



Høgskolen i Telemark
Fakultet for allmennvitenskapelige fag

KONTINUASJONSEKSAMEN

5907 (Gateway) *New York*

FORRETNINGSENGELSK

31.05.2013

Tid/Time: 3 timer/3 hours (9-12)

Målform/Language: Bokmål/English

Sidetal/Pages: 4 med framside / 4 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%): ‘Face-to-Face’ case: ‘Overcoming challenges of student team-working’¹.

Read the ‘Face to Face’ case below and answer the questions. You should write a minimum of 300 words in total when answering the three (3) questions.

Overcoming challenges of student team-working

A group of final year students has been allocated to tutor-selected teams of six members, and assigned the task of forming and operating as a profit-making enterprise for 12 weeks. Each team has been given a budget of £200 to get started, which they will need to repay from their profits. Anna, Baljit, Memo, Jake, Naz and Steve find themselves working together as Team 1. They get off to a great start and agree to call themselves “Waste Not”. They decide that they will offer a service, acting as a broker between local firms and the various agencies that recycle paper, cardboard, unwanted computing equipment and other waste. Problems begin at the second meeting when the two most vocal members - Baljit and Steve - clash over the decision of who will take the role of finance director, as both feel they have the necessary skills. The team had agreed not to appoint a leader but to take it in turns to chair meetings and to appoint roles of finance director, marketing director and sales director. They struggle and fail to agree upon who will take on which role by the end of the meeting. Anna, the person told to type up and circulate decisions and action points is absent for the next three meetings, and all attempts to contact her by mobile and e-mail fail. By week four the team has split into two sub-groups, Baljit and Naz in one sub-group and Memo, Jake and Steve in the other. Both sub-groups appear to be operating fairly successfully in terms of securing agreements with local firms. The situation erupts when members of each sub-group - Jake and Baljit - call the same firm and begin to negotiate, unaware of what the other is doing. The firm finds out and terminates the deal on the basis that Waste Not is disorganised and incompetent. They are less than impressed by their internal communication! Team meetings cease. Baljit and Naz arrange to see their tutor to complain that certain members aren’t pulling their weight (the ‘absent

¹ Edited from: Blundel, Richard and Ippolito, Kate. 2008. *Effective Organisational Communication: Perspectives, Principles and Practices* (3rd edition). Harlow, England: Prentice Hall – Financial Times Press. ISBN: 0273713752.



member' and the 'loafer') and they don't think it is fair that the group grade is split. Finally Anna reappears and the team is forced to meet to agree on how they'll complete their final assessed report. The report is hurriedly written by Baljit and Naz and the team spends the last two weeks looking forward to the end of the project. A £300 profit is made and the team is given a C grade.

Answer the following questions (Answer ALL THREE questions):

1. Summarise the above Face-to-Face case conveying the main points (write approx. 100 words).
2. What do you think were the barriers that prevented this team from working effectively?
3. Based on ideas in Richard Blundel and Kate Ippolito's *Effective Organisational Communication*, as well as your own experience, what strategies would you put into place to help the team achieve its true potential?



Part 2: Write answers to 4 questions based on the course textbook *Effective Organisational Communication* (60%).

INSTRUCTIONS: On the basis of Richard Blundel's *Effective Organisational Communication* write answers to four (4) of the following six (6) questions. Write roughly 100 words when answering each question. You may write more than what is required. Write clear and complete English sentences.

1. Non-verbal communication includes the use of signals, gestures and images. Discuss the potential benefits of non-verbal communication, and the potential problems of using visual media.
2. What are the barriers to communication? Discuss how communication barriers can be overcome (you may use a practical example).
3. Discuss the elements involved in planning an advertising and promotional campaign.
4. In media relations the news release (or press release) is an important means of communication. Define what a news release is. Discuss the advantages and disadvantages of this form of business communication.
5. Discuss negotiation in a cross-cultural perspective.
6. Presentation is a particularly difficult communication channel because the presenter must simultaneously focus on a number of aspects in order to give an effective presentation. Discuss the key aspects of an effective presentation.