



Telemark University College

Faculty of Arts and Sciences

FINAL EXAM

Course code:	5907
Course name:	Business English
Studypoints for course:	10
Percentage of total grade:	60%
Exam date:	13th December 2013
Exam place:	New York
Language:	English
Number of pages incl. coverpage:	4
Special remarks:	Students can use an English-English dictionary
Number of attachments:	None

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

ENGLISH:

1.

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.

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

Final Written Examination:

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 *cliché* in the context of verbal communication?

2.

What is the meaning of 'mind mapping in business communication'?

3.

Define the terms 'internal' and 'external' communication in the context of organizational communication.

4.

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

5.

Define two of the six main types of questions we discussed in class in the context of persuasive communication and provide an example of each one.

6.

Explain what the case of 'delaying' means in the context of organizational communication.

7.

List and define briefly the FOUR different perspectives on communication

8.

What is the meaning of 'lobbying' in the context of persuasive 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. Define and explain the three main barriers to ethical behavior in the context of business communication.
2. Explain the difference between synchronous and asynchronous communication and use specific examples for each.

3. Define the terms 'agenda' and 'minutes' and explain why they are both important in formal business meetings.
4. Explain the difference between the 'lexical' and the 'idiomatic' meaning of a word and use a specific example (word) to illustrate your points.
5. Define 'emotional intelligence' and discuss its importance in the context of persuasive communication and how it affects the performance of the speaker.
6. Keeping in mind the 'iceberg metaphor' for culture that we discussed in class identify THREE 'tangible' and 'articulated' aspects of culture and THREE 'intangible' and 'unarticulated' aspects and discuss how they relate to cultural understandings and misunderstandings.
7. Explain the difference between 'vertical distance' and 'horizontal distance' in the context of organizational structure and name some of the pros and the cons of each.
8. Define the term 'rhetoric' and discuss the three elements of a rhetorical argument in the context of persuasive communication.

Part 3: Short Essay (40%)

Expected length: 350 words

Imagine you are a successful advertiser and you are hired by an environmental group to promote social awareness about the killing of animals for the purpose of making fur coats for the fashion industry. Despite your personal view of whether it is right or wrong for people to wear leather and fur products, you are called to create a campaign against it. Your first task is to create a proposal describing the campaign. Write a formal essay of at least 350 words, in which you explain how you would organize the campaign, taking into consideration cultural differences and persuasion practices. Also you should clarify the type of format of advertising you will be using and explain why. Include all of the concerns of planning an advertising and promotional campaign, such as planning and budgeting concerns, campaign objectives and audience, among others.

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