



Høgskolen i Telemark

Fakultet for allmennvitenskapelige fag

MIDTVEISEKSAMEN MIDTERM EXAM

Course code:	5907
Course name:	Business English
Studypoints for course:	10 studiepoeng
Percentage of total grade:	50 %
Exam date:	May 12, 2012
Exam place:	NEW YORK
Time:	9am-12pm (3 hours)
Language:	ENGLISH
Number of pages incl. coverpage:	3
Allowed resources during exam	English Dictionary
Special remarks:	None
Number of attachments:	None

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



ENGLISH:

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.
Idiom
2.
Non-verbal Communication
3.
Gesture
4.
Cliché
5.
Emotional intelligence
6.
Euphemism
7.
Moral silence
8.
Paralanguage

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. What factors can cause communication barriers? How can these barriers be overcome to achieve effective communication?
2. 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.
3. List at least 3 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 some of the basic components of a successful argument.
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. Which part of communication requires gestures and images and why are they important?

8. List and discuss some of the most popular advertising formats that we discussed.

Part 3: Short Essay (40%)

Expected length: 350 words

During your semester in a foreign culture you have had the opportunity to observe the ways that local culture can shape communication styles, business practices, and social interactions and how cultural differences can also be a barrier to effective communication. Some of these differences include, but are not limited to, deal-focus vs. relationship-focus cultures, formality, attitudes about time, ethics, business behaviors, gender, dress code, multi-culturalism and individualism vs. communitarianism. Write a short essay where you illustrate and discuss at least two issues related to potential cultural differences. In your conclusion, make recommendations about how a Norwegian should tackle the two cultural barriers you discuss. Use relevant terminology (minimum 5 terms) from Blundel's *Effective Organizational Communication*.

Attachment to exam questions, explaining evaluation

Written Examination Topics:

Blundel: *Effective Organisational Communication*

Language: The entire exam is in English.

Time: 3 hours

The exam is in 3 Parts: All 3 parts must be answered:

- Short answers to questions based on whole Blundel book 30%
- Elaborative answers on Blundel book 30%
- One short essay 40%

Objectives:

The candidate will have the opportunity to demonstrate appropriate command of written English business communication skills by creating an appropriate business text and discussing

topics from the syllabus.

Study aids during exam: English-English dictionary

The grade is based on:

- Courteous and concise letters or reports
- Correct use of English style and grammar
- Knowledge of the syllabus
- Complete and clear answers