



Høgskolen i Telemark
Fakultet for allmennvitenskapelige fag

KONTINUASJONSEKSAMEN – New York *Bæ*

5907 (Gateway)

FORRETNINGSENGELSK

16.12.2013

Tid/Time:	3 timer/3 hours
Målform/Language:	Bokmål/English
Sidetal/Pages:	3 med framside / 3 including this page
Hjelpemiddel/Aid:	English dictionary

Eksamensresultata blir offentliggjort på nettet, via StudentWeb.

The exam results will be published online, via StudentWeb.



ANSWER PART 1 AND PART 2.

(Part 1 counts for 40% of the total grade, and part 2 counts for 60%).

Part 1 (40%).

a) Write a job application.

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.

World 360 Travel Consultancy

One of the UK's leading specialists in tailor-made tours and cultural holidays to Asia, Australia, the US, the Caribbean and South America is looking for a recent graduate to train as a Travel Consultant. We are committed to providing the best service to our clients while supplying a unique holiday adventure to suit their individual needs. We believe you will thrive with our 9-month training plan which will give you the opportunity to experience all aspects of our business.



Responsibilities will include dealing with client enquiries; selling worldwide tailor-made holidays and creating itineraries; booking tours and reserving flights through suppliers; preparing client travel documentation; managing bookings; and general customer service.

We are a rapidly expanding international business and are looking for young and talented business graduates to help us grow. We wish to build a team of highly motivated, flexible and talented people who are willing to put in that little extra effort. If you already have a degree in business or travel with an international perspective, or will receive one within the next few years, and are interested in hearing more, write us a letter outlining your skills and abilities, your existing and future academic experience and any other experience you feel would be relevant.

Candidates should also have: good administrative skills; knowledge of travellers' needs preferred but not mandatory (as training will be given); knowledge of customer service skills; and sales knowledge. It is an advantage if you have language skills relevant to our destinations, although this is not essential.

Send your job application letter to: Ms. A. Nut, Personnel Manager, World 360 Travel Consultancy, 10 Bleeding Heart Yard, London EC1N, United Kingdom.



Part 2: Short answer questions (60%)

On the basis of Richard Blundel's *Effective Organisational Communication*, write answers to 5 (five) of the following 7 (seven) 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) What are underlying causes of communication barriers? How can they be dealt with in order to promote effective communication? (write 4-6 sentences)
- 2) What are key elements involved in planning an advertising and promotional campaign (write 5-6 sentences).
- 3) What are the necessary elements for giving a successful oral presentation? What should one avoid (write 4-5 sentences).
- 4) Explain the term 'plain English' (write 4-5 sentences).
- 5) Discuss negotiation in a cross-cultural perspective. (write 4-5 sentences)
- 6) What are the benefits of teamwork in solving organisational problems? What makes a successful team, and what are the symptoms of an unsuccessful team? (4-5 sentences)
- 7) What are the key dimensions of the communication process? Discuss one or more of these. (4-5 sentences)