundel textbook, identify 3-4 errors, (communication and operational) that can happen when staging such an event. (Write 4 sentences)
- 9) How does organizational structure reflect company culture? Discuss the differences between vertical and horizontal distance between people in organizations. (Write 5 sentences)



APPENDIX PART 1 Press release

Criteria for Becoming a Fair Trade University/College/High School

1. Form a Fair Trade Committee.

The Fair Trade Committee includes students, faculty, and representatives from a variety of campus organizations. The Committee has responsibility to:

- Hold regular meetings as appropriate to the school's schedule;
- Oversee a Fair Trade University campaign action plan;
- Develop a Fair Trade University Advisory Board when appropriate;
- Monitor the progress of the Fair Trade University campaign and policy implementation;
- Submit an annual progress report to the national Fair Trade University governing body.

2. Make Fair Trade products available in university-owned/operated outlets as well as included in service contracts wherever possible.

- Each outlet must offer a minimum of two Fair Trade products, such as coffee, tea, sugar, clothing, gifts.
- In cases where this is not possible, a plan should be developed to introduce Fair Trade products in a timely manner.
- Product availability should be publicized and promoted appropriately.

3. Use Fair Trade products at university meetings, events hosted by the university and in university offices.

- Offer Fair Trade coffee, tea, sugar, and other products in faculty lounges, at special events, and in administration offices.

4. Develop a Fair Trade Resolution and Fair Trade Procurement Policy.

- The procurement policy can apply to food and beverages, sports balls, clothing and uniforms, musical instruments, etc.
- The resolution and policy must be approved by appropriate student, faculty, and administration governing bodies (sample resolutions and policy statements will be available in the Fair Trade Universities Resource Guide).

5. Commit to Fair Trade education, awareness-raising and growth of the Fair Trade campaign.

- In order to maintain momentum, it is recommended that the university community complete at least two activities per semester/trimester or one activity per quarter related to Fair Trade education, awareness-raising, and growth of the Fair Trade University campaign. This includes inclusion of the subject of Fair Trade in class curricula, seminars, etc.
- Campus publications and other media should provide coverage of the campaign.

Each institution will develop its campaign according to the academic schedule, structure of the school, and campus culture. Fair Trade institutions become part of a growing national network of organizations promoting the values and benefits of Fair Trade and contribute to the growth of the global Fair Trade Movement.



APPENDIX PART 1 Business Letter



CGUC—Chicago University College: Studies & Sportswear
JMTelling, Managing Director, JM.telling@CGUC.ede
2323 Roosevelt Rd, Chicago, IL32244
+312 345 6789 Fax +312 345 6799
Bank Account #123412341234 VAT # US23.23.23.23

S Dokken, Manager
Pro Sportswear
3370 Vikersund, Norway

May 21, 2012
Your ref: JMT/rsp
Our ref: 300-sd

Dear Ms Dokken

Thank you for your positive confirmation of our order of 4 April 2012. Our order specification was not listed in your confirmation, so I do hope that the correct items and sizes, with a broad assortment of European team logos, has been processed.

I reiterate:

1. Jerseys
 - a. Children 50 in each size and color category
 - b. Adults 10 in each size and color category
2. T-shirts
 - a. Children 50 in each size and color category
 - b. Adults 10 in each size and color category

It was our understanding that the consignment would be shipped Express 2-day shipping to arrive at the Chicago airport *no later* than May 14th at the cost you note.

The problem is that the consignment has not arrived. We have double-checked at all levels. It is a full 4 weeks since you confirmed processing the order. This delay makes the presentation of our sports program at the spring kick-off very unprofessional, as we had guaranteed our sponsors the full promotion of our organization, its objectives and marketing tactics.

Please inform ASAP. We are counting on your immediate response.

Sincerely
Julia M Telling
Marketing Director
Cc STDanver