



**Høgskolen i Telemark**

Fakultet for allmennvitenskaplege fag

## FINAL EXAM

<b>Course code:</b>	5907
<b>Course name:</b>	Business English
<b>Credits:</b>	10
Percentage of total grade:	50%
Exam date:	May 17th 2013
Exam place:	New York
Time:	09:00-12:00
Language:	English
Total pages inc. front page	4
Dictionary:	English-English dictionary
Comments:	The exam is in 3 Parts: All 3 parts must be answered
Number of attachments:	

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



## **Part 1: Identification Questions (30%)**

On the basis of the course textbook *Effective Organisational Communication* please provide short answers (between 2-3 sentences) for six (6) of the following eight (8) vocabulary terms:

1. What is the meaning of *euphemism* in the context of verbal communication?
2. What is the meaning of *groupthink* in the context of barriers to communication?
3. What is the meaning of *strategic alliances* in the context of organizational communication?
4. What is the meaning of *slice of life* advertisement in the context of popular advertising formats?
5. What is the meaning of *grapevine* in the context of interactive communication?
6. What is the meaning of *synchronous* communication?
7. What is the meaning of *top management teams* in the context of organizational communication?
8. What is the meaning of *paralanguage* in the context of verbal communication?



## Part 2: Short Answer (30%)

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 for the information asked. 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. When drafting a report, what are the THREE cultural differences to keep in mind?  
Explain the meanings of each.
2. Name and explain FIVE common barriers to communication.
3. List at least FOUR popular advertising formats and explain how they are used.
4. Identify at least THREE main interview types and describe them.
5. List and discuss the THREE fundamental elements of a rhetorical argument as defined by Aristotle.
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 of culture, then discuss how they relate to cultural understandings and misunderstandings.
7. Explain the difference between human and manufactured non-verbal communication and provide with TWO examples for EACH.
8. List and discuss the FOUR different perspectives on communication as explained in the first chapter of our text book.



### **Part 3: Short Essay (40%)**

**Expected length: 350 words**

Imagine you are a successful advertiser and are hired by an environmental group to promote social awareness about the killing of animals to make 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 expected 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. Clarify the type of format of advertising you will be using and explain why you have chosen this. Include all of the concerns that go into planning an advertising and promotional campaign, such as planning and budgeting concerns, campaign objectives and audience, among others.

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